



PRESS RELEASE

Hilversum, December 8, 2016

Buma ROCKS! presents Heavy Panel, LOUD & PROUD showcases and Wheel Of Steel Rock Quiz at Eurosonic Noorderslag 2017

Buma ROCKS!, *the international conference and showcase festival for loud music*, will present various activities during Eurosonic Noorderslag Conference and Festival held in Groningen, The Netherlands, from 11 – 14 January 2017. ESNS-delegates with connections in the heavy music scene will want to drop by for the Heavy Panel and a drink in the Oosterpoort basement on Thursday afternoon, at the Wheel Of Steel in between panels or at our LOUD & PROUD showcases at club LOLA on Friday.

Buma ROCKS! presents the Heavy Panel: Booking metal to the masses

On Thursday 12 January the Heavy Panel will feature booking agents from the Netherlands, Germany and Belgium. They will shine their lights on the path to success in the world of metal and hard rock. How do they get the music to the masses?

Panelists are:

John Julio Sprich (DE), co-founder and programmer of the Euroblast Festival in Cologne. He is also co-founder of the Euroblast Collective, a network consisting of artist managers, PR specialist and bookers in the genre of progressive rock and metal. As an artist manager he is working with bands such as VOLA (DK), The Algorithm (FR) and Humanity's Last Breath (SE).

Jef Verheijen (BE) and his company Rock The Fox run artist management for The Vintage Caravan (SE), Off The Cross (BE) and pop band Nele Needs A Holiday (BE). In Belgium Jef is booking the likes of DeWolff, Birth Of Joy, Spoil Engine, Dead Lord and many others.

Wietze Halma (NL) is a booking agent at Eindhoven agency Loud Noise. Wietze has contributed to festivals like Dynamo Metal Fest, Into The Grave, City Rock and The Sound Of Revolution. His current European roster consists of bands like Scar Symmetry (SE), Hell (UK), MayaN (NL) and Severe Torture (NL). Wietze is responsible for booking shows in The Netherlands for Tarja Turunen (FI) and many other artists.

Buma ROCKS! presents LOUD & PROUD with three great bands at LOLA!

For the second year in a row Buma ROCKS! throws a showcase party during Eurosonic: LOUD & PROUD will take place on Friday the 13th of January between 5 and 8 PM in LOLA, a lovely club at Pelsterdwarstraat 11. Admission with ESNS wristbands only! Expect killer performances of none less than Death Alley and Buma ROCKS!-alumni

Paceshifters and Hibakusha. [Check out the LOUD & PROUD promo video!](#)

The return of the Wheel Of Steel!

At Buma ROCKS! 2016 the impressive Wheel Of Steel was turning to select the demos that were played to a jury of heavy music professionals. During breaks at the Eurosonic Noorderslag Conference the Wheel Of Steel will be the centre of attention in a unique Rock Quiz, hosted by Buma ROCKS!

Heavy Panel: Booking metal to the masses

Thursday 12 January, 16.30 - 17.30 @ Panel Room B7, Oosterpoort, Groningen - Networking drinks afterwards!

Buma ROCKS! presents LOUD & PROUD

Friday 13 January, 17.00 – 20.00 @ Lola, Groningen

LOUD & PROUD, Heavy Panel and the Wheel Of Steel are initiatives of Buma ROCKS!

Note to the editor (not for publication)

For more information on Buma ROCKS! @ Eurosonic Noorderslag: Mark van Schaick, mark@bumarocks.nl.
