



17 JUNE '26

## EUROSONIC NOORDERSLAG ANNOUNCES FIRST SPEAKERS FOR CONFERENCE 2027

With the international music industry already looking ahead to ESNS27 in Groningen, ESNS (Eurosonic Noorderslag) proudly reveals the first confirmed speakers for its 2027 conference. Bringing together artists, executives, policymakers and innovators from across Europe and beyond, the conference continues to be one of the leading platforms for conversations shaping the future of music.

### Spotlight on Ireland

Ireland takes centre stage as the focus country for 2027. By focusing on Ireland, ESNS recognises the country's strong investment in artists and forward-thinking music infrastructure. Among the special Irish guests already confirmed is **Dan Lambert (manager Kneecap)**. He will unpack what it takes to break a band out of Ireland and achieve international success in today's global music industry. Also, a panel including **Angela Dorgan (First Music Contact)** among others will focus on how Irish artists are supported through strategic state investment, such as a basic income for artists. The conversation will explore how this support has helped shape the success of Ireland's music sector.

Additionally, **Eleanor McGuinness (agent at Earth Agency)**, **Will Rolfe (co-founder and booker All Together Now and In The Meadows)** and **Declan Forde (co-founder Electric Picnic)** will take part in a panel discussion on the independent side of Ireland's live music market, exploring the festivals, events and key players shaping the sector today.

*"The ESNS Conference is all about bringing people together to share ideas, challenge perspectives and shape the future of music. We're excited to announce the first speakers for ESNS27 and look forward to welcoming the international music industry back to Groningen in January."*

- **Lisa Schoemaker (Head of Conference ESNS)**

### Music icons and industry leaders

The programme will feature a keynote interview with legendary **Dutch guitarist Adrian Vandenberg**, celebrating his 50-year career in music. Best known for his work with Vandenberg and as a member for 12 years during the peak period of the iconic rock band Whitesnake, Vandenberg will look back on his remarkable journey through the international rock scene and reflect on five decades of music. Also joining the conference programme is **Karin de Groot, CEO of Dutch collective management organisation BumaStemra**, and author and founder of Sound Diplomacy, **Shain Shapiro** who will introduce his upcoming book *How Music Can Save the World*.

ESNS is also proud to welcome **FRÉ (Frederike Berendsen)** and **LORAL (Laura Overbeeke)** of **Music Declares Emergency Netherlands**, who will present the workshop Your Unique Impact Training. The session explores ways music professionals can create meaningful change within the industry and beyond. In addition, the **Country Music Association (CMA)** will present a panel discussion on the growth of country music in Europe, how U.S. artists are approaching the European market, and the opportunities for European acts in Nashville, featuring **Sina Hall (Promoter of C2C Berlin)**, and **Wouter de Wilde (Greenhouse Talent)**. On top of that, **Max Busin (Founder and CEO Gotobeat)** will share insights into the role of data and AI in live music curation.

### **European discoverability study**

One of the programme highlights is the panel debate on the recently published European Commission study *Discoverability of Diverse European Cultural Content in the Digital Environment*, with the confirmed participation of **Martin Clarke, Project Manager at Panteia** and research lead in this particular EU study. As streaming platforms and algorithms continue to shape listening habits, discoverability has become one of the music industry's key challenges. During ESNS, Clarke will present the findings of the highly anticipated Discoverability Report in a discussion with policymakers, researchers, and music industry professionals from across Europe.

*"As the music industry continues to evolve, staying connected has never been more important. ESNS offers a unique opportunity for music professionals to exchange ideas, build meaningful connections and explore new opportunities. We look forward to welcoming delegates to Groningen in January as the international music industry comes together once again."*

**- Anna van Nunen (Managing Director ESNS)**

### **About ESNS**

ESNS is an independent platform dedicated to showcasing and accelerating European music talent worldwide. Its annual festival and conference will take place from 13-16 January 2027 in Groningen, the Netherlands. [Hotel & Delegate Pass](#) deals and [Delegate Passes](#) at a Medium rate are now on sale. Additional hotel rooms will be released on 17 June, providing more accommodation options for delegates. Book early to secure the best available rates.

*More conference speakers and programme announcements will follow in the coming months.*

### **ESNS27 Tickets**

Registrations for ESNS27 are now available. [Purchase a Delegate Pass](#) (at Medium rate)

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

Not for publication:

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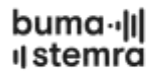
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