

**INDUSTRY
TAKEOVER
#IT2023**

U&D

Industry Takeover 2023

- March 27th - April 2nd
- Talent House
- udmusic.org
- 1 House. 7 Days. 20+ events



**Talent Development
Partner**
PRS Foundation



**WESTFIELD | EAST BANK
CREATIVE
FUTURES FUND**



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

THE A&R REALITY CHECK: WHAT DOES ARTIST SUCCESS LOOK LIKE IN 2023?

Monday 27th
March 2pm

With an all-star A&R focused panel lined-up, we'll explore what artist success looks like in 2023 with Benson Udia (Senior Marketing Manager at EMI UK), Preye Crooks (A&R Robots & Humans /Sony UK & Founder of Strawberries and Cream Fest), Theolonious Oliver (Artist Manager & A&R at Pias), Davina Merchant (Artist manager & Senior Publishing A&R) & Dani Sawyerr (A&R Universal Music Publishing UK). Hosted by Benjamin Turner.

→ HOST



Benjamin Turner
Founder Rap Club
Productions (The Spit
Game)

→ PANEL



Benson Udia
Senior Marketing
Manager at EMI UK



Dani Sawyerr
A&R at Universal Music
Publishing UK



Davina Merchant
Artist Manager &
Senior Publishing A&R



Joy Warmann
Product Manager,
Secretly Canadian



Preye Crooks
A&R at Robots &
Humans/Sony UK &
Founder of Strawberries
and Cream Festival



Theolonious Oliver
Artist Manager & A&R
at Pias

0207 DEF JAM: IN CONVERSATION WITH ALEX & ALEC BOATENG

Monday 27th
March 6pm

We go head-to-head with the twins, Alex and Alec Boateng, Co-Presidents of 0207 Def Jam. 0207 Def Jam is a dynamic London-born label which endeavours to deliver high quality music alongside ground-breaking artist campaigns. Founded in 2020, by music executives and twin brothers, Alec & Alex Boateng, 0207 provides a space where impactful and unfiltered music can find its way to the world. 0207 Def Jam is also the UK home of the iconic Def Jam Recordings, the American label which has shaped and propelled cutting-edge hip hop culture around the world for over 35 years.

→ HOST



Chi Chi Izundu
BBC Correspondent

→ PANEL



Alec Boateng
Co-President at
0207 Def Jam



Alex Boateng
Co-President at
0207 Def Jam



DOWN TO BUSINESS WITH PPL, PRS AND FRIENDS

Tuesday 28th
March 11am

On Tuesday morning we'll get 'Down To Business' with a panel session that focuses on knowing your rights with our expert friends, including representatives from PRS, PPL and Sheridans.

→ HOST



Chris Cooke
Co-Founder and MD
at CMU

→ PANEL



Jacqueline Pelham Leigh (JPL)
Relationship Manager,
Black Music at PRS For
Music



Kwame Kwaten
Manager, music
consultant, musician
and record producer



Leo O'Brien
Membership
Development Manager
at PPL



Wale Kalejaiye
Associate Lawyer
(Music Group) at
Sheridans



IN CONVERSATION WITH FINESSE FOREVA & JB MADE IT POWERED BY MMF

Tuesday 28th
March 2pm

Eric Hunter, Music Managers Forum (MMF), will be in conversation with producer JB Made It (Drake, Headie One, Chief Keef, Unknown T, Russ Millions) and TK, from Finesse Foreva (FF), an independent management company and record label.

→ HOST



Eric Hunter
MMF

→ PANEL



JB Made It
Producer



TL
CEO, Manager &
Co-Founder,
Finesse Foreva

TIKTOK VIDEO & CONTENT MASTERCLASS

Wednesday 29th
March 2pm

Want a better understanding of TikTok and how to use it?
This Masterclass will teach best practice, the latest must-know info, insider tips and a whole lot more.

