

Tallinn Music Week 2021 Creative Impact Conference key topics and first speakers revealed

The Creative Impact Conference, taking place within the international music and city festival Tallinn Music Week (TMW) on 1 - 2 October 2021, focuses on the importance of a strong local music ecosystem as well as solid global networks.

Taking place at Nordic Hotel Forum and techno club HALL, the upcoming event addresses new business models, night time economy, music and politics, and the connection points to gaming, film, tech and design within its key topics. In August 2021, Estonia will celebrate its 30th anniversary of regaining independence. To celebrate the occasion, TMW will look back in history into the roots of the Singing Revolution and music as a tool for social change.

TMW is also thrilled to announce a collaboration with Live DMA, the European Network for live music associations. The collaboration marks a great opportunity to reinforce European connections and put forward the importance of cooperation to supporting local music scenes.

The Founder of TMW **Helen Sildna** says that the crossing between local and global is exactly where the conversations will start at the upcoming conference. ““Think Global, Act Local" is a phrase we all know, but the year of interruption has added a new layer of meaning,” she comments. “The pandemic put a spotlight on some of the blind spots of our industry, as well as a society as a whole. Yet, never in my life have I witnessed such courage, resourcefulness, professionalism and optimism, as over the last year in music and culture. We’ll celebrate the return of live concerts by spreading music across Tallinn and bringing the conference to Club HALL, as well as to the beloved Nordic Hotel Forum. Let’s kick-start a successful and sustainable season for music! ”

TMW 2021 key topics:

Think Global, Act Local

- Support your local music scene – live will rise!
- Night time culture
- From Baltics to Balkans and from Nordics to Russia
- Global business, local roots
- The sound of “glocal”

Reshaping Music Industry

- Megatrends: future work, education and economic patterns
- New business models: from song management to digital services
- Sync and connect: film, gaming, tech and design
- Health and Safety
- The digital turn – the consumer takes it all?

Career in Music

- Equality as a business advantage
- Building a team
- New talent - on stage, backstage
- Running a business

Music and Politics

- City policies: between restriction and promise
- Music shaping social change – 30 years of Estonian independence!

Sustainable Development

Read more about TMW's agenda: [Sustainable Development Goals](#)

First set of speakers (in alphabetical order):

Audrey Guerre (FR), Coordinator at Live DMA

Brooke Wentz (US), Founder of Seven Seas Music and The Rights Workshop

Dan Koplowitz (US), Owner of Friendly Fire Licencing

Elena Natale (EE), Founder of Club HALL

Henri Roosipõld (EE), Founder of Live Music Estonia

Heather Gibson (CA), Executive Producer of Popular Music at Canada's National Arts Centre, founder of #CanadaPerforms

Howie B (UK), musician and producer

Jamie Ford (UK), Founder of Honeymooner

Joanne Croxford (UK), wellness and diversity expert

Kaisa Rönkkö (FI), Executive Director of Music Finland

Kalle Lundgren Smith (SE), Co-founder of Pitch & Smith

Login Kochishki (ML), Goalkeeper at Password Production

Maarit Kangron (EE), Chief Executive Producer of Eesti Kontsert

Marc Brown (SE), Founder of Byta

Mark Dieler (LV), Co-founder of Cindy & Kate, the informal network of Baltic grassroots cultural venues

Mirik Milan (NL), Co-founder of VibeLab, former Night Mayor of Amsterdam

Nikita Lavrinenko (SE), Agent and Partner at PlayBook Artists

Scott Lavender (FI), Head of Touring in Finland & Baltics at Live Nation

Seiya Matsumiya (JP), Founder & Producer at Black Cat White Cat

Thomas Golubić (US), Co-founder of Guild of Music Supervisors

As a partner festival of the global initiative Keychange, TMW aims at gender-balanced representation throughout the festival's line-up as well as in tackling the structural inequality in the music industry.

TMW 2021 takes place in a hybrid format. PRO Pass at 150 euros and DigiPRO Pass at 50 euros are on sale at shop.tmw.ee. Telia Estonia clients receive a 20% discount on presale passes and tickets.

The festival is presented by Telia Estonia.

The festival is organised by Shiftworks with various partners and co-organisers. The conference programme is organised in collaboration with the Estonian music development centre and export office Music Estonia. The main supporter of the festival is Nordic Hotel Forum.

The festival is supported by the Ministry of Culture, Cultural Endowment, the Tallinn City Culture Department and the Tallinn City Enterprise Department.

TMW 2021 will be organised in line with the rules for public events, in order to prevent the spread of the coronavirus.