

WAY OUT WEST MUSIC CONFERENCE

GOTHENBURG
8-9 AUG 2014

Please note that all talks and opening parties are held in the Way Out West Music Conference Area that is located in the festival VIP area.

Thursday 7th August

18:00 - 20:00	Opening party presented by Spotify	
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Friday 8th August

12:15 - 12:45	Brunch - presented by Musikförläggarna	
13:00 - 14:00	Spotify Built for the Future	Jonathan Forster, Tim Ingham
14:15 - 15:15	Songwriting - A Swedish Affair	Carl Falk, Niclas Molinder, Björn Ulvaeus, Noonie Bao. <i>Moderator: Sharon Vaughn</i>
15:30 - 16:30	New Media	Lauren Down, Mike Diver, Charlie Robin Jones, Debbie Ball. <i>Moderator: Helienne Lindvall</i>
16:45 - 17:45	Sync	Thomas Golubic, Sanaz Lavaedian. <i>Moderator: Michael Perlmutter.</i>
18:00 - 19:00	Brands	JT Griffith. <i>Moderator: Michael Perlmutter</i>

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Saturday 9th August

12:15 - 12:45	Brunch - presented by IFPI	
13:00 - 14:00	Sub Pop	Jonathan Poneman. <i>Moderator: Keith Cameron</i>
14:15 - 15:15	Festival Programming	Donna Busch, Lizzy Newton, Natasha Haddad, Natalie Ryan-William. <i>Moderator: Allan McGowan</i>
15:30 - 16:30	Festival Innovation	Melvin Benn. Henrik Rasmussen. <i>Moderator: Allan McGowan</i>
16:45 - 17:45	Spotify for business	<i>Andreas Liffgarden</i>
18:00 - 19:00	I Did it My Way	Carl Vernersson, Adis Adamsson, Dina Mystris, Eric Harle. <i>Moderator: Per Sinding Larsen</i>
19:15 - 20:15	Future Horizons	Anna Sjolund, Jonathan Forster, Martin Ingeström, Jonas Sjöström, Helen McLaughlin. <i>Moderator: Per Sinding-Larsen</i>