



## **International summits at SPOT!**

**SPOT Music - Film - Interactive: The subtitle "Knowledge, networking & growth" will give a glimpse "behind the scenes" in the SPOTlight.**

This year the SPOT festival isn't only expanding with a considerably bigger film and interactive programme but will also offer a more intensified seminar profile.

Altogether it offers the guests a number of transverse international summits that will further develop SPOT's reputation as the most significant Danish-Nordic/international meeting place - now not only music related but directed at all three business fields.

The boundaries between music, film and interactive are becoming increasingly less visible. This means that a new and stronger cooperation is possible among these three business fields, directed on interactive experiences, more user involvement and new business models.

The three business fields are currently experiencing growth with profitable development prospects, especially in evolving new collaborations across "old boundaries". Therefore the festival is now in an intensive cooperation with local partners namely, Filmby Aarhus, Shareplay and PROMUS. Together they have created SPOT Music - Film - Interactive. Results are a larger number of targeted activities aimed at strengthening the network, sharing of knowledge and international relationships.

### **SPOT's objectives:**

- A festival showcasing upcoming talents, innovatory business concepts and creative businesses within the fields of music, film and interactive, and a festival strongly supporting the development of idea and knowledge sharing across the three business fields.
- Already around 400 people, who are related to the work in the international business and media areas are attending the musical part of SPOT - but the festival still requests an international forum for networking in all three business fields, a forum which creates the opportunity in networking with present and future colleagues from all over the world.
- A festival that is an international display window for the three business fields.

### **MUSIC - highlights:**

- Four of the leading American music supervisors from NBC/Universal and Leo Burnett among others will be working on the festival .

- Tarantino & The Music: find out how music has influenced the films by Tarantino, when music supervisor Mary Ramos conducts her master-class.
- The Superstar Music Economy: The distinguished English business analyst Mark Mulligan hosts a keynote speech about the economic reality for the musicians in the new digital world.
- Meet The Music Supervisors - an intense "speed meeting" session where music related professionals meet top leading music supervisors from Hollywood, Chicago, New York through Paris to Copenhagen in the aim of networking and exchanging music.
- Meet the people responsible for the music used in commercials such as H&M, Carlsberg and VW and hear more about the value of music branding.
- Keynote by Kevin Godley (x-10CC) and John Holland, WholeWorldBand, with the title: Towards a new model of monetizing music.

#### **FILM - highlights:**

- The main programme with ten selected films of a new Nordic filmmakers accompanied by Q&A's and a final distribution of the new SPOT Film award.
- Open pitch contest with half a million Danish kroner as prize for the best film idea: SPOT the Talent - a talent development programme.
- A special programme containing three films identifying new paths to follow for the interactive documentary genre, combined with a presentation by a director.
- A workshop open for people who are working with the arts of storytelling, animation and visuals in association with the environments in Aarhus - which will become a mapping project for the SPOT Film.

#### **INTERACTIVE - highlights:**

- The SPOT Interactive conference focuses on new interactive media experiences, tendencies, new business models, user involvements and networking. Here you can meet the social media guru, Victor Pineiro (NY), and also hear how LEGO involves fans in their business development
- SPOT Interactive Workshop: "Innovate don't inflame" about the mega trend EPHEMERAL. By Henry Mason and David Mattin of trendwatching.com
- SPOT Interactive Workshop: "Creating a meaningful user journey" by Paul Tyler from the "Action Ideas" and Simon Kibsgaard from the "Augmented"
- SPOT Interactive Workshop: "Brands & Agencies - how to survive the extended scope" - Cliff Fluet takes the advertising industry through the new world of branded content, talent curating and data.

