

AMSTERDAM // // // 16TH INTERNATIONAL // // //
 DANCE EVENT // // // CONFERENCE // // //
 // // // AND FESTIVAL // // //
 19 / 20 / 21 / 22 // // FOR ELECTRONIC // // //
 OCTOBER 2011 // // MUSIC // // //
 // // // // // // // // // // // // // // // //

The whole ADE program is subject to change. The organization will do their utmost best to provide the latest information, but cannot take responsibility for any changes or incorrect listings.

Search program

13:00 - 13:45

Wed 19 Oct
Balie, De

Music & Bits: A Vision for the Future with Real Life Case Studies of the Present

Direct to Fan Marketing Best Practices

As music fans are faced with more music than ever before, how do artists reach their existing fans effectively and find new fans online?

Mi piace

Di' che ti piace prima di tutti i tuoi amici.

14:00 - 15:00

Wed 19 Oct
Dylan Hotel, The
D2: Panel room

How Your Music Gets Into Network Television

The anatomy of a music license and how it lives within the lifespan of a single television episode

Mi piace

A 2 persone piace questo elemento.
Di' che piace anche a te, prima di tutti i tuoi amici.

14:00 - 15:00

Wed 19 Oct
Felix Meritis
F5: Panel room

Buma Presents:

The Dutch Touch

In this star-studded opening panel, Voorn, Corsten and Chuckie discuss amongst other things, what influenced them in their formative years.

15:00 - 15:30

Wed 19 Oct
Balie, De

Music & Bits:

Transmit Anytime, Anywhere!

WahWah.fm's Philipp Eibach will discuss a range of topics on mobile music, social functions of music and locative music.

15:30 - 16:30

Wed 19 Oct
Dylan Hotel, The
D2: Panel room

Room at the Top

Are we missing out on the development of the next generation of DJs because the best gigs are always taken?

15:30 - 16:30

Wed 19 Oct
Felix Meritis

How To Make a DJ Really Listen to Your Track

The truth about what makes DJs choose certain records moderated by Dave

F5: Panel room

Clarke

15:30 - 16:30

Wed 19 Oct

Felix Meritis

F7: Panel room

Big Isn't It Beautiful

Boutique Festivals

As festivals multiply like mushrooms, ADE examines boutique festivals and the state of the festival market generally via the experiences of top European promoters including Bojan Boškovic (EXIT Festival) and Groove Armada Manager Dan O'Neil (Lovebox, UK)

15:45 - 16:15

Wed 19 Oct

Balie, De

Music & Bits:

An Update in the World of Creative App Development!

Filip will provide an update about the latest in creative app development covering topics of app design, experimentation, inspiration, production and distribution of apps, focusing in particular on music and sound.

16:30 - 17:00

Wed 19 Oct

Balie, De

Music & Bits:

Everybody is a Music Maker

Technology has completely changed the way we consume music. But is there a similar revolution about to take place for music creation?

17:00 - 18:00

Wed 19 Oct

Felix Meritis

F7: Panel room

Filtering the Thousands- Finding New Music

How the next generation of music recommendation apps and websites will change the music industry forever.

17:00 - 18:00

Wed 19 Oct

Felix Meritis

F5: Panel room

Q&A with Boy George

Boy oh Boy!**17:00 - 18:00**

Wed 19 Oct

Felix Meritis

F2: Café

Buma Cultuur & Buma/Stemra present

Official ADE Opening Drink

Buma/Stemra & Buma Cultuur present, at three locations, the Official ADE Opening Drink.

17:00 - 18:00

Wed 19 Oct

Dylan Hotel, The

D5: The Garden Business Lounge

Buma Cultuur & Buma/Stemra present

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Buma/Stemra & Buma Cultuur present, at three locations, the Official ADE Opening Drink.

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Music & Bits: Buma Cultuur & Buma/Stemra present

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Buma/Stemra & Buma Cultuur present, at three locations, the Official ADE Opening Drink.

18:00 - 20:00

Wed 19 Oct

Kookschool, de

DJ Cook-Off!

