

International Industry Gathers in Barcelona for Future Music Forum Feat. London Sync Sessions 2017

More than 300 international industry delegates gathered for the Future Music Forum last week, featuring the London Sync Sessions, sponsored by Coverision.

LONDON, LONDON, UNITED KINGDOM, September 20, 2017 /EINPresswire.com/ -- More than 300 international industry delegates gathered in the unique setting of the Estrella Damm Brewery in the Catalonian capital for the [Future Music Forum](#) (FMF) last week, this year featuring the [London Sync Sessions](#) (LSS) for the first time, sponsored by [Coverision](#).

This year's FMF partnered with events app, Second Screen, allowing delegates to tap into all the conference details on their mobile devices as they navigated the packed schedule. Highlights of the 2017 agenda included dynamic panels led by entrepreneur Jack Horner and featuring presentations from Georg Herlitz (Creative Director & acting Head of Music Network, United Screens), and Nic Yeeles (Co-Founder / CEO, Peg) on the ever-shifting landscape of Influencer Marketing. Guests also flocked to the event's

“

There was a huge buzz around every panel, live show and networking session, and the feedback so far has been phenomenal.”

Ru Hollier, Co-Founder & Organiser, London Sync Sessions

Producers Corner, where legendary Hip Hop producer, Dante Ross, had his audience enraptured with anecdotes, tips and tales of how some of the most iconic Hip Hop tracks from the last twenty years have come to being. There were also celebrations for the winners of the inaugural FMF Start-Up Competition, Landmrk, who have won a free pitching session at the SF Music Tech Summit next month.

Future Music Forum organiser, Niall Doorley, said of this year's conference, “We've had another great year for FMF 2017, one of our busiest yet. It's always brilliant to see industry coming together from around the world to dig into

detail in heated debates and get involved in some decent networking. Having the LSS element to the conference this year added even more value for our delegates and was a fantastic addition to the programme. This was our 8th consecutive event and we couldn't be happier with the response.”

Relocating the popular London Sync Sessions to Barcelona for the first time, LSS added another



Future Music Forum/Sync Sessions Logo

dimension of talking points and a healthy cohort of delegates from the sync and publishing world to the proceedings. The Guild of Music Supervisors hosted a packed panel, in association with the event's headline sponsors, Coverision, controversially named, 'Supervisors are Killing Songwriting: Fake News'. The panel, comprising Abi Leland (Managing Director, Leland Music), Ian Cooke (Music Supervisor, Amy, Luther, Call The Midwife), Sarah Bridge (Music Supervisor, The Theory of Everything, Absolutely Fabulous), Duncan Smith (Senior Music Supervisor, Sony Interactive Entertainment Europe) and Ru Hollier (Creative Director of Music Supervision, Metropolis Creative), discussed the true art of music supervision and how the Guild has been founded to assure best practice across the board. The Guild's panel was the perfect forerunner to headline sponsors Coverision officially launching their sync-focused covers catalogue during the LSS agenda, showcasing the high quality cover songs for which they own the masters.

The network representing women in the music industry, SheSaidSo, also presented a powerful panel on tastemaking, posing the question, 'Is TV the new Radio?', with contributions from Ian Cooke (Music Supervisor, Amy, Luther, Call The Midwife), Jamz Supernova (DJ/Presenter, Radio 1Xtra), Ian Neil (Director, Music for Film, TV, Advertising & Computer Games, Sony Music Entertainment), Zoe Hewlett (Head of Music Licensing, British Sky Broadcasting) and Harriet Moss (Global Creative Manager, Manners McDade).

Ru Hollier, Co-Founder and organiser of LSS, said, "Bringing LSS to Barcelona this year was a long term dream, and with Niall's help we managed to make it happen. There was a huge buzz around every panel, live show and networking session, and the feedback so far has been phenomenal. David Fish, LSS Co-Founder and Organiser, added, "I feel we are taking this kind of event to new places, both in terms of content and of course now territorially. We have some seriously cool plans for wider events in terms of the LSS and its ethos over the next twelve months, leading into next year's flagship event. Watch this space!"

Emma Bartholomew
Emma Bartholomew PR
07833306312
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.