→ Q&A HOST

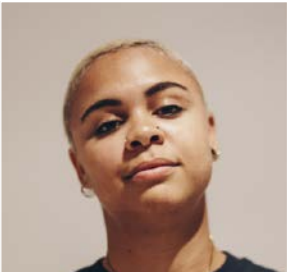


Saffah
UD member

→ PANEL



James Lightfoot
TikTok Artist
Partnerships



Parris OH
TikTok Artist
Partnerships



Sheema Siddiqi
TikTok Artist
Partnerships



Tope Bello
TikTok Artist
Partnerships



Saiming
Artist



PRODUCTION MASTERCLASS WITH TSB POWERED BY THE FLIGHT CLUB

Wednesday 29th
March 4pm

Producer **TSB** sits at the top table of UK producers, having established himself as the first port of call for artists with a story to tell: collaborations under his belt include **Stormzy, Knucks, Headie One, J Hus, Dave, Buju, Craig David, Bree Runway** and **AJ Tracey**.

TSB wants his solo music to act as an introduction to his world. As a self-taught musician, his ambition is to highlight his experience in music & inspire the next generation of producers.

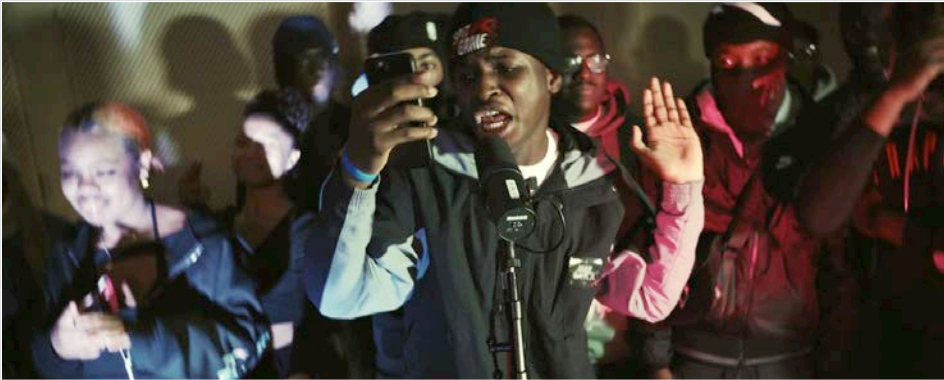
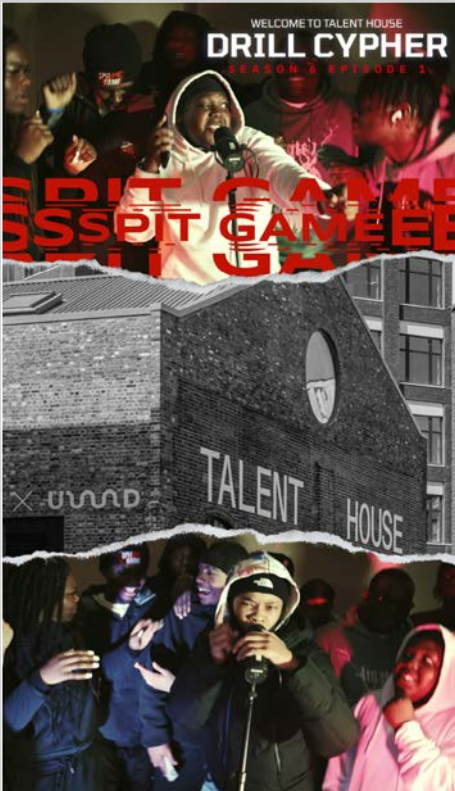
Join us at Industry Takeover for this exclusive Production Masterclass, powered by The Flight Club.



THE SPIT GAME: LIVE CYPHER

Wednesday 29th
March 6pm

The Spit Game is a collective of artists, actors, models, producers and creatives representing young Black London cultures. Output covers a wide range of young Black excellence in creativity, including music and film. At the core are the in-house Cypher Series, Spit on the Street and short films. For Industry Takeover 2023, Spit Game will be showing an audience how they do their thing, filming a live cypher at UD's Talent House.