Top DJs show their skills in a different kind of mixing cooking for an invited audience

00:00 - 00:00

Thu 20 Oct

Entree, De

Hard Dance Event

Online Music Channels

Souncloud founder Dave Haynes, Rudy Peters (Hardstyle.com) and Willem van Zeeland from 3voor12 will be talking about new opportunities for the hard dance community through their channels.

00:00 - 00:00Thu 20 Oct
Entree, De

Hard Dance Event

Future Image of Hard Dance

The characteristic image of demons and skulls has portrayed the hard dance community for the last two decades. Designers share their ideas on this situation and offer their vision on the future image of hard dance.

00:00 - 00:00Thu 20 Oct
Entree, De

Hard Dance Event

United Kingdom of Hard Dance

The UK has always been on the forefront of the hard dance scene. How will it manage under the current economic stress and where lie new opportunities for the multicolored rave scene?

00:00 - 00:00Thu 20 Oct
Entree, De

Hard Dance Event

Crossbreeding

Making it into the charts was something of a nightmare for most artists and had to be explained with care. When a few producers finally proved there is actually a lot to be achieved by both sides the barriers were torn down one by one.

13:00 - 14:30Thu 20 Oct
Dylan Hotel, The
D2: Panel room

Composers Workshop

How to Score a Hollywood Movie

The reality of what it is like working with moving images and composing film music. Curated by Andrea von Foerster of Firestarter Music

13:00 - 13:45Thu 20 Oct
Balie, De

Music & Bits

The Power of Statistics

Alex White, the founder and CEO of The Next Big Sound, will be talking about Next Big Sound and the role of data in the music industry.

13:30 - 14:30Thu 20 Oct
Felix Meritis
F7: Panel room**The New Ibiza is . . . Ibiza**

How to run a club, how to break a track there. And just how influential is Ibiza? And why?

13:30 - 14:30Thu 20 Oct
Felix Meritis
F5: Panel room

Keynote by Scott Snibbe

The Album Returns as an App

Scott Snibbe's keynote will focus on demonstration and discussions of his recent interactive music iPad and iPhone apps that bring immersive electronic music experiences to a broad mainstream audience.

15:00 - 16:00Thu 20 Oct
Dylan Hotel, The
D2: Panel room**Q&A with: Carl Cox**

The Techno legend just keeps on delivering. How does he keep it fresh after 25 years of playing out?

15:00 - 16:00Thu 20 Oct
Felix Meritis
F5: Panel room**The Killer App Panel**

ADE asks what are the implications of tablet devices for DJs, artists and music companies, as well as what they should be doing - and not doing - regarding both the building, use and deployment of apps

16:00 - 17:00Thu 20 Oct
Balie, De

Music & Bits

The Album Returns as an App

Scott Snibbe's keynote will focus on demonstration and discussions of his recent interactive music iPad and iPhone apps that bring immersive electronic music experiences to a broad mainstream audience.

16:30 - 17:00

Thu 20 Oct

Talkshow In The Clouds Part 1: Virtuality

Dylan Hotel, The
D2: Panel room

The idea of having a virtual database is gaining popularity and credibility, rendering physical sound-carriers less and less relevant. How will that affect the music business?

17:00 - 18:00

Thu 20 Oct
Felix Meritis
F5: Panel room

The Annual Artist Debate

Putting the A in Authenticity

Tommie Sunshine will be attempting to shine a light on how far an artist can go once he or she has turned their back on the non-mainstream scene

17:00 - 18:30

Thu 20 Oct
Dylan Hotel, The
D5: The Garden Business
Lounge

Cocktail Hour

Danish Music Export

Again this year Danish Dance Music Export and the Danish Music Industry will host a networking bash at Dylan Hotel, introducing some of the latest trends from Denmark.

17:00 - 18:00

Thu 20 Oct
Felix Meritis
F2: Café

Cocktail Hour

Sena

Do you want to know why we say 'You don't make dance music for nothing'? Then come and see us at our cocktail hour in Felix Meritis and we'll explain in more detail what you can do to collect the Sena royalties!

17:00 - 18:30

Thu 20 Oct
Felix Meritis
F7: The Kremlin Techlabs

DA! Focus on Russia

Illegal downloading, and how to tackle it, introducing international DJs and why some are over-charging. Plus, the dos and don'ts of doing business in Russia.

