

ESNS Conference confirms 74 new speakers - AIM, Bandcamp, BMG, Black Lives in Music, Mad Cool, Roskilde, Spotify and many more

Cindy Castillo (Mad Cool Festival), Gee Davy (AIM), Annika Walsh (Spotify), and many more announced to speak at ESNS, alongside industry tastemakers from ATC Live, Bandcamp, BBC Music, Black Lives In Music, BMG, and Roskilde Festival. Delegate Passes are available now at a Late rate at ESNS.nl

ESNS (Eurosonic Noorderslag), **the key exchange for emerging European music**, announces an extensive list of new speakers for its annual music conference.

Committed to fostering a vibrant and inclusive music sector where everyone can enjoy music, ESNS presents an impressive lineup of prominent speakers across the industry. The ESNS Conference aims to amplify dynamic voices and facilitate engaging discussions featuring some of the biggest industry names in music today.

ESNS hosts its annual showcase festival and music conference from January 15-18, 2025, in Groningen, the Netherlands. ESNS Delegate Passes are now available at a Late rate at ESNS.nl - The rates will go up soon.

Speaking at ESNS

Featured speakers taking the stage at ESNS 2025 include prominent tastemakers representing music brands such as AIM, ATC Live, Bandcamp, Beggars Group, BBC Music Introducing, Black Lives In Music, BMG, Drowned in Sound, EMMA, FUGA, Lowlands, Mad Cool Festival, MMF, Øja Festivalen, Paleo Festival, Primavera Sound, Primary Talent, Roskilde Festival, Spotify, UTA, Wasserman Music, and many more, including:

- **Kelly Betts** is the editor of BBC Music Introducing. She has passionately devoted her career to nurturing and spotlighting new musical talent across the UK. At ESNS, Kelly Betts will join a panel about innovative ways public broadcasters support local artists.
- **Alex Bruford** founded ATC Live in 2011; the agency now represents 400 artists, including Fontaines D.C., Metronomy, and PJ Harvey. He'll speak at ESNS about the challenges bands face in a world where solo artists dominate the charts and headline major festivals.
- **Cindy Castillo** grew Mad Cool Festival into one of Spain's premier music events in just a few years. With over twenty years of experience in the music industry as a manager, agent, and booker, she has played a significant role in developing the careers of numerous artists. Cindy Castillo will join the Art of Curation panel at ESNS.
- **Gee Davy** is the CEO of the Association of Independent Music (AIM), the not-for-profit trade body exclusively representing the UK's independent music sector, which makes up around a quarter of the recorded music market. Gee Davy will join an ESNS panel discussion about the UK's 'Voluntary Code of Good Practice on Transparency in Music Streaming'.
- **Rauha Kyyrö** is responsible for developing the FKP Scorpio's booking and promoter activities across Europe. FKP Scorpio operates across Europe with offices in 11

countries, promoting over 25 festivals and several thousand shows annually. At ESNS, Rauha Kyyrö will join the panel 'How to Lose (or Steal) an Act'.

- **Fiona McAuley** is Senior Director of Digital Marketing at BMG. She collaborates closely with artists to create innovative strategies that effectively connect and engage fans with the artist and their music throughout their careers. At ESNS, Fiona McAuley will share strategies for activism in music.
- **Claes Olsen** is the founder of Oslo's Øyafestivalen and will speak at ESNS about the relationship between venues and festivals. **Birgitte Mandelid** is the festival's Head of Marketing and a member of the booking team. She will join Yourope's Festival Panel at ESNS. Øyafestivalen emerged from the local club scene, growing organically since 1999.
- **Annika Walsh** leads Spotify's International Music Strategy, which is the vital link between local & global music teams to ensure that each unique market is included. A key focus area for the team is identifying opportunities to accelerate the export of music & culture worldwide. Annika will be sharing her insights about the superfan economy at ESNS.

