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# SoundCloud Creator Forum Next Stop: ADE Amsterdam, October 16-18

**Three Day Live Forum Open to All Creators with RSVP**

**Creator-led Panels and Discussions with Leading DJs and Producers**

**Demos with Denon + Minimix Contest to Win a Denon Prime 4**

**SoundCloud DJ Showcase with Exclusive Performances from Hottest Breakthrough Talents of 2019**

RSVP [here](#)

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**October 9, 2019, New York, NY** -- SoundCloud's live event platform for aspiring and emerging creators, the SoundCloud Creator Forum, is heading to ADE with a three day line-up, packed with creator-led panels, networking mixers, DJ streaming demos and capped by a SoundCloud DJ Showcase spotlighting next wave talent. From first mix to main stage, the SoundCloud Creator Forum is designed for and by creators with a focus on education, connection and helping artists get discovered.

The SoundCloud Creator Forum will be held in partnership with ADE and hosted at Sociëteit De Kring.

- Day one of the SoundCloud Creator Forum is all about connecting, come socialize with SoundCloud staff and meet like-minded artists. Denon will demo their latest product, the Prime 4, and how creators can use with SoundCloud. DJs can bring their best mixes for a chance to win a Prime 4.
- Day two is dedicated to expanding on SoundCloud's education series, 'SC101', with panels led by DJs, producers, SoundCloud staff and industry experts on getting played, promoted and leveling up streaming workflows.

- Day three spotlights breakthrough talent with a DJ showcase exclusive to SoundCloud's ADE stage featuring sets from: [Aaron Clark](#), [Object Blue](#), [Olof Dreijer](#) (The Knife), [Violet](#).

“From today’s legends who first embraced SoundCloud to a whole new generation of DJs just starting their careers on the platform, we are proud of our deep roots in the electronic music community and for the opportunity to celebrate creators at ADE,” said **Lisa Ellis, SVP and Global Head of Music, Artist Relations, Label Services, SoundCloud**. “The SoundCloud Creator Forum at ADE will bring the platform’s dynamic electronic music culture to life with real time sharing, connections and collaborations for any and all aspiring creators looking to take their careers to the next level.”

As part of the ADE Conference (Oct 17), Ellis will participate in a keynote conversation, [The Next Wave: Accelerating Trends in DJ Culture](#) with leading, next generation DJ and presenter, Jamz Supernova, and DJ/Producer, B Traits.

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

Location: Sociëteit De Kring, Kleine-Gartmanplantsoen 7-9, 1017 RP Amsterdam

### **Day 1: Network | 16 October 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 ADE.

13:00 - 14:30 Socialize and network with creators and SoundCloud staff

14:30 - 16:30 Denon Prime 4 Demo and Minimix contest

16:30 - 18:00 Pass the aux / with SoundCloud - Opportunity for artists to have their music heard in SoundCloud space.

19:00 - 23:00 Wrap Mixer

### **Day 2: Educate | 17 October 2019**

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 11:30

12.30 - 13.30 **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. Panelists:

**Elena Colombi (Artist)**

**Violet (Artist)**

**Machine Woman (Artist)**

#### **14:00 - 15:00 The DIY Artist: Building a Career on your Own Terms in the Electronic Music Space**

Making money from the art you create is the number one hot topic within the SoundCloud community. This conversation centers around forging your own and building a career in electronic music on your own terms. Panelists:

**Violet (Artist)**

**Machine Woman (Artist)**

**Kiwi (Artist)**

#### **16:30 - 17:30 Streaming in the DJ Booth**

With digital tech shifting audio production to the cloud and streaming to the DJ booth, the future is here. Today's digitally native generation of DJs are using these powerful new tools, plus access to mass music catalogs, to take their creativity to new levels. Who are these next gen DJs and how are they using music tech to redefine electronic music.

Panelists:

**Jennifer Cardini (Artist)**

Austen Smart (Co-Founder, Future DJs)

Phil Morse (Founder, Digital DJ Tips)

Jay Cunningham, (Brand Marketing Manager, Denon)

18:00 - 19:00 Wrap Mixer

### **Day 3: Celebrate | 18 October 2019**

#### **19:00 - 24:00: SoundCloud DJ Showcase**

Celebrating the best breaking talent of 2019 and beyond.

**Aaron Clark**

**Object Blue**

**Olof Dreijer (The Knife)**

**Violet**

## 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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