



ADE completes Conference program with Adam Beyer, Jayda G, A-Trak, Don Diablo, Juba, Röyksopp, Dimitri Vegas, Miss Nine and many more

The additions also include leaders at Google, SEG, Spinnin' Records, Meta, MIT, Sony Music, STMPD RCRDS, Mysteryland, IAEL and Wasserman.

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

Amsterdam Dance Event (ADE) has completed its conference program with a slew of recent additions — including a creative keynote by **Adam Beyer** on the success of his label Drumcode and the art of A&R, and **A-Trak** reflecting on 15 years of Fool's Gold Records and building a trusted brand. **Don Diablo** goes in-depth on what makes your human creativity unique in an AI generated world, **Jayda G** addresses how artists can inspire climate action, **Dimitri Vegas** sheds light on how to become a global success on TikTok, **Röyksopp** dive into their expansive Profound Mysteries project and will host a special ambient performance, Afrojack touches on his evolution from a breakout DJ to a label boss, **Hoax LeBeau & HE.SHE.THEY.** host an LGBTQIA+ Networking Session, and much more.

ADE Pro is the ultimate annual business gathering for the global electronic music industry and over 80 new speakers join the existing roster of The Blessed Madonna, Claptone, HoneyLuv, DJ Minx, Max Cooper, Kittin, Tiffany Calver, special guest Grandmaster Flash, and more, rounding out the programming for professionals representing every part of the music industry.

ADE Pro goes all in on Artificial Intelligence

With the recent explosion in AI, one of the central questions of 2023 revolves around mastering machine learning and AI's imminent dominance in the music industry. **Google Creative Lab's Creative Director** Matthew Carey and Hema Manickavasagam of **Google DeepMind** bring the tech giant's experimental creative tools to ADE Pro for a deep discussion and demonstration on how AI will transform human imagination. **Don Diablo** hosts a masterclass on creativity on what makes you unique in an AI generated world.

Moreover, **Sports Entertainment Group (SEG)** brings the company's extensive knowledge of the sports world to envision how AI will be leveraged to scout the next superstars, **AI expert Dr. Martin Clancy** and industry veteran **Mariana Carr** dive into using the tech in live events and booking, and **Spinnin' Records** founder Eelko van Kooten and YouTube star **Kwebbelkop** discuss the next chapter in the creator economy.

The new ADE Startups program

Showcasing the future even further, ADE launches a new startup conference entitled **ADE Startups** to bring together a broad range of music & tech professionals. The new program also introduces The Chorus, a tight-knit community empowering the next generation of innovators. Out of 500 Music Startups, 8 global innovators have been selected by ADE's team of music investors to participate in the community year-through. These 8 startups will present their innovative ideas live on stage, for a true glimpse into the future.

ADE Green

The ADE Green program on Friday continues to play a vital role in pushing environmental consciousness, setting the sustainability and social change agenda for events and festivals, and driving new initiatives in the electronic music industry. Artists and institutes including **Jayda G, Laidback Luke, Juba, Eli Goldstein, A Greener Future, Julie's Bicycle, Climate Cleanup Foundation, Mysteryland** and the **MIT** join the program to cover topics such as circular and climate-neutral events, renewable energy, CO2 compensation, social safety in clubs and festivals, mental health and more.

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](#).

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 four-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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