BECOME A TALENT HOUSE MEMBER

- 1

Access to co-working with high-speed broadband and refreshments and meeting
- 2

Access to studios and rehearsal space
- 3

Professional development – seminars, masterclasses, member-only newsletter, one-to-one meet the expert surgeries
- 4

Showcasing – performances and website profile
- 5

Networking

“There is so much talent coming out of the UK but not enough spaces for young people to experiment and develop before they are swept up in success.”

AMAHLA, SINGER SONGWRITER
AND UD ALUMNA

MAKE ME A MEMBER!

We've created various packages for the artist or entrepreneur in you.

Whether you're looking for entry level support or to take your career to the next level, our membership programme offers a variety of options for those trying to succeed.

HIGHLIGHTS INCLUDE:

- Free & discounted studio time
- Showcasing slots
- Co-working space
- Meeting room availability
- Networking
- Masterclasses
- Priority event access
- One-to-one meet the expert surgeries
- Complimentary refreshments
- Free tickets
- Meet & greets
- Business support

MEMBERSHIP TIERS

TIER 1 Basic/youth package
£25 per year (upfront fee only)

- Discounted coworking day pass
- Discounted studio time
- Discounted tickets to all UD events including Industry Takeovers and Showcases
- Part of the UD members networking community

TIER 2 Enhanced package
£100 per year (upfront fee) or £10 per month

- Hot desk coworking space
- 2 hours of free studio time per month
- 2 hours of free meeting room rental per month
- Free tickets to UD Industry Takeovers and Showcase events
- Meet all our speakers and artists at events backstage
- Free tickets to member only advanced skills master classes to develop creative and business skills
- Member profile on UD website and promotion on social media

TIER 3 Business support package
£240 per year (upfront fee) or £25 per month

- Hot desk coworking space
- 4 hours of free studio time per month
- 4 hours of free meeting room rental per month
- Free tickets to UD Industry Takeovers and Showcase events
- Meet all our speakers and artists at events backstage
- Free tickets to member only advanced skills master classes to develop creative and business skills
- Member profile on UD website and promotion on social media
- Support from UD with a 12 month development plan
- Showcasing opportunities for artists and managers
- Support to organise gigs and performances for promoters and producers

TRENCH

Thursday 30th
March 2pm

TRENCH: THE KNOWLEDGE EXCHANGE – IN CONVERSATION WITH RAY BLK

We explore the artistry of music, creation, sustainability and endurance. When becoming relevant how do we stay relevant? How do we embrace creative diversification - business evolution, the side hustle - without losing the legacy of artistry?

→ HOST



Jacqueline Springer
Curator Africa &
Diaspora: Performance,
V&A London



Ray BLK
Artist

OPEN MIC POWERED BY COMPLEX UK

Thursday 30th
March 7pm

In this one-away Industry Takeover Open Mic, hosted by your girl, Nayana, and powered by Complex UK, artists that make the cut will be profiled online, post event, by the Complex editorial team. Expect plenty of vibes.



→ HOST



Nayana
Open Mic curator,
artist, team UD



THE FRIDAY TAKEOVER POWERED BY THE RIO FERDINAND FOUNDATION (RFF) X WARNER X MUSIC AGAINST RACISM (MAR)

Music Against Racism will stage their own takeover, collaborating with the **Rio Ferdinand Foundation**, UD and Warner Music UK in a special series of workshops and discussions. Young people will hear first-hand from a number of industry executives about the journey of a song and the myriad of roles behind the scenes that help shape an artist's success. From the practical to the societal, Music Against Racism will also bring young people together with professionals in the music business to explore how to tackle racism, with a particular focus on the role and responsibilities of social media platforms. The event will be a safe space for open discussion and young people's views will be canvassed to inform the development of a youth-driven strategy for the campaign group.



