

The One Dayer: Finance, Technology and the Future of Independent Music  
12 September 2014, Cecil Sharp House, London

Event Programme

#OneDayer

Time	Room 1: Kennedy	Room 2: Trefusis	Room 3: Storrow
12.30-12.35pm	<b>The One Dayer Scene Setter</b> Julia Payne (the hub) and Laura Kidd (artist)		
12.35 - 1.35pm	<b>Joining the Dots Show &amp; Tell: Lifting the lid on our potential game changers</b> <i>Chair: Michael Hann</i> Paul Archer (Daredevil Project); Joey Baxter (Eventbox) Hamish Dunbar & John Chantler (Cafe Oto); Jeff Thompson (Un-Convention)		
1.40 - 2.25pm	<b>Panel: Cutting the cake differently - new financial models for independent music</b> <i>Chair: Ruth Barnes (Amazing Radio)</i> Rob Challice (Coda); Cliff Fluet (Lewis Silkin); Laura Jurd (Artist); Nicholas Lovell (Games Brief); Gavin Sharp (Inner City Music)		<b>1-1 surgeries</b> <ul style="list-style-type: none"> <li>• Young Guns Network</li> <li>• PRS for Music</li> <li>• Eventbox</li> </ul>
2.25 - 2.40pm	<i>BREAK</i>		
2.40 - 3.25pm	<b>Panel: Show me the money: what's happening on the income generation landscape</b> <i>Chair: Monica Ferguson (The Stables)</i> Alan Davey (Arts Council England); Marcella Kelshaw (Esmée Fairbairn Foundation); Rhydian Lewis (RateSetter); Kevin Osborne (MeWe 360); Mary-Alice Stack (Creative United)	<b>The Curve toolkit session - turning 'freeloaders' into 'superfans'</b> Nicholas Lovell (Games Brief)	<b>1-1 surgeries</b> <ul style="list-style-type: none"> <li>• Musicians' Union</li> <li>• Café Oto</li> <li>• Daredevil Project</li> </ul>

3.30 – 4.15pm	<p><b>Panel: Getting the clicks and mortar mix right: using technology to drive up live attendance</b>  <i>Chair: Jason Phipps (The Guardian)</i>          Kriss Baird (Music Ally/Technology Strategy Board); Joey Baxter (Eventbox); Marie Horner (Roundhouse); Laura Kidd (She Makes War)</p>	<p><b>Toolkit session – The secrets of successful fundraising</b>          Wendy Smithers (the hub)</p>	<p><b>1-1 surgeries</b></p> <ul style="list-style-type: none"> <li>• Aim Startups</li> <li>• Arts Council England</li> <li>• Un-Convention</li> </ul>
4.15 – 4.35pm	<i>BREAK</i>		
4.35 – 5.15pm	<p><b>Building a digital toolkit for promoters</b>  <i>Convenor: Sybil Bell (Independent Venue Week)</i>          Martin Franklin (SHPLiveTV &amp; The Place); Shane Richmond (Digital Consultant and Journalist)</p>	<p><b>What’s in a digitally savvy artists’ business toolkit?</b>  <i>Convenor: Grant Heinrich (Agency X)</i>          Mishkin Fitzgerald (Bird Eats Baby); Chris T-T (Artist)</p>	<p><b>1-1 surgeries</b></p> <ul style="list-style-type: none"> <li>• Creative United</li> <li>• Transmit Start-Ups</li> </ul>
5.20 – 6pm	<p><b>Panel: The kids are alright: building younger audiences for beyond mainstream music</b>  <i>Chair: Oliver Kluczewski</i>          Nwando Ebizie (Nonclassical); Dom Hodge (Frukt); Kheron Kenardo (Live and Love Talent); Katriona Holmes (Nest Collective)</p>	<p><b>Toolkit session: Here’s one I made earlier – turning ideas into reality</b>          Rich Myers (Transmit Start-Ups); Stan McLeod (BandWagon)</p>	<p><b>1-1 surgeries</b></p> <ul style="list-style-type: none"> <li>• MeWe360</li> <li>• Arts Council England</li> </ul>
6.05 – 6.15pm	<p><b>The thank you moment!</b>          Julia Payne (the hub)</p>		
6.20-7pm	<p><b>Tech Pitch Party – glimpse the future and vote for your favourite new idea for independent music. Sponsored by PRS for Music.</b>          Hosted by Ruth Barnes (Amazing Radio) in the bar area.          Muio, Choosic, Living Indie, Lobster, Step Up, Gigstarter.com, Audiowings</p>		

All speaker biogs and twitter handles can be found in your conference packs.

One to One Surgeries - Talk to the experts! Please register for these at the event via information on the Storrow Room door (near the cafe)

*The One Dayer* is part of the hub’s Joining the Dots programme, funded by Arts Council England, Esmée Fairbairn Foundation, Cultural Institute at King’s College London and Musicians’ Union, with support from The Guardian and the English Folk Dance and Song Society. The Pitch Party is sponsored by PRS for Music.