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Press release

New European training programmes for International Music Publishing and Live Entertainment:

International Music Business Summer School offers qualification and networking opportunities for European music business professionals in the run-up to Reeperbahn Festival 2021

*Hamburg, June 10th, 2021*

**The International Music Business Summer School is the continuation of the first training programme for European music business professionals. The programme, which will take place in Hamburg in September 2021, has been designed to facilitate cross-border knowledge transfer and cooperation. It provides advanced training in two separate on-site courses that applicants may choose to participate in: music publishing or live entertainment. The 4-day seminars and their digital add-ons are accompanied by networking activities and followed by alumni meetings during Reeperbahn Festival 2021. A ticket for the festival is included in the registration fee.**

The International Music Business Summer School will consist of two parallel on-site seminars: International Music Publishing and International Live Entertainment. They will be held from September 20th-23rd at [Hamburg Media School](#), accompanied by digital events shortly before and after those dates. The training programme intends to provide people from all over Europe – either already active in the music business or experienced career starters - with a comprehensive qualification in the areas of international music publishing and live entertainment. The scheme is based on three essential pillars: knowledge, networking and the exchange of experience. The curricula combine fundamental information on an international level with specialist knowledge, covering a wide range of topics: from creative publishing to EU copyright law in the field of international music publishing, and from the future of live streaming to new touring standards after Covid-19 in the live entertainment domain.

The programme is announced EU-wide and funded by Music Moves Europe, which is the overarching framework for the European Commission's initiatives and actions in support of the European music sector. Additional support comes from the City of Hamburg. Cooperating partners of the International Music Publishing Summer School are the [International Confederation of Music Publishers \(ICMP\)](#), [Chambre Syndicale De l'Edition Musicale \(CSDÉM\)](#), as well as the federal partner [Deutscher Musikverleger-Verband \(DMV\)](#). Partners of the International Live Entertainment Summer School are the [European Live Music Association \(ELMA\)](#), [Associazione Italiana Organizzatori e Produttori Spettacoli di Musica dal vivo \(Assomusica\)](#), and the federal partner [Bundesverband der Konzert- und Veranstaltungswirtschaft e. V. \(BDKV\)](#). [Reeperbahn Festival](#) and the internationally acting [Music Cities Network](#) have been partners and supporters since the beginning. The [Hamburg Music Business Association \(IHM e.V.\)](#) is the organizing body.

Music industry experts from seven different European countries will curate the International Music Business Summer School. The structure of the boards of trustees reflects the strong

**INTERNATIONAL  
MUSIC  
BUSINESS**  

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**SUMMER  
SCHOOL**

interest of the International Music Business Summer School to consider relevant industry issues in a European way.

The board members of the **International Live Entertainment School** are:

- Alex Bruford, UK (CEO ATC Live)
- Aissata Hartmann-Sylla, DE (Senior Booking Director AEG Berlin, Mercedes-Benz Arena Berlin & Verti Music Hall)
- Marie Lindqvist (UK), Senior Vice President ASM Global
- Camila Salinas (ES), International Booker Primavera Sounds, Booking & Management Primavera Tours
- Vincenzo Spera (IT), President of Assomusica, member of the Council of Entertainment of MiBACT (Italian Ministry for Cultural Heritage and Activities), President of ELMA (European Live Music Association)

For the **International Music Publishing Summer School**, the board consists of:

- Juliette Metz, FR (Chair of the French Music Publishers Association, CSDEM)
- John Phelan, IE (Director General, ICMP)
- Götz von Einem, DE (Managing Director GSA, peermusic Germany GmbH, Board Member DMV)
- Mette Zähringer, DK (Vice President, Iceberg Music Group, Board Member Danish MPA).

Mette Zähringer, Vice President, Iceberg Music Group: “As part of the board of trustees for the International Music Publishing Summer School, I am happy to announce that participants can expect a programme that adapts to the rapid developments in the music industry. Especially under pandemic circumstances, it is more important than ever to make the exchange of knowledge possible on an international level.”

Alex Bruford, CEO ATC Live: “Supporting the next generation is so important to the future of the music industry. Therefore I am delighted to be helping the International Live Entertainment Summer School provide a programme of invaluable content for professional development within our business.”

Application for the International Music Business Summer School requires a CV and a letter of motivation. The Participants will be chosen by the board of trustees. The registration fee per person amounts to EUR 300 and includes a ticket for Reeperbahn Festival 2021 (22.-25.09.2021). Should the circumstances of the pandemic make on-site teaching impossible, the seminars will be held digitally. The deadline for applications is July 20. You can find further information and application documents at [www.imbss.musicbusinesssummerschool.com](http://www.imbss.musicbusinesssummerschool.com).

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MUSIC  
BUSINESS**  

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**SUMMER  
SCHOOL**

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## ABOUT IHM E.V. - HAMBURG MUSIC BUSINESS ASSOCIATION

The Hamburg Music Business Association (IHM) is the first and one of the largest regional music trade associations in Germany. It was founded in March 2004 with the aim of promoting and helping to shape Hamburg as a centre for music and the music industry.

With its musical history, ranging from Brahms to the Beatles, its vast number and unique concentration of live music clubs in the Altona and St. Pauli districts, its world-famous festivals, including Hurricane, Wacken Open Air, MS Dockville, Elbjazz and the Reeperbahn Festival, and with its internationally active publishers, labels, distributors, agents, and promoters, Hamburg is northern Europe's leading centre for the music industry.

The IHM is the network of Hamburg's music business. It consolidates groups across submarkets. With managements, publishers, labels, distributors, promoters, venues, digital service providers, and media amongst its members, IHM represents enterprises in all branches of the music industry. IHM's main objective is to establish the structural requirements for successful businesses in the field of music through networking, public relations, lobbying, and project work.

[www.musikwirtschaft.org](http://www.musikwirtschaft.org)

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