Friday 31st
March 10.30am

THE JOURNEY OF A SONG WORKSHOP

→ **HOST**

Paul Samuels
Founder and Chair of
MAR (Music Against
Racism)

→ **PANEL**

Arun Mohammed
Audience Manager at
Atlantic Records

Jade Busola
A&R Manager at
Atlantic Records

Jeremiah Gogo
Head of Data & A&R
Analytics at Atlantic
Records

Tia Johnson
Junior Marketing
Manager at Asylum /
Atlantic Records

Mali Emeka
Junior A&R Manager at
Atlantic Records

Friday 31st
March 11.30am

BREAK-OUT WORKSHOPS

- Music production with **Rxntree**
- Singing/performance & songwriting with **Zola Marcelle**
- Youth leadership consultation/social media session/YP's thoughts on racism led by **Rio Ferdinand Foundation**

Friday 31st
March 2pm

PANEL

→ **HOST**



Esi
DJ & Presenter,
Kiss)

→ **PANEL**



Heather Small
Artist & Rio Ferdinand
Foundation ambassador



Joe Kentish
President at Warner
Records UK



Paul Samuels
Founder and chair of
Music Against Racism



Paul Hill
Education Co-ordinator
at Show Racism The
Red Card



**Lord Victor
Adebowale CBE**
UD Chair



Jermain Jackman
Singer, songwriter,
author & activist

" I N D U S T R Y T A K E O V E R # I T 2 0 2 3 "

GUAP NEXT

FRIDAY 31ST MARCH

19:00

FEATURING SOME OF GUAP'S FAVOURITE
EMERGING ARTISTS FROM LONDON.

22:00

CURATED
LIVE PA

GUAP U&D

INDUSTRY
TAKEOVER
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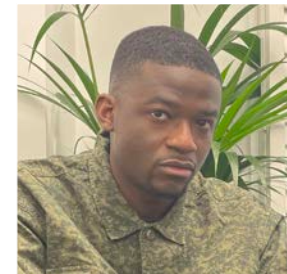
GUAP: LIVE NIGHT



Friday 31st
March 7pm

Following their three-day songwriting camp, with producer YKKUB at the helm in the Talent House studios, on Friday evening, we invite you to a live music night, powered by GUAP. A curated event it features some of GUAP's favourite emerging artists from London.

→ HOST



YKKUB
Producer

→ PANEL



Atlas Azure
@atlasazure



Khalil Madovi
@khalilmadovi



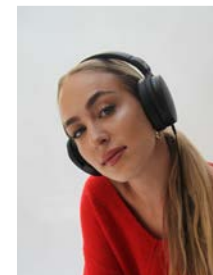
Bina
@binaofficial



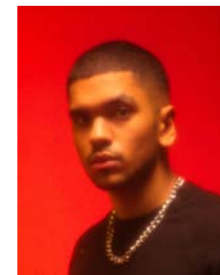
Dessireé
@dessireedessy



LESiA
@lesialand_



Elsa
@elsa.wav



Isaiah St Jean
@isaiahstj



DJ Stay Wavey
@stay__wavey



INDUSTRY
TAKEOVER
#IT2023

UD PRESENTS: HOUSE PARTY & FREE YARD!