17:00 - 17:30

Thu 20 Oct
Dylan Hotel, The
D2: Panel room

Talkshow In The Clouds Part 2: Micromanagement

The idea of having a virtual database is gaining popularity and credibility, rendering physical sound-carriers less and less relevant. How will that affect the music business?

17:30 - 18:00

Thu 20 Oct
Dylan Hotel, The
D2: Panel room

Talkshow In The Clouds Part 3: What Next?

The idea of having a virtual database is gaining popularity and credibility, rendering physical sound-carriers less and less relevant. How will that affect the music business?

12:30 - 13:30

Fri 21 Oct
Felix Meritis
F5: Panel room

Wanna' Cross Over? Watch Out!

The joys, as well as the perils and pitfalls of hiring out your talents to pop stars and their 'people'

13:30 - 14:00

Fri 21 Oct
Dylan Hotel, The
D2: Panel room

Talkshow The End Of The Free Era? Part 1: Sweden & France Case Study

Does internet policing work? And are increasingly sophisticated streaming services, as opposed to legislation, the real answer to the problem of piracy?

14:00 - 15:00

Fri 21 Oct
Felix Meritis
F5: Panel room

Does Mixing No Longer Matter?

Push The (Sync) Button: Yes or No?

While sequencing, track selection and performing remain as important as ever for DJing, ADE asks whether the invention of the synch button; the one click perfect mix function, renders the fourth previously key factor, beat-matching, obsolete.

14:00 - 15:00

<p>Fri 21 Oct Felix Meritis F7: The Kremlin Techlabs</p>	<p>How Relevant Is Radio to the Next Generation? How important are radio shows in helping the next generation of producers and DJs, and should/could they do more? Is radio the next great distribution monopoly that is about to crumble?</p>
<p>14:00 - 14:30 Fri 21 Oct Dylan Hotel, The D2: Panel room</p>	<p>Talkshow The End Of The Free Era? Part 2: Next In Line Does internet policing work? And are increasingly sophisticated streaming services, as opposed to legislation, the real answer to the problem of piracy?</p>
<p>14:15 - 14:45 Fri 21 Oct Balie, De</p>	<p>Music & Bits Crowdfunding In a time where public funding for Arts and Culture are being trimmed, could crowd funding be a serious alternative?</p>
<p>14:30 - 15:00 Fri 21 Oct Dylan Hotel, The D2: Panel room</p>	<p>Talkshow The End Of The Free Era? Part 3: Too Little, Too Late? Does internet policing work? And are increasingly sophisticated streaming services, as opposed to legislation, the real answer to the problem of piracy?</p>
<p>15:00 - 15:30 Fri 21 Oct Balie, De</p>	<p>Music & Bits Transmitting from the Red Light District Red Light Radio is an online radio station broadcasting from a former prostitution window in the red light district of Amsterdam.</p>
<p>15:30 - 16:30 Fri 21 Oct Felix Meritis F5: Panel room</p>	<p>Staying Alive How To Survive and Thrive Long Term in Today's Music Business. A panel of senior statesmen share tips on how to survive - and thrive - in today's music/ club business.</p>
<p>15:30 - 16:30 Fri 21 Oct Dylan Hotel, The D2: Panel room</p>	<p>The Chain - Into The Unknown How to accomplish a better understanding between promoters on one side and agents/managers on the other</p>
<p>15:30 - 16:30 Fri 21 Oct Felix Meritis F7: Panel room</p>	<p>The (Beginning) of the End for the Glass Ceiling? Just how progressive is the Electronic music industry and do women really get an even break?</p>
<p>17:00 - 18:00 Fri 21 Oct Dylan Hotel, The D2: Panel room</p>	<p>Merchandise Matters Fashion Rules Taking control of your merchandising is an increasingly attractive idea. It is also an area that looks likely to be one of the more reliable revenue streams of the future</p>
<p>17:00 - 18:00 Fri 21 Oct Felix Meritis F7: The Kremlin Techlabs</p>	<p>Manager/Booker/Agent Sleeping with the Enemy?</p>
<p>17:00 - 18:00 Fri 21 Oct Dylan Hotel, The D2: Panel room</p>	<p>How to Crack America How to find an agent, how to get a visa, how to get booked at a festival. And do you really need to find a hip-hop/pop collaborator to be accepted?</p>

11:00 - 12:45Sat 22 Oct
Felix Meritis
F5: Panel room

Rob Mekken

iPad hands-on sessions for DJ's & Producers

Rob Mekken will show the ins and outs of using the iPad live and in the studio in hands-on sessions, answering all your questions.

