



ADE welcomes industry leaders at TikTok, Spotify, YouTube, Beatport, and TuneCore for Insider Knowledge series at Pro Conference

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

The Amsterdam Dance Event (ADE) introduces the new Essential Insider Knowledge series as part of ADE Pro to offer unparalleled insights into the ever-evolving digital music landscape for artists and professionals, with the inclusion of top-level minds at global industry giants TikTok, Spotify, and YouTube, alongside innovative platforms Beatport and TuneCore. These latest confirmations introduce a hands-on approach to the ADE Pro experience with insightful strategies to empower growth and success.

Essential Insider Knowledge

Following the recent announcement outlining its first major topics and the **Strategies, Opportunities and Responsibilities** framework at this year's conference, ADE Pro now introduces the Essential Insider Knowledge series as a core part of its Strategies track.

The series of keynotes and talks will feature the likes of **TikTok's Global Head of Music, Ole Obermann**, to share valuable insights and strategies on the global platform. Attendees will also gain a comprehensive understanding of music business and growing communities on YouTube with leading figures such as **YouTube's Head of Music Business Development Mathieu Rousselot** and **STMPD RCRDS' Coen Calkhoven**. Meanwhile, top-level leaders at **Spotify** are set to demystify the platform's vast opportunities and provide hands-on tools to empower artists and music professionals alike.

In addition, professionals can also delve into the realms of electronic music distribution and production with **Beatport's Senior Vice President of Creator Services, Helen Sartory**, who will share her insights on the platform's role in amplifying music for both producers and DJs. Furthermore, **Andreea Gleeson, CEO of TuneCore**, will discuss the interplay between music creation and AI in the platform's future. Under Gleeson's leadership, TuneCore has earned accolades such as Fast Company's third most innovative music company, and this keynote delves into the platform's innovative approach to music creation and distribution.

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.

About 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.

Founding partner: Buma

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