Saturday 1st
April 12pm

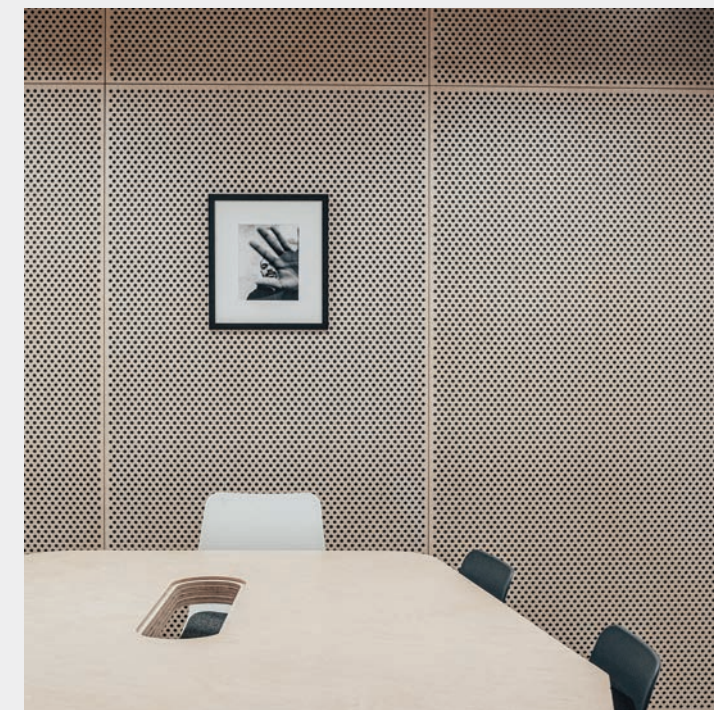
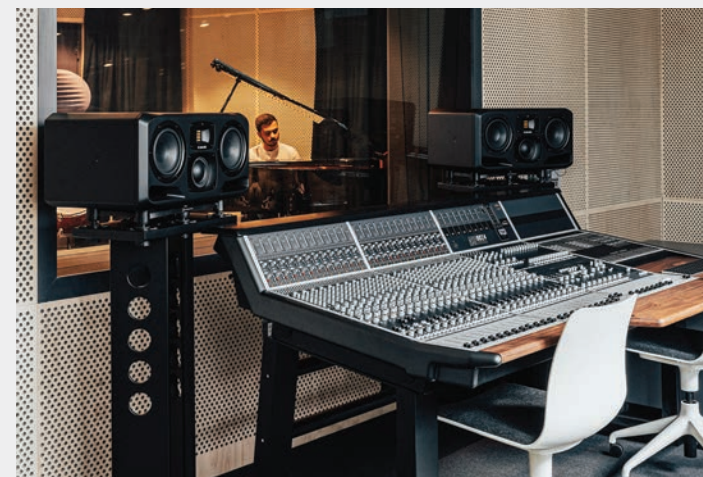
If you pass through the Talent House on Saturday 1st April, expect to find a Free Yard Takeover. With competition winners in Studios 1 & 2, cooking up that good new music ish, we'll also have a selection of DJs in the Atrium, fuelling your weekend spirit.

→ DJs

12.00-13.30 **Katalysst**
13.30-15.00 **Y3KMish**
15.00-16.00 **Kome**
16.00-8.00 **djxhnrwav**

COME & VISIT TALENT HOUSE

>



ELIJAH MASTERCLASS

Saturday 1st
April 12pm

Elijah is an artist manager, DJ and writer who shares notes daily on Instagram about sustainable artist creation, the music industry and the future of work.

In this masterclass, he will talk through some of the ideas he’s sharing and give tips on productivity and experimenting when it comes to releasing your projects into the world.

→ HOST



Elijah
Artist manager, DJ and
writer

☐ IDEAS NOT ADVICE

☐ TESTS NOT PROCESS

☐ OBSERVATIONS NOT FACTS

☐ POSSIBILITIES

☐ VIBES ☐ MEMES

☐ ART ☐ WORK

CLOSE THE APP
MAKE THE THING

HOW MUCH CAN YOU GET DONE WITH THE THOUGHT THAT YOU CAN'T DO IT?

HOW HAVE THE ☐'S HELPED YOU THIS YEAR?

WHAT WOULD YOU DO DIFFERENTLY IF THE METRICS WEREN'T PUBLIC?

CONTINUE TRYING TO FIX OR START FROM ☐ ONE?

OPEN SOURCE

LECTURES ☐
SWIPE 4 VIBES→



GAME CHANGERS

Saturday 1st
April 2pm

On Saturday afternoon, we explore the careers of three leading women in the music industry; **Komali Scott-Jones**, A&R Director at AWAL, **Krish Kudhail**, Senior Artist Marketing Manager, Platoon at Apple & **Ruth Gyaniao**, Artist Manager, The Flight Club. Alongside understanding their roles and respective journeys in the business, we'll explore their experiences within Black music culture, with host **Christine Ochefu** leading a thought-provoking discussion on the industry - and careers - in 2023.