13:00 - 14:00Sat 22 Oct
Felix Meritis
F5: Panel room

The Subs

Studio to Live

The way The Subs approach the use of electronics will be the subject of their workshop. How do they translate studio tracks to live? To what extent is their set played live? And what gear do you need on stage?

13:00 - 14:00Sat 22 Oct
Felix Meritis
F6: Panel room**Vodafone Firestarters 1**

Vodafone Firestarters is a live talk show that is set up during events around music, art, technology, and fashion. Via round table discussions in front of a live audience, topics around innovation are discussed with experts from the field.

14:15 - 15:15Sat 22 Oct
Felix Meritis
F3: Network & Business Lounge

Q&A with Sven Vath

30 years of Playing by Sven Vath...

Three decades after he started his DJ career at Frankfurt's Dorian Gray, Sven Vath remains unquestionably the world's most popular techno DJ and arguably its most influential. Join Sven during this question & answer.

14:15 - 15:15Sat 22 Oct
Felix Meritis
F5: Panel room

Funkerman & Raf

Sound, sound, sound

The balance between technique and feel, studio demands, and the most important elements of a good dance mix are some of the subjects Funkerman and Raf will address.

15:30 - 16:30Sat 22 Oct
Felix Meritis
F10: Hotel room

In Bed With...

DJ Pierre (US)

A small room, a big bed, a relaxed atmosphere and DJ Pierre (US). Come and hear his amazing stories!

15:30 - 16:30Sat 22 Oct
Felix Meritis
F5: Panel room

Palmbomen

Analog in the Studio and on Stage

In the Interface Magazine Room Palmbomen will show the way he works in the studio, and how he uses analog gear to transfer his studio output to live.

15:30 - 16:30Sat 22 Oct
Felix Meritis
F6: Network & Business Lounge**Off The Record? Labels in the Digital Age**

Is establishing your own label still the way to go, or should you release your music directly to your fans, for free via social media, or paid via platforms like Bandcamp? These and many other questions will be answered here.

16:45 - 17:45Sat 22 Oct
Felix Meritis
F6: Network & Business Lounge**The NEXT Generation**

This particular panel shows how you can be successful as a youngster in music business. The NEXT Generation panel guests are all young, successful, and active in various fields within the music industry.

16:45 - 17:45Sat 22 Oct
Felix Meritis
F10: Hotel room

In Bed With...

DJ Jean (NL)

A small room, a big bed, a relaxed atmosphere and DJ Jean (NL). Come and hear his amazing stories!

16:45 - 17:45

Sat 22 Oct
Felix Meritis
F5: Panel room

Vinylized: How to Produce the Winning Track

There is an increasing number of competitions all promising the same thing: fame and glory! But how do you increase your chances of winning? It's time to meet the judges of Vinylized and find out!

18:00 - 19:00

Sat 22 Oct
Felix Meritis
F5: Panel room

Pioneer

DJ Set of the Future

Closing act of this edition of ADE Next in the Interface Magazine Room is the presentation of the long expected brand new DDJ-T1 DJ-controller for Traktor by Pioneer.

18:15 - 19:15

Sat 22 Oct
Felix Meritis
F6: Network & Business Lounge

DJ to DJ

Too many dj's, not enough decks. What do you need in terms of skills to stick out from the countless jocks out there? Four internationally acclaimed dj's tell you all about the secrets of the trade.

18:15 - 19:15

Sat 22 Oct
Felix Meritis
F3: Network & Business Lounge

Demolition Part XVI

Do you have what it takes to make it? Find out from our panel of experts at the Demolition panel featuring Dave Clarke.