

Press release

For immediate release

IMPACT Music Conference planned at HIFA 2015

The conference will be focused on the convergence of music and the digital space

February 11, 2015

Harare, Zimbabwe, April 29th & 30th — Some of the leading names in the fields of music, marketing, policy and technology will meet at HIFA 2015 for the inaugural **Impact Music Conference**. The aim of the conference is to develop a space to discuss, act, share, learn and understand that space where technology meets the music industry.

The conference will run over two days with half day sessions featuring key note talks, panel discussions and presentations by some of the most innovative and successful minds in the sector. Discussions will touch on a wide variety of topics around music and tech including content creation online, digital distribution, new revenue models in music, current & future state of the music industry and the role technology will play in shaping these. It will include participation from M.anifest (Ghanaian Hip Hop phenomenon) Nic Burger (Universal Records, KLEEK), Yoel Kenan (Africori), Phiona Okumu (Afripop Mag), Virgine Berger (Don't Believe the Hype), Tehn Diamond (Zim Music Star), Emeline Wraith (Remote-Goat), Josquin Farge (Soundsgood), Teju Ajani (Youtube SSA), Nkiru Balonwu (Spinlet Africa), Walter Wanyanya (Ngoma NeHosho/Tech tools), The African Hiphop Blog and many more!

The conference is organized by the African Music Development Programme (AMDP) who believe that the emergence of technology in the music sector provides both opportunities and complexities around the way in which people create, engage and consume music. The hope is that the conference will provide a collaborative and proactive approach to discuss the biggest emerging markets in music and how to harness technology for development and growth in Africa.

The event is targeted at labels, collaborators, music inventors, music supporters, entrepreneurs, influencers, music executives, songwriters, producers, bloggers, brands, marketing executives, publicists, music artists and promoters.

Attendance is via registration only. To register please visit:

<http://www.eventbrite.com/e/impact-music-conference-registration-15663726628>

Additional information available via: <https://www.facebook.com/amdpmusic>

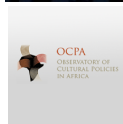
Notes for the Editor:

About AMDP: The African Music Development Programme takes place in 9 African countries with the support of numerous actors, institutions and professionals of the music sector. The major initiative is to enhance the music sector through a series of targeted actions, one of the top priorities being to increase professional capacity and job opportunities in the African music industry.

AMDP is an initiative by the International Music Council, and is implemented with the financial contribution of the European Union and the assistance of the ACP Group of States.

www.amdpmusic.net of connect via facebook: <https://www.facebook.com/amdpmusic> and twitter: @amdp2015

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