

AGENDA

Music Industry Stream

Data: 01.06.2025

Link de înregistrare: <https://forms.gle/7S7nkgbxWBtsDkGD7>

Acces gratuit

Locație: Artcor

Time	Session	Participants
11:00–11:15	Welcome Coffee & Networking	–
11:15–12:00	Interview: Building a Sustainable Music Career in the Digital Age Topics: Master rights, metadata, digital distributors, release strategy, profile building.	Andras ‘Bozan’ Bodrogi – State51
12:00–12:15	Break	–
12:15–13:00	Panel: The Role of Branding & Marketing for Emerging Artists Topics: Artistic identity, digital marketing, storytelling, brand partnerships.	Moderator: Dan Pădure Corina Vilcu – Global Records Denis Roabeș – The Motans Roman Burlaca – Versus Artist Codruța Vulcu – Alternosfera
13:00–14:00	Lunch	–
14:00–15:00	Panel: Creating Effective Partnerships & Collaborations in the Music Industry Topics: Collaboration, industry professionals, strategic growth.	Pedro Botsaris – ANTFOOD Peter Astedt – Musichelp Sweden AB Oskar Strajn – ESNS Ruth Koleva – Sofia Live Fest
15:00–15:10	Break	–
15:10–16:00	Panel: Live Performances & Touring as Revenue Streams Topics: Show planning, merchandise, budgeting, live promotion.	Koen Ter Heegde Valerius Borcos (K not K) Vlad Sabajuc – Satoshi Andras Bodrogi – State51

FIC 2025

Stream: Music Industry

Time	Subject	Participants
11.00-11.15	Welcome coffee, networking	
11.15-12.00	Interview: Building a Sustainable Music Career in the Digital Age - We will explore essential aspects of today's digital music business, including ownership of master rights, selecting the right digital distributor, and the critical role of metadata. It also covers effective release strategies and how to build and maintain strong artist profiles across major digital platforms and social media — all key to sustaining a long-term career in music.	Andras 'Bozan' Bodrogi- State 51
12.00-12.15	Break	
12.15-13.00	Pannel:The Role of Branding and Marketing for Emerging Artists Objective: To equip artists with knowledge on protecting and profiting from their music in various legal and business contexts. - Crafting a unique artistic identity and how it translates to branding (visual identity, logo, stage presence, etc.). - Effective digital marketing strategies (email marketing, influencer collaborations, content creation). - The importance of storytelling in building a connection with fans. - Exploring partnerships with brands and how they can help grow an artist's business.	Moderator: Dan Pădure Corina Vilcu, Head of Marketing and Promotion, Global Records, România Denis Roabeș, The Motans Roman Burlaca - Versus Artist, Moldova Codruța Vulcu, Alternosfera
13.00-14.00	Lunch	

14.00- 15.00	Pannel: Creating Effective Partnerships and Collaborations in the Music Industry Objective: To guide artists on how to foster meaningful partnerships that support both their creative vision and business goals. - How to collaborate with other musicians, producers, and songwriters to enhance creativity and broaden reach. - Navigating record labels, management companies, and booking agents. - Building relationships with key industry professionals (promoters, A&R, music supervisors). - Strategic collaborations with other artists and brands for mutual growth.	Pedro Botsaris PEDRO BOTSARIS ANTFOOD Creative Director & Partner He/Him Peter Astedt -Musichelp Sweden AB Oskar Strajn -Booker ESNS Ruth Koleva-Founder, Head of Program, Sofia Live Fest,SAMC
15.00-15.10	Break	
15.10-16.00	Pannel: Live Performances and Touring as Revenue Streams Objective: To provide insights into the importance of live music as a revenue generator and how emerging artists can make the most out of live shows and tours.- Planning and executing successful live shows and tours, even on a small budget. - Revenue streams beyond ticket sales: merchandise, VIP experiences, sponsorships. - The logistics and financial planning of touring, including working with booking agents and promoters. - How to use live performances as an effective promotional tool.	(Koen's Main) + workshop (Karpov not Kasparov) Vlad Sabajuc Satoshi

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Marketing and Promotion, Global Records, România	
Denis Roabeş, The Motans	
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Bodrogi Bozán András, State 51	bodrogi.ground@gmail.com Andras Bodrogi Andras 'Bozan' Bodrogi worked on various fields of the music industry (EMI Virgin Records, Music Export Hungary, WM Music Distribution, A38 Ship...) as new media and marketing, project manager, gained expertise in digital music business and online communication, in new media projects helping labels and artists in this challenging era of music content production and online performance, rights management, and monetization. Currently he is working as a Rights Management and Monetization specialist with The state51 Conspiracy, a London based music company, helping independent labels and artists in rights management and monetization on YouTube, Facebook, Instagram and TikTok. He worked as an external consultant and expert trainer of Google Hungary, conducting trainings to YouTube partner companies, consulting to creative, media and content agencies, to labels, artists, brands, to TV formats and other independent content creators from various fields
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	such as film, digital art, WEB3 to reach their goals with audio, visual and with audiovisual content. He was part of, and he is still working as a tutor/mentor of EU supported projects such as JUMP - the European Music Market Accelerator, HEMI - The Hub for the Exchange of Music Innovation. He is a guest lecturer and trainer of various educational programs, marketing, media, and communication departments of universities, panelists and workshop leader in music related conferences and festivals. With the Budapest based music management school called 'Almost Famous Music Business School' he developed a long format Masterclass called "Digital Music Business from A till Z". He writes and publish songs under the artist name 'BoZaN'. Currently he is living and working in Porto, Portugal. www.linkedin.com/in/andrasbodrogi 
Dan Pădure	d.padure@rug.nl Dan Padure is a cultural sociologist, creative producer, and musician. He is currently completing a Master's in Cultural Leadership at the University of Groningen, where he also teaches courses in sociology, arts management, and marketing. His work centres on the intersection of branding and music. Outside academia, Dan has held key

	production roles at music festivals such as Stukafest Groningen and Rock’n’Haret, and he continues to collaborate on various artistic projects. 
Corina Vilcu, Head of Marketing and Promotion, Global Records, România	corina.vilcu@globalrecords.com Corina Vilcu has dedicated the past 17 years to living and breathing music. She began her career in 2008 at Kiss FM, where she learned the art of excellence in top radio, later continuing at ProFM, collaborating with industry professionals she admired since childhood. In 2018, she transitioned into the record label world to support and promote artists from behind the scenes. Now, as Head of Marketing and Promotion at Global Records—the largest independent label in Central and Eastern Europe—Corina leads strategic campaigns that propel local talent onto international stages. Her work is driven by a deep passion for music, a belief in creative collaboration, and a commitment to transforming talent into success stories.



Denis Roabeș, Motans



The Motans is the brainchild of singer and songwriter Denis Roabes. Debuting in 2016 with the chart-topping single “Versus”, The Motans

	quickly became an earnest apparition in the musical landscape. Combining alternative influences with a pop sensibility, singles such as “Înainte Să Ne Fi Născut”, “Jackpot”, “Weekend” have topped both the radio and the digital charts, while the artist releases have surpassed 700 million streams across all platforms. With three albums under his belt, sold-out tours and hundreds of concerts, as well as an impressive strings of collaborations with INNA, Delia and Irina Rimes, The Motans has established himself as a leading figure of the music industry.
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Roman Burlaca, **Sens Music**,
Moldova



	
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