

BUSINESS PROGRAM 2016

- Educational sessions **NAMM University** tailor-made for Russian retailers (organized jointly with NAMM)
 - Music store management in business conditions
Aramais Caltahchan, Director of Dynaton and Transreklama
 - Perfect PR: low budget or high efficiency?
Alexander Kushnir head of music and information Agency "Kushnir Production"
- A pedagogical festival geared toward the Russian professors of musical universities and schools
- An international musical convention **COLISIUM** – educational platform including master classes, panel discussions and round tables for Russian record labels, concert agencies, promoters, club representatives and the media
- An international symposium of piano specialists - **Piano Days**
- A **special program by Business-school RMA:**
 - An open discussion on the topic: “Copyright for musicians: myths and reality” (putting rumors, myths, and misconceptions about copyright to rest, the basic terms and concepts, A&Q), speaker: Alexander Kondratenko, the head of the Agency PRCD, senior lecturer at RMA
 - in conjunction with the music consulting office, InSimple.Ru an open discussion on the topic "What's New in the music market: digital marketing, digital distribution, interactions with brands". It will include – a master class (speakers: Alex Nikolaev and Alexandra Nosach), - a networking session between experts of musical industry, - a discussion with Q&A. Moderator – Alex Nikolaev, CEO of InSimple.Ru.
- Seminars by **top tender managers on Government procurement auction**
- **Educational program** by the participants of the Guitar Festival - **Guitar Player Party** (Elena Seagulova - Practical Music Psychology; Max Rothschild - Introduction to the accompaniment; Andrew Reher - Extreme sound engineering; Misha Ryazhenka - Music Coaching Program; Sergey Golovin - Solo Guitar)
- **Demonstrations** of new music industry products
- Dozens of **master-classes by professional musicians** and musical business experts
- Presentations of products and **dealer seminars** by participating companies

SPECIAL PROJECTS 2016

- **Forum “Art Education”** dedicated to the issues of art and music education (organized together with the Moscow Department of Culture)
- **“Big Band Show”**, the International Orchestra Festival, - will include a series of master-classes by Russian and international masters of orchestral and instrumental genre, colorful live orchestras` performances and bands` defile with choreographic groups
- **Drummers United** – a drum show with master-classes by the popular Russian musicians, concerts and contests for visitors
- **ChoirExpo-2016** - is a special event of choral achievements, covering all areas of choral life. The exposition and all events will attract interest of choirmasters, composers, choir members, and heads of the Department of culture, concert organizations, educational institutions and fans of choral art. The program will include:

- Methodological seminars and master classes,
- Round tables for the types of choirs: preschool choirs, clubs, studios, choirs of boys and young men, amateur student choirs, choirs of music schools and colleges, veterans' choirs, military choirs, Church choirs, etc,
- Concerts,
- Presentation: -educational institutions, - choral festivals and competitions, - specialized projects
- Series of events dedicated to **Sergei Prokofiev** - a Russian and Soviet composer, pianist and conductor (organized in consort with the Russian Ministry of Culture) - as Vladimir Putin declared 2016 to be Prokofiev Year
- **The battle of Video-bloggers** – an open discussion between the most known Russian video musical bloggers, who have a popular channels at Youtube.com
- An interactive “**Park of Musical Instruments**” – first steps to learn music - for kids and their parents (organized jointly with the Moscow Department of Culture)

CONCERT PROGRAM

- **Live Music Stage** – outdoor stage
 - ✓ Musical Crossover Contest (organized by GOSH Projects)
 - ✓ Guitar Player Party – independent guitar music festival with the unique concept that lies in a chance for beginning guitarists of any age and music style to play on one stage with well-known musicians
 - ✓ Performances by popular international and local musicians and bands
- **Acoustic Stage** – small acoustic stage inside Pavilion Classique
 - ✓ Classical and acoustic concerts and performances by teachers and students from the Moscow Conservatory,
 - ✓ Kid's festival "Viva Music!" by Asia music company
 - ✓ Master classes taught by famous musicians and leading artists
- **Drum Stage** – stage inside the Pavilion 3 dedicated to drums
 - ✓ Performances of popular domestic and international drummers and finalists of drum competitions,
 - ✓ Presentations of drum schools,
 - ✓ Master-classes by domestic and international drummers
 - ✓ Drum competitions with prizes
- **Megapolis Stage** – special stage organized by Megapolis Radio station (Moscow, Russia)
 - ✓ The best of contemporary electronic music played by renowned DJs and music labels