# shesaid.so space at ADE 2022

## / Hosted by Lynk & Co

## // Powered by ZORA

### About shesaid.so

shesaid.so is a global community of women, gender minorities and allies in the music industry independently built in London by Andreea Magdalina in 2014. Guided by intersectionality, the community now comprises 15,000+ members around the world across 20+ chapters including New York, Los Angeles, France, Germany, Sweden and South Africa to name a few.

shesaid.so's mission is to connect and support underrepresented communities towards a more equitable music industry for all, one woman or gender non-conforming individual at a time. We produce content that educates and creates visibility on topics that are voted for by the community, host events that enable our members to network and create meaningful connections, and develop mentoring & other mentoring programs that provide industry access & opportunities. Some of the partners we have worked with include YouTube Music, TikTok, Universal Music Group, Boiler Room, Ninja Tune, Vans and more.

### Overview

shesaid.so has been working with ADE since 2017 with a focus on programming around diversity and inclusion in the music industry.

In 2019 we took our partnership to the next level and introduced she.grows at ADE - a mini-mentoring program that paired 10 senior-level members from the shesaid.so community with mentees selected by ADE University. The scheme included an open call, mentor/mentee matching & training, workshops, networking and a DJ showcase.

In 2022 we are working even more closely together to bring back the mentoring program, curate talks as part of ADE Pro, and introduce a shesaid.so space as part of the ADE Lab track powered by ZORA and hosted at Lynk & Co's flagship Amsterdam Club.

The shesaid.so space at ADE 2022 powered by ZORA will feature a full day of programming on Friday October 21st; the first half of the day will include activities related to the mentoring program as well as public facing talks, networking and electronic music. The second half of the day will exclusively focus on web3 discussions, performances and networking - plus a music NFT gallery and other interactive exercises designed to educate and showcase what's possible within the web3 ecosystem.

Our goal is to create an inclusive environment where our global community attending ADE can connect with one another and other industry professionals, in addition to learning. The program will reflect some of the most ardent topics from the shesaid.so world - including diversity & inclusion as well as more industry-facing discussions. Last but not least, the space will highlight initiatives and creatives curated from the community and provide promotional opportunities for showcasing talent.

## Program Outline

<u>9:30-11am: we.grow breakfast</u>

- Breakfast
- IRL Mentor-Mentee introductions
- Mentor-Mentee training will be provided online in advance
- Open to program participants only (approx. 25-30 people)

<u>11am-11:45am: Workshop/Masterclass #1</u>

- Open to ADE Pro & Lab pass holders
- Learning/Education
- **Title: Meta x Music Masterclass**
- Description: Meta's Artist Partnerships (Liz Miller) and Label Partnerships (Josh Nicoll) will run through all the latest best practices for Facebook and Instagram, including a run-through of our current music products and a quick look into our work in blockchain technology and the metaverse.

11:45am-12:00pm: Networking

<u>12:00-12:30pm: AMA #1: Record Labels, DSPs & Distros</u>

- Open to ADE Pro & Lab pass holders
- Q&A format
- This session will allow the audience to ask questions directly from our guest speakers. No panel. A Moderator will be provided to aid

- Speakers: Liz Miller, Josh Nicoll, Lucy Blair (Spotify), **Isla Fabinyi (Sentric)**, Bina Fronda (Ultra Records), Aly Gianna (Head of Label EMEA, Bandcamp), Mmasechaba Segage (GM, Native Rebels Label), Jessica Ibgui (A&R CREATIVE MANAGER, BUDDE MUSIC) , Oana Ruxandra (Warner Music)

12:30-12:45pm: Networking

12:45-1:15pm AMA #2: Agents & Managers

- Open to ADE Pro & Lab pass holders
- Q&A format
- This session will allow the audience to ask questions directly from our guest speakers. No panel. A Moderator will be provided to aid.
- Speakers: **Sarah Stam** (Set The Tone); **Lucy Atkinson** (Earth), Steph LaFera (WME), **Jameson Thomas** (IAMJT); **Alex Hale** (Higher Ground), India Allen (Illa Management) more TBD,

1:15-1:30pm: Networking

1:30-2:30pm Music/Break/Open for meetings/Networking/ Working group

- Opportunity to showcase local & international talent
- Open up the space for meetings for shesaid.so members
- ~~Potential to partner with HOR or a local radio station for live streaming~~
- **Confirmed: live performance by Lila Tirando a Violeta**

2:30-3:15pm: Workshop/Masterclass #2

- Open to ADE Pro & Lab pass holders
- Learning/Education
- TITLE: **ZORA presents: *Enabling Decentralised Music Communities*; hosted by Kaitlyn Davies (Refraction)**
- DESCRIPTION: From DIY venues to major record labels, community-building currently stands as one of the most difficult, rewarding and profitable means of being a music practitioner, particularly in the age of social networks and streaming platforms. Emerging technologies promise artists and fans new models for funding and participation, but often add value back to the tech companies rather than the communities they claim to support. Could decentralised infrastructures offer music makers and maintainers more sustainable alternatives? Join RefractionDAO and ZORA for a crash course on web3 basics for music communities.

3:15-3:30pm: Networking

3:30-4pm: AMA #3: What the hell is web3?

- Open to anyone/ADE Lab pass holders
- Discussion/Debate
- Potential to connect this debate to the workshop/masterclass taking place beforehand (eg. web3)
- TBD: **Michail Stangl/Kat Young**, **Kat Rodgers (Water & Music)**

4-4:15pm: Networking

4:15-5pm: Web3 Artist Interview

- Artist-focused / artist interview
- **Confirmed: In conversation with Richie Hawtin & Portrait XO; hosted by Andreea Magdalina (shesaid.so)**

5-7:30pm: Web3 Mixer

- Open to all
- Focus on DJ/talent showcase & networking
- Networking
- Free drinks
- **Live performance: Portrait XO (20-30mins) - 6-6:30pm**
- shesaid.so DJs: **SUCHI (1h) - confirmed**, Bambii (1h) - TBD