



## **ADE Pro Conference reveals special performances and experiences by Max Cooper, Secret Artists in Residence, and more**

18 – 22 October, 2023 — [www.amsterdam-dance-event.nl](http://www.amsterdam-dance-event.nl)

The Amsterdam Dance Event (ADE) has just revealed new audiovisual and musical performances for the ADE Pro Conference program to expand on the conference's new immersive experience. Among the confirmed programming is a deep immersion masterclass and audiovisual show by London based producer **Max Cooper**, alongside an exclusive edition of the **Secret Artists in Residence** concept for a collaborative jam session at ADE Pro home base **Felix Meritis**.

### **Immersive experiences at Felix Meritis**

Following the recent announcement of **Claptone** joining Amsterdam Dance Event's conference to host a one-off experience, **Max Cooper** has now been added to the ADE Pro programming. During an in-depth masterclass and audiovisual performance, Cooper presents an immersive exploration of the intersection of music, science and art.

### **Secret Artists in Residence**

After premiering at Best Kept Secret Festival last year and a sophomore edition at ADE Festival 2022, 'Secret Artists in Residence' is set to host an exclusive event for ADE Pro visitors this year. In a temporary music studio built at Felix Meritis, the concept is home to unusual artistic collaborations and live jam sessions with a roster including **Steve Rachmad**, **Alberta Balsam**, **Mathew Jonson**, **Sarah Neutkens** and others.

### **ADE Pro Conference**

The first topics and themes for this year's conference have been confirmed, tackling the **Strategies**, **Opportunities** and **Responsibilities** that define the global electronic music industry. The program dives into central strategic challenges such as organising large scale events in an increasingly uncertain market, mastering the recent explosion of machine learning as a music professional, getting your music used in movies and series on the most well-known video streaming platforms, and much more.

The latest confirmations include events collective **HE.SHE.THEY.** and **William Morris Endeavor Agency** (WME) on promoting inclusivity in electronic music. HE.SHE.THEY. co-founders **Steven Braines** and **Sophia Kearney** are joined by WME agents Bailey Greenwood and Fernando Montes to dive into effective Diversity & Inclusion strategies, and how to grow equality and fairness from inside the system. In addition, Warner Music's **Head of Marketing for Emerging Markets Selina Chowdhury** joins ADE Pro to discuss launching Warner Music's new Emerging Markets dance label 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 at the current Early Bird rate [through ADE's website](http://www.amsterdam-dance-event.nl).

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**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

Principal partners: Heineken 0.0 | Desperados

### **NB Note for editors - not for publication:**

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For more information or media partnerships contact [Nikki McNeill](#).