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# SoundCloud Creator Forum Coming to A3C Festival and Conference in Atlanta, October 9-11, 2019

**Three Full Days of Live Events to Include:**

**Keynote Conversation with Lisa Ellis, Troy Carter and LA Reid**

**Creator-led Panels, Workshops, Mixers and Demos with Serato**

**Live Music Showcase Featuring the Hottest New Artists out of Atlanta and Celebrating SoundCloud's I-85 Playlist**

**All Creators Welcome: [RSVP](#)**

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**October 2, 2019, New York, NY** -- [SoundCloud](#) is heading to A3C (Oct 9-11) with a packed, three day line up of workshops, panels, DJ streaming demos, and an all-ATL live music showcase as part of a super-charged edition of The SoundCloud Creator Forum. All SoundCloud Creator Forum events will be hosted at Mike WiLL Made-It's iconic .EarDrummers Studio in Atlanta with a focus on education, connection and helping artists get discovered.

- Day one is dedicated to SoundCloud's education series, '[SC101](#)', off platform for the first time with panels led by artists, SoundCloud staff and industry heavyweights on getting played, paid and promoted.
- Day two is all about connecting at social mixers and leveling up creative with streaming demos and workshops from SoundCloud and Serato.
- Day three is capped by a live music showcase, 'I-85 Live', inspired by, and featuring artists from SoundCloud's I-85 playlist.

“Everyday we celebrate the millions of artists and fans who choose SoundCloud first. The SoundCloud Creator Forum is one more way we celebrate and extend our rich community experience deeper into Rap, Hip-Hop, R&B, DJ and other thriving global music scenes showcased at A3C,” said **Lisa Ellis, SVP and Global Head of Music, Artist Relations, Label Services, SoundCloud**. “We are proud to have the opportunity to elevate this amazing talent, and offer artists as many resources as possible to create music, connect with fans and grow their careers.”

Ellis will host The SoundCloud Creator Forum keynote (Oct 9), a conversation with industry power players, **Troy Carter**, Founder and CEO of Q&A, and **LA Reid**, Founder, Chairman and CEO of Hitco Entertainment, LLC on the Future of Discovery.

**The following is a full rundown of The SoundCloud Creator Forum activities:**

**Location:** EarDrummers Studio, 874 Joseph E. Lowery Blvd NW, Atlanta, GA 30318

**Day 1: Educate | October 9, 2019**

SoundCloud Creator Forum at A3C begins with three live panels that seek to empower creators at early stages of their careers with industry expert advice and stories from emerging artists.

Doors open at 12.00pm.

**12.30pm - 1.30pm: The Business of Music: Making Money with the Music you Create**

Making money from the art you create is the number one hot topic within the SoundCloud community. This conversation centers around how creators should be thinking about their art as a business and offers tips for success. Panelists:

**Kota The Friend** (Artist & Producer)

**Yves Pierre** (Concerts Agent, ICM Partners)

**J.Rich** (Producer & Engineer)

**Jason Riddick** (Director, ASCAP Urban)

**2.00pm - 3.00pm: Music Industry Networking: How to Connect with Tastemakers**

In this new digital era, how can up-and-coming artists effectively connect with tastemakers and industry leaders? This conversation offers insider stories and advice for building and growing your network from top industry leaders. Panelists:

**Sonny Digital** (Artist & Producer)

**K\$upreme** (Artist)

**Jamila Thomas** (Director of Marketing, Atlantic Records)

3.30pm - 4.30pm: **The Power of Community and Artist Collectives: Building your Team**

Building your team is an essential part of growing as an artist. This discussion takes a look at the value of community and the power of artist collectives in growing your career from the point of view of top industry heavyweights. Panelists:

**DaVionne** (Artist)

**Kevon Jaundoo** (A&R Consultant, Good Nrgy)

**Mitch Martin** (A&R Consultant, Good Nrgy)

6.00pm - 7.00pm: **Future of Discovery (invite only)** **Lisa Ellis**, SVP and Global Head, Music, Artist Relations, Label Services, SoundCloud, **Troy Carter**, Founder and CEO of Q&A, **LA Reid**, Founder, Chairman and CEO of Hitco Entertainment, LLC.

7.00pm - 10.00pm: Wrap Mixer: Live DJ sets

**Day 2: Network | October 10, 2019**

All day social, connecting with like-minded creators, getting feedback and advice from the SoundCloud team on latest tracks, hang out and join the SoundCloud community, a home for all creators at A3C.

12:00pm - 6:00pm: Socialize and network with creators and SoundCloud staff

2.30pm - 4.30pm: **SoundCloud & Serato**

Demo of Serato and SoundCloud's streaming integration with giveaways.

4.30pm - 6.30pm: **Pass the aux / with SoundCloud**

Opportunity for artists to have their music heard in SoundCloud space.

**Day 3: Celebrate | October 11, 2019**

1:30pm - 3:30pm: **Perfect Your Craft**

Creators have the chance to perform a track and receive industry feedback.

7.00pm - 2.00am\*: **'I-85 Live' Music Showcase**

SoundCloud's I-85 playlist "live" in Atlanta with an all-ATL, First on SoundCloud line-up. Hosted by **Sammy Approved**, head lined by [Key!](#) and performances from rising stars of rap, hip-hop, R&B direct from I-85:

[Pote Baby](#)

[Rico Pressley](#)

[Karlæ](#)

[Mango Foo](#)

[Blaatina](#)

[Duwap Kaine](#)

[K\\$upreme](#)

\*Doors 7.00pm

\*Performances 8.00pm - 12.00am

\*DJ Sets 12.00am - 2.00am

**Additional guests and activity updates to be announced leading up to A3C.**

### **About SoundCloud**

SoundCloud is the world's largest open audio platform, powered by a connected community of creators, listeners, and curators on the pulse of what's new, now and next in culture. Founded in 2007, SoundCloud empowers the world's audio creators with the best tools, services, and resources to build and grow their careers. With over 200 million tracks from 20 million creators heard in 190 countries, what's next in music is first on SoundCloud.

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