



**EUROSONIC
NOORDERSLAG**

14 - 17 JANUARY 2015
CONFERENCE

PRESS RELEASE

Groningen, October 2, 2014

Eurosonic Noorderslag adds new conference covering production innovation to run alongside existing daytime events

Eurosonic Noorderslag is launching the European Production Innovation Conference & Fair (EPIC), a new conference that runs alongside the existing Eurosonic Noorderslag Conference schedule, and is entirely focused on innovation at festivals and venues. In addition to that, Eurosonic Noorderslag is to continue the successful Buma Music Meets Tech programme covering the latest developments in the area of music and technology where start-ups can present their innovations.

EPIC

The European Production Innovation Conference & Fair (EPIC) is a new conference stream that runs alongside the existing Eurosonic Noorderslag Conference, and is entirely focused on innovation at festivals and venues. The event consists of three days of discussions, presentations of products, ideas and new ways to implement them at festivals, concerts, and venues, as well as in the production of events. SummerLabb, which is part of EPIC, is where research institutes, polytechnic universities and sustainability companies give visitors the opportunity to feel, taste and smell (technological) sustainable innovations. EPIC is the result of a partnership between Yourope, Double 2, VVEM, VNPF and Eurosonic Noorderslag.

EPIC takes place from January 15-17, 2015 in De Oosterpoort in Groningen. The price for a three day registration/passepartout for EPIC is 45 euros. A day ticket for EPIC costs 25 euros.

[Tickets can be bought at the Eurosonic Noorderslag website.](#)

- Companies wishing to present themselves and their products can [contact our team](#).

Buma Music Meets Tech

After a successful first edition, Buma and Eurosonic Noorderslag will once again present the three-day segment Music Meets Tech, part of the Eurosonic Noorderslag Conference. The programme offers a wide range of lectures and round-table discussions about the latest developments in the areas of music and technology. It also gives companies the opportunity to present themselves and show what they bring to the table at the crossroads where music and innovation meet tech. New initiatives and start ups can apply to be part of Music Meets Tech, giving them the chance to present themselves in front of a professional jury from the tech and music industries. The winner will be awarded the Buma Music Meets Tech Award

in the form of a € 5.000 cash prize.

- Companies wanting to present themselves and compete for the [Music Meets Tech Award](#) can submit their project here.

Next to EPIC and Buma Music Meets Tech, the Eurosonic Noorderslag Conference programme consists of the regular music conference programme and the Music & Media programme.

Music & Media

Music & Media, the annual Eurosonic Noorderslag segment on Saturday afternoon, consists of a series of panels about music in the media. The programme concludes with the presentation of the Dutch Pop Media Award. This prize aims to encourage excellence in Dutch pop journalism and is awarded in recognition of the entire oeuvre of a pop journalist.

Agenda Eurosonic Noorderslag

Wednesday January 14, 2015

European Border Breakers Awards
European Festival Awards
Eurosonic Festival

Thursday January 15, 2015

Conference:

- European Production Innovation Conference & Fair (EPIC)
- Buma Music Meets Tech
- General conference programme

Eurosonic Festival

Friday January 16, 2015

Conference:

- European Production Innovation Conference & Fair (EPIC)
- Buma Music Meets Tech & Awards
- General conference programme

Eurosonic Festival

Saturday January 17, 2015

Conference:

- European Production Innovation Conference & Fair (EPIC)
 - Buma Music Meets Tech
 - Music & Media programme
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- General conference programme

Noorderslag Festival

About Eurosonic Noorderslag

Eurosonic Noorderslag is the key exchange and networking platform for European music, with a proven track record for helping to break new acts on the international live music scene. A sold-out event for many years, Eurosonic Noorderslag attracts over 3,200 professional delegates, including representatives of over 400 international festivals. Eurosonic Noorderslag presents showcases by more than 350 acts alongside a conference programme featuring 150 panels, keynote speakers, interviews, and workshops, as well as dinners, pitches, parties and meetings covering the latest developments in the international music, media, production and interactive industries.

Eurosonic Noorderslag has been responsible for kick-starting the careers of European acts like Ásgeir, Benjamin Clementine, Birth of Joy, Coely, Emilie Nicolas, Ewert and the Two Dragons, George Ezra, Hozier, Jaakko Eino Kalevi, Jungle, Kadebostany, Larry Gus, Mighty Oaks, Milky Chance and MØ.

The start of ticket sales for the festival programme will be announced later this autumn. Conference registrations can be obtained through www.eurosonic-noorderslag.nl.

Note to the editor / Not for publication

For more information and questions:

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Downloads

[Eurosonic Noorderslag logo](#)

[Eurosonic Noorderslag festival and conference photos](#)

Eurosonic Noorderslag 2015 press releases

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[Iceland erupts at Eurosonic Noorderslag: Focus country announces first wave of acts for 2015](#)

[Eurosonic Noorderslag announces first conference names](#)

[Eurosonic Noorderslag opens conference registration and act submission](#)

[Eurosonic Noorderslag 2015 focuses on Iceland](#)

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