

FEVIS Berlin conference

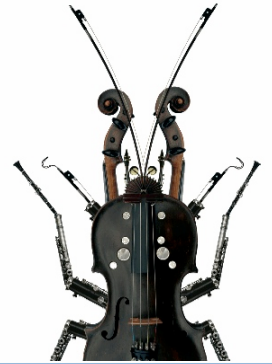
11-12 September 2014

Maison de France

Kurfürstendamm 211, Berlin

Organized by FEVIS (Federation of French Independent Music Ensembles)
in collaboration with REMA (European network of Early Music)

Languages: English and French - live interpretation



What? A 2-day conference

1. **panels** to question perspectives of the independent music sector
2. **workshops**
3. **Open work groups and speedmeetings**

Who? Technical experts specialized in taxation or marketing, festivals and organizers, other European music ensembles, publishers...

Why? To find artistic collaborations, technical information, meaningful debates, and network.

How... to register? Go to www.fevis-europe.eu

#mobility and taxation #audience development

#digital communication

#crowdfunding #relationships to publishers #... and topics you will bring up!



@FEVIS1, #FEVISBerlin

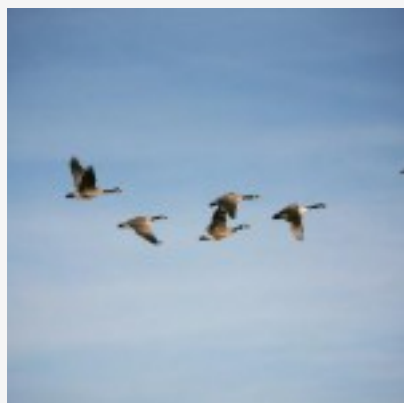
www.fevis.com +33(0)1 40 26 81 62

cdesbordes@fevis.com, marie.hedin@fevis.com



Thursday, September 11th

10.30am registration and opening



11.15 am **#TAXATION AND MOBILITY**, theory
Dick Moleenar, All arts, tax lawyer

12.15 pm taxation and mobility, best practice
Michael Adick, Mahler Chamber Orchestra

1 pm solutions, influence, best practice...
Thomas Weis, IGBK / Touring artists

1.30 pm lunch break



2.30 pm **#DIGITAL SHIFT**, crowdfunding
Yaële Aferiat, Association of Fundraisers

3.15 pm best practice on digital marketing
Severine Garnier, journalist

4 pm CONCERT with ensemble L'Echelle
Charles Barbier and Caroline Marçot

4.40 pm free/open or commercial content online? - introduction to a digital strategy
Clothilde Chalot, NoMadMusic digital label

4.50 pm online image mutualisation: why working with digital aggregators?
Bernhard Kerres, Hello Stage

5.10 pm what to do with archives? Digital opportunities improving access to music
Johannes Theurer, Funkhaus Europa / Europeana Sounds

5.30pm Q&A to all three speakers

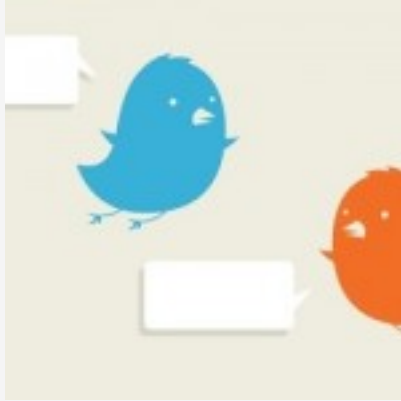
5.45 pm **#SPEEDMEETINGS** - break

7 pm drinks party at Maison de France
with Jacques Toubon, FEVIS Chairman and former Minister of Culture (Fr)
and Mr Philippe Etienne, French Ambassador in Germany

Friday, September 12th

8.40 am coffee

9 am #WORKSHOPS and work groups



Sourd (independent expert)

-1. **Cross border projects** among music ensembles: feedback and future projects, Marianne Barraclough (Sinfonia Viva, UK)

-2. **Crowdfunding campaigns**: 'dos and don'ts', Yaële Aferiat (AFF)

