



Dillon Francis, The Blessed Madonna, Armin van Buuren, Tiffany Calver, HoneyLuv, HBO's The White Lotus composer and more announced for ADE Pro 2023

18 – 22 October, 2023 — www.amsterdam-dance-event.nl

Amsterdam Dance Event (ADE) today announces the latest confirmed speakers for its ADE Pro Conference, covering personal branding, innovating as a brand and industry, and the future of dance music, live events and more. Speakers include US music producer and DJ **Dillon Francis**, **HoneyLuv** and **DJ Minx** in conversation with BBC Radio 1Xtra's **Tiffany Calver**, an interview between **The Blessed Madonna** and **Dave Clarke**, **Armin van Buuren** reflecting on 20 years of Armada Music with CEO **Maykel Piron** and **Nadine van Bodegraven**, the Grammy Award winning composer of **HBO's The White Lotus**, French DJ/producer **Kittin** and much more. The conference also dives into the future of festivals with the organisers of **Sziget**, **DGTL**, **Exit Festival**, **ARC Music Festival**, **Milkshake** among others, as well as tackling the latest developments into **Artificial Intelligence**, covering its potential in predicting hits and more.

Following the recently announced Insider Knowledge series with global leaders at **TikTok**, **Spotify**, **YouTube**, **SoundCloud**, **Beatport** and **TuneCore**, the ADE Pro conference is rapidly shaping up with over 20 additional program highlights.

Dillon Francis on Amplifying Digital Momentum

Navigating the digital realm has become pivotal for any artist's success, and Dillon Francis' ability to attract a global audience across multiple platforms is undeniable. During ADE Pro, Francis discusses the essential ingredients of building a personal brand, keeping a large community engaged, and the synergy between his online persona and his musical career.

The Future of Festivals

The organisers of a global roster of festivals and live events including **Sziget**, **DGTL**, **Exit Festival**, **ARC Music Festival** in Chicago, **Rise Festival**, **Milkshake**, **Neopop Festival** and **STRAF_WERK**, join ADE Pro for an extended program on the future of festivals, overcoming today's challenges facing live events, the industry's financial dynamics, and what organisers need to do to guarantee the long-term health and viability of the sector.

Predicting hits: Human vs. Machine

Presenting an exploration of a large potential shift in our industry, ADE Pro delves into *Neuroforecasting* - where neuroscience meets artificial intelligence. New research suggests that hits can be forecasted with a staggering 97% accuracy, and **Dr. Paul J. Zak**, **Dr. Alexander Genevsky**, and **Kim Hoekema (A&R, Sony Music)** are set to explore how technological advancements can enhance the A&R process in an eye-opening session.

Creating the Iconic Score of The White Lotus

Cristobal Tapia de Veer is known for his iconic score behind HBO's *The White Lotus*. The music actually has one of the leading roles in the hit series. Tapia de Veer joins ADE Pro as part of BMIM x ADE to elaborate on the process and making of the award winning score.

Attend ADE Pro 2023

The ADE Pro Pass grants access to the full conference program, alongside networking events, the ADE Festival program and more. Tickets are available [through ADE's website](http://www.amsterdam-dance-event.nl).

The Amsterdam Dance Event Foundation is a not-for-profit organisation dedicated to nurturing electronic music, its culture and its industry worldwide. The organisation devotes itself to stimulating development, innovation and talent, gathering the global industry and laying a foundation for future generations.

ADE Pro Conference

ADE Pro is the ultimate annual business gathering for the global electronic music industry. The three-day conference for music industry professionals runs from Wednesday through Saturday and features dedicated programming covering subjects from marketing, publishing and bookings to sustainability, social change and mental health. The additional networking opportunities with fellow ADE delegates and industry leaders provide an ideal and global basis for deal making and career advancement.

About ADE

The Amsterdam Dance Event (ADE), an initiative of Buma, has grown into the world's largest and most influential club-based festival and conference for electronic music. The event continues to grow and develop each year, with last year's edition featuring over 2,500 artists and 600 speakers in almost 200 venues. The five-day event attracts visitors from over 146 countries and features every conceivable aspect of electronic music culture, with dedicated conference programming, an extensive arts & culture program, live music and DJ/artist performances, all spread across the city of Amsterdam. More information about ADE can be found [here](#).

ADE – Electronic Music Gathers Here

The Amsterdam Dance Event is organised by The Amsterdam Dance Event Foundation.

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