Other featured speakers taking the stage at ESNS 2025 include:

- **Sean Adams**, founder of Drowned in Sound.
- Primavera Sound's Head of Partnerships & Programming for Primavera Pro **Camila Anino**.
- **Ruth Barlow**, the Director of Live Licensing at Beggars Group and chairperson at AIM.
- Chief Executive of Black Lives in Music, **Dr. Charisse Beaumont**.
- **Henrik Bondo Nielsen**, Roskilde Festival's special adviser and festival manager.
- Lowlands festival director **Eric van Eerdenburg**.
- **Melissa d'Engelbronner**, Co-Director at shesaid.so's Amsterdam chapter and the Head of Audience Strategy at FUGA.
- **Deniz Everling**, Artist and Label Representative at Bandcamp.
- **Christof Huber**, Director Festivals at Gadget Entertainment Group Switzerland and board member of Yourope.
- Music agent at United Talent Agency (UTA) **Tom Matthews**.
- Music agent at Primary Talent International **Will Marshall**.
- BBC radio host **Huw Stephens**.
- **Pascal Viot** of Paleo Festival and YES Group.
- **Eefje de Visser** (artist) and her manager, **Hanne Valckenaers** (Musickness).

All 74 newly announced ESNS Conference speakers: **Arash Aazami** (Unify Energy BV), **Susan Abramovitch** (Gowlings WLG), **Sean Adams** (Drowned in Sound), **Camila Anino** (Primavera Sound), **Ruth Barlow** (Beggars Group), **Dr. Charisse Beaumont** (Black Lives Music), **Kelly Betts** (BBC Introducing), **Henrik Bondo Nielsen** (Roskilde Festival), **Froukje Bouma** (MOTEL Artist Management), **Alex Bruford** (ATC Live), **CHARLOT** (artist), **Cindy Castillo** (Mad Cool Festival), **Filip Černý** (Radio Wave), **Tracy Chai** (Mascot Label Group), **Tirsa Creusen** (MOJO Concerts), **Hendrik Czaster** (CONTRA), **Tijl Couzy** (LAB Vlieland), **Wilfried Damman** (Out of the Boks), **Bindu de Knock** (Crosslink Legal), **Nick De Leu** (De Standaard), **Melissa d'Engelbronner** (FUGA), **Wouter de Wilde** (Greenhouse Talent), **Gee Davy** (AIM), **Eric van Eerdenburg** (Lowlands/MOJO), **Zoi Eskitzopoulou** (Goto Beat), **Deniz Everling** (Bandcamp), **Brij Gosai** (Pollstar), **Thomas Glass** (FUGA), **Joe Hastings** (Music Support), **Matt Hanner** (Runway), **Lisa Henderson** (IQ Magazine), **Dieuwertje Heuvelings** (DME), **Christof Huber** (Gadget Entertainment Group AG), **Thomas Sønderby Jepsen** (Roskilde Festival), **The Jordan** (artist), **Adam Kiepuszewski** (OFF Festival / Franek Warzywa & Młody Budda), **Marijn Kingma** (Höcker Advocaten), **Kees Klomp** (Windesheim University of Applied Science), **Steijn Koeivoets** (3S Management), **Ruth Koleva** (SoAlive Music Festival/Sofia Live Festival), **Margriet Koedooder** (De Vos en Partners Advocaten),

Rauha Kyyrö (FKP Scorpio), **Angel Labrusse** (IMPALA), **Andrew Lansley** (Cheltenham Festivals), **Helienne Lindvall** (ECSA), **John van Luyn** (Poppodium 013), **Will Marshall** (Primary Talent), **Gordon Masson** (IQ Magazine), **Tom Matthews** (UTA), **Jana Mila** (artist), **Dick Molenaar** (All Arts Tax Advisers), **Claire O'Neill** (Greener Future), **Claes Olsen** (Øyafestivalen), **Fiona McAuley** (BMG), **Birgitte Mandelid** (Øyafestivalen), **Thijs Mantel** (UMG NL), **Irene Rossi** (Ancienne Belgique), **Julia Sabaté** (artist), **Mandy Salem-Aubry** (Mandy Salem-Aubry Music Services), **Maria Sanchez Garcia** (PAARD/Into The Great Wide Open), **Holger Jan Schmidt** (YOUROPE), **Sam Shemtob** (FEED), **Randall Spann** (NPO FunX), **Huw Stephens** (BBC), **Morten Therkildsen** (Roskilde Festival), **Gerbine Ulehake** (Mojo Concerts), **Elvin Usidame** (Friendly Fire), **Hanne Valckenaers** (Musickness), **Eefje de Visser** (artist), **Pascal Viot** (Paleo Festival), **Samuel Vuillermoz** (mx3.ch @SRGSSR), **Annika Walsh** (Spotify), **Cils Williams** (ATC Live), and **Anna Zò** (MIH/Linecheck).

