

Registration Form

Name: _____

(Capital letters please)

Title: _____

Organisation: _____

Address: _____

Email: _____

Telephone: _____

Special needs (diet, access, etc) : _____

Delegate fees (including buffet lunch, refreshments and wine reception)

€ 50 Concessions: € 35 Early-bird discount*

(Seniors, Students & Unwaged)

* Early bird discount of 10% if you book and pay by 7 May.

As demand is expected to be high, payment is required in advance to secure your booking. Booking closes 28 May. A limited number of bursaries are available.

Please contact conference@cmc.ie for details

Payment type: Cheque* Credit Card

* Payable to Contemporary Music Centre

Card Type (eg. Mastercard/Visa) : _____

Card No.

Name on card (Please PRINT) : _____

Expiry date: _____

Security code: _____

Please return your form to:

The Contemporary Music Centre,
19 Fishamble St,
Dublin 8,
Ireland

Enquiries: conference@cmc.ie

Tel: +353 (0)1 673 1922

Fax: +353 (0)1 648 9100

www.cmc.ie/future-of-music

Cancellation is possible until 28 May 2010. The amount paid will be reimbursed after deduction of administration charges. We regret that cancellations after that date cannot be refunded.

Timetable

- 9.00 Registration
- 9.30 Official opening by [Mary Hanafin TD](#)
Minister for Tourism, Culture and Sport
Keynote address: [Prof Mícheál Ó Súilleabháin](#)
University of Limerick
- 10.15 [Gerd Leonhard](#)
MediaFuturist and Author, Switzerland
The Future of Music: Mobile, Video, Social,
and...Paid ?
- 11.30 Coffee
- 11.45 [Andrew Dubber](#), *Reader in Music Industries*
Innovation, Birmingham City University
The Future of the Music Business
and other Fictions
- 13.00 Buffet Lunch
- 14.00 Performance: [Métier](#) Jazz Ensemble
- 14.45 [Bill Whelan](#), *Composer, Ireland*
Ireland and the Global Culture Market:
A Creator's View
- 16.00 Coffee
- 16.30 Panel discussion (facilitator [Andrew Conlan-Trant](#))
The Future of Music in Ireland
- 17.30 Networking reception hosted by Culture Ireland
Address by [Eugene Downes](#), CEO



The Contemporary Music Centre
presents

THE FUTURE OF MUSIC IN THE DIGITAL WORLD

AN INTERNATIONAL
CONFERENCE

www.cmc.ie/future-of-music

With access to music now just a click away for most of us, very few of the tried and tested ways of accessing music remain unchanged.

Can we, or should we, attempt to predict the future?
Have we even begun to deal with the present yet?

Friday, 11 June 2010

9.00 – 17.30

The Coach House, Dublin Castle, Dublin 2

Part of the Annual Conference of
The International Association of Music Information Centres (IAMIC)
Hosted by CMC

THE FUTURE OF MUSIC IN THE DIGITAL WORLD

www.cmc.ie/future-of-music

This major conference brings together high-level international speakers to explore and debate issues around the meaning of digital culture: how it impacts on the creator and the performer, and the implications for copyright in a world which has come to expect music to be free.

Who should attend?

Organisations and creative artists engaged in any area of composition, performance, publishing or distribution across all forms of music in Ireland.

Speakers

Andrew Dubber

The Future of the Music Business and other Fictions

Predictions of coming changes to the music industry are worse than useless.

If history has shown us anything it's that the 'unknown unknowns' are what shape technology and business opportunities. But we have enough on our plates trying to understand and manage the present of the music business before we go around being fortune-tellers.

The best music business strategy is to understand and adapt to the real contemporary environment as it actually is. Only then will we be able to invent, rather than predict, the future.



Gerd Leonhard

The Future of Music: Mobile, Video, Social, and... Paid?

As over two billion Internet users are shifting towards mobile devices to get their music anytime, anywhere, and as access to music is just a click away for many so-called digital natives, very few tried-and-true models will remain untouched.

When the digital copy is 'free' how will anyone make money with music? With the noise levels constantly increasing on social networks, how will anyone build their audience?

How will music production and music education change, and how exactly can the 'mobile and social' Internet be a boon for the creators and the industry?

Mícheál Ó Súilleabháin

Keynote address:
A Vision for Music in Ireland

Bill Whelan

Ireland and the Global Culture Market:
A Creator's View

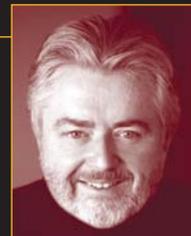
In the face of a growing expectation among the general public that music should be free, how will musicians' and composers' work be protected in the future?

As global confusion grows within the music business about how to deal with copyright in the digital world, those who initiate creative works are in the eye of a storm concerning their future and that of the next generations of creators. For Ireland, as a country exporting music of all kinds into the global marketplace, these issues are crucial.

Métier

Lunchtime concert

With a line-up that convenes five of the strongest jazz musicians in Ireland today to play their own compositions, Métier is a potent assembly. Their appearance during *The Future of Music* conference underlines the commitment of the International Association of Music Information Centres to music of all genres and reminds us that talking is all very well, but music is the universal language that we all believe in and work for.



Andrew Dubber

Reader in Music Industries Innovation, Birmingham City University

Andrew Dubber's interests are the ways in which music organisations can innovate and be entrepreneurial in the digital age; and also the ways in which music makes meaning for people and exists as an important part of culture and heritage, not simply as a commercial endeavour. He is the co-founder of MusicThinkTank.com and MusicAsCulture.org.

andrewdubber.com

Gerd Leonhard

MediaFuturist, Author and Musician, Basel, Switzerland

The Wall Street Journal calls Gerd 'one of the leading Media Futurists in the World'. He is considered an international expert on topics such as social media, mobile content and commerce, digital content strategies and the development of next-generation business models in the communications & technology industries.

www.mediafuturist.com

[www.twitter.com/gleonhard](https://twitter.com/gleonhard)

www.gerdtube.net

Mícheál Ó Súilleabháin

Professor of Music, University of Limerick and CMC Board of Directors

Mícheál Ó Súilleabháin is one of Ireland's best-known musicians. He has over ten CD recordings on release of his own compositions and arrangements performed by the Irish Chamber Orchestra under his direction. As a pianist, he is widely acknowledged as having originated a unique Irish piano style out of an Irish traditional base. He is Professor of Music at the University of Limerick where he founded the Irish World Music Centre in 1994, which has now grown into the Irish World Academy of Music and Dance.

www.mosmusic.ie

<http://www.ul.ie/~iwmc>

Bill Whelan

Composer, Ireland

Bill Whelan has worked extensively in theatre and film. His compositional work in film includes *Dancing at Lughnasa*, *Some Mother's Son* and *Lamb*. His production and arranging credits include U2, Van Morrison, Kate Bush, Richard Harris, Planxty and The Dubliners. As composer of the music for the internationally-successful show, *Riverdance*, he was honoured with the 1997 Grammy Award for 'Best Musical Show Album'. He is currently working on a new theatre work which has been commissioned by the New York Metropolitan Opera and Lincoln Centre.

www.billwhelan.com