→ HOST



Christine Ochefu
Cultural Strategist,
Music Curator,
Consultant & Writer

→ PANEL



Komali Scott-Jones
A&R Director at AWAL



Krish Kudhail
Senior Artist
Marketing Manager,
Platoon at Apple



Ruth Gyaniao
Artist Manager,
The Flight Club

K I N G

DROPPING GEMS: BRANDING X MERCHANDISING MASTERCLASS POWERED BY KING

Saturday 1st
April 4pm

Get an insight into taking your product to market, understanding production, funding, design, sales and marketing from **Timmy Hoad**, founder and CEO KING Apparel.

About KING: An East London based streetwear brand started in 2003, clothing can be purchased online at king-apparel.com and in selected fashion boutiques across the UK. KING also boast an international presence and is sold in the USA, Europe, Australia, South America and Asia.



DECODED BRUNCH: IN CONVERSATION WITH ATHIAN AKEC

Sunday 2nd
April 11am

On Sunday 2nd April you're invited to a Decoded Brunch: In Conversation with Athian Akec.

Athian Akec is a 20-year-old Londoner defined by his multidimensional work which ranges from speeches to essays to guest lectures. His focus is on providing young people with the perspective which will help us navigate the turbulent times ahead. He's produced the "Beyond Black history month" series with i-D magazine, spoken in the House of Commons on the socio-economic roots of youth violence and been published by Penguin with an essay on the political potential of Black culture. His speech was sampled by the Brit-nominated rapper Loyle Carner on his latest album "Hugo", he's been featured on the 2022 Dazed 100 list and has guest lectured on the power of culture as a tool for liberation at London Metropolitan University.

→ **HOST**



Michelle Kambasha
Owner, ku-pa
communications, music
and culture journalist



Athian Akec
Writer & Activist

INTRODUCING... ORII JAM – LIVE

ORII

Sunday 2nd
April 3pm

Looking for a Sunday afternoon vibe? We've got you covered. Ori is the Yoruba word used to describe the vessel that is able to process conscious thought, or in other words, the soul. Orie is the biggest freestyle jazz night, that enables the best musicians and artists in London town to connect in carefully curated sonic spaces.

Orie is also a platform for new artists to perform, engage, and inhabit their true Orie. Run by the artist Neue Grafik, this session is about love, sharing and caring. Closing IT2023, we'll be joined by the Orie Jam crew, for the ultimate live jazz session.



Talent House
3 Sugar House Lane
London
E15 2QS

T +44 (0)20 8536 0630
E contact@udmusic.org

udmusic.org
[@udmusicldn](https://www.instagram.com/udmusicldn)

**ALEX BOATENG, CO- PRESIDENT,
O207 DEF JAM, SAID:**

"For years, UD Music has been at the centre of youth music culture in London, having a big hand in the careers of many artists and execs behind the scenes, including mine! Their events are always a must attend and we're looking forward to connecting with everybody on Monday."

**PAUL SAMUELS, FOUNDER OF
MUSIC AGAINST RACISM & VP, A&R,
ATLANTIC RECORDS UK, SAID:**

"Following last weekend's Into The Music event in Salford with the Rio Ferdinand Foundation and KISS, it's great to be brought into the fold with UD and contribute towards their incredible week of programming. The collaboration with UD and its excellent partners will help enable the leaders of tomorrow and shape our industry for the next generation of talent."

**KATE REILLY, CHIEF MEMBERSHIP
AND PEOPLE OFFICER FROM PPL,
A FUNDER AND SUPPORTER OF UD
AND THE TALENT HOUSE, SAID:**

"This year's Industry Takeover programme is incredible; it delves deep into the reality of working in the music business and takes some of the biggest challenges facing the industry and explores them from a youth perspective. The festival is an extension of the critical work being undertaken by UD to educate and develop Black music talent and the team at PPL is proud to be part of it."

**SHAUNA BELVETT, LONDON
REGIONAL MANAGER AT THE RIO
FERDINAND FOUNDATION, ADDED:**

"The partnership between Rio Ferdinand Foundation and Warner Music is designed to inspire young people to pursue their careers and skills through engagement with the music industry, and to give them a voice to deliver personal and social change. This collaboration with Music Against Racism and UD will put the voices of young people at the heart of a future strategy to tackle racism head on."



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