-3. **Social Security** (in French) : update on best practice and legislative framework, Sylvie Douheret (CLEISS)

-4. **Asia**: residencies, grants, coproductions, Marie Le

-5. Building an **insurance for instrument** transportation throughout Europe? Cécile Hugon (AGB Assurances)

-6. **Income tax**: practical session in the frame of mobility, Dick Molenaar (All Arts) and Michael Adick (Mahler Chamber Orchestra)

-7. **Digital best practice** in France and the UK, Severine Garnier (journalist) and Françoise Clerc (BureauExport)

-8. How to improve the **publisher** - composer - ensemble triangular business relationship, work group

-9. Introducing **Chinese and Japanese markets**, Zenaida des Aubris (consultant)

-10. The **German contemporary music market**, Ensemble Variances (Fr), with the participation of Catherine Von Mutius (Music Concept)



12.15 pm #WHAT IS THE SITUATION IN GERMANY?

PANEL on live classical music ecosystem

Hans-Georg Kaiser, Freiburger Barockorchester

Martin Hoffmann, Berliner Philharmoniker

Christian Höppner, Deutscher Musikrat

Frauke Roth, Dresdner Philharmonie

Jacques Toubon, FEVIS Chairman

Andreas Richter, former manager of MCO and

Deutsches Symphonie-Orchester Berlin

1.30 pm **#AUDIENCES** Marketing segmentation
Jo Taylor, Morris Hargreaves McIntyre (UK)

1.45 pm **lunch break**



2.45 pm Renewing concert forms
Thomas Demidoff, New Music New Audiences

3 pm discussions in groups moderated by Philippe Olivier, Thomas Demidoff and Stéphane Dorin

3.30 pm research study on audiences in France
Stéphane Dorin, CNRS and Paris Sorbonne

3.50 pm **#ENSEMBLES AND PROMOTERS' NEEDS**

Ensembles: how to reach out to festivals, what means and new methods?
Festivals: what burdens and constraints? What can ensembles expect?

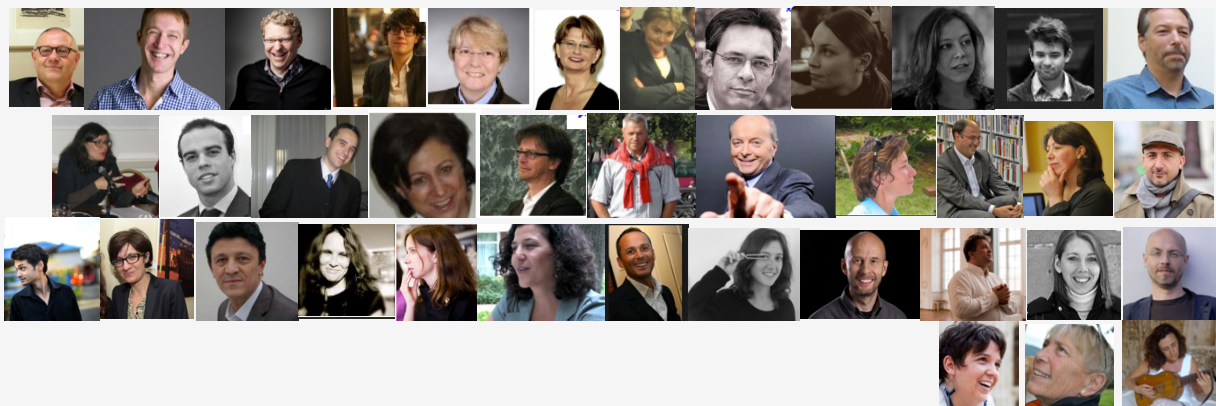
4 pm discussions in groups moderated by Giulio Prandi, Catherine Von Mutius, and Thomas Wolff

4.30 pm **#SPEEDMEETINGS - Coffee break**

5.30 pm to go beyond: building European collaborations
Thomas Demidoff, NewAud project leader

5.45 pm conclusion

A warm and special thank you to those who believe in the European ensembles project



Participants, schedule, registration: www.fevis-europe.eu