Keynote and featured speakers

In 2025, the ESNS Conference program focuses on thought-provoking topics such as the impact of AI on the music industry, the future of streaming, achieving sustainability goals for festivals by 2030, the fairness of dynamic pricing, activism among artists and festivals, the effect of private equity on business, and the devastating impact of rising costs and lack of personnel in the live music industry.

Earlier, ESNS announced **Sumit Bothra** (SB3 Artist Management), **Alex Hardee** (Wasserman Music), **Jess Iszatt** (BBC), **Katie Melua** (artist), and many more industry tastemakers as speakers for the ESNS Conference, as well as the **Focus on Italy**, **ESNS Science** and **ESNS Tech** programmes.

Discover the full conference program and speaker line-up at ESNS.nl

ESNS25 Delegate Passes

Join ESNS as a Delegate in January and meet with tastemakers from the European music industry, including representatives from companies like Spotify, Universal Music, Google/YouTube, Live Nation, UTA, See Tickets, MIDiA Research, Pollstar, IQ, and over a hundred European festivals and live music venues.

Delegate Passes for ESNS25 are now available at a Late rate at ESNS.nl - Rates will go up soon.

[Purchase a Delegate Pass](#)

ESNS Delegate Passes include:

- Fast-lane access to 250+ showcases
- Full access to the ESNS Conference
- Networking lounges and hospitality options
- Access the ESNS Delegates Database
- Access ESNS Analytics for up-to-date artist data

About ESNS

ESNS (Eurosonic Noorderslag) is an independent platform that puts European music talent in the global spotlight. ESNS offers European artists career-defining opportunities to break through and become tomorrow's headliners.

Every January, Groningen (NL) transforms into the beating heart of the European music industry when ESNS hosts its showcase festival and music conference. Only the freshest

European acts are invited to perform for passionate new fans and industry pros, helping them pave the way to the stages of major European music festivals.

ESNS works year-round to promote and support emerging talent. Through initiatives such as the European Talent Exchange, ESNS is committed to fostering a sustainable, diverse, and inclusive music sector where music is enjoyed by everyone.

To celebrate the rich and diverse European pop culture, ESNS presents several prestigious awards, including the Music Moves Europe Awards, the European Festival Awards, and the Popprijs. ESNS is also involved in essential initiatives, including Yourope, the European Broadcasting Union (EBU), Keychange, Take a Stand, and Green Deal Circular Festivals. Together, they strive for an innovative and impactful music sector.

ESNS has an impressive track record. Many European artists played their first international show in Groningen or were discovered through ESNS by their label, talent agency, or a large summer festival. ESNS alumni include AURORA, Stromae, Christine and the Queens, Buraka Som Sistema, Fontaines D.C., Sigrid, Marina Satti & Fonés, Altin Gün, Priya Ragu, The Haunted Youth, The XX, Robyn, Tramhaus, Sam Smith, Hozier, Alyona Alyona, Viagra Boys, Zaho de Sagazan, freekind., Kaleo, Chalk, Fat Dog and many more.

Founded in 1986, ESNS will celebrate its 40th anniversary in 2026.

ESNS 2025 will take place from January 15-18, 2025, in Groningen, the Netherlands.

Press accreditation

Press accreditation is necessary to attend the festival. The [ESNS Press Centre](#) provides all the information on obtaining accreditation.

More information, contact & downloads

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