

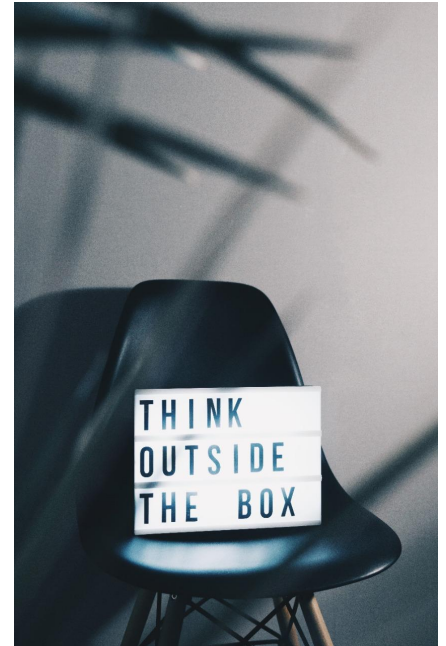


BRASIL CONFERENCE

2020 Virtual Edition Highlights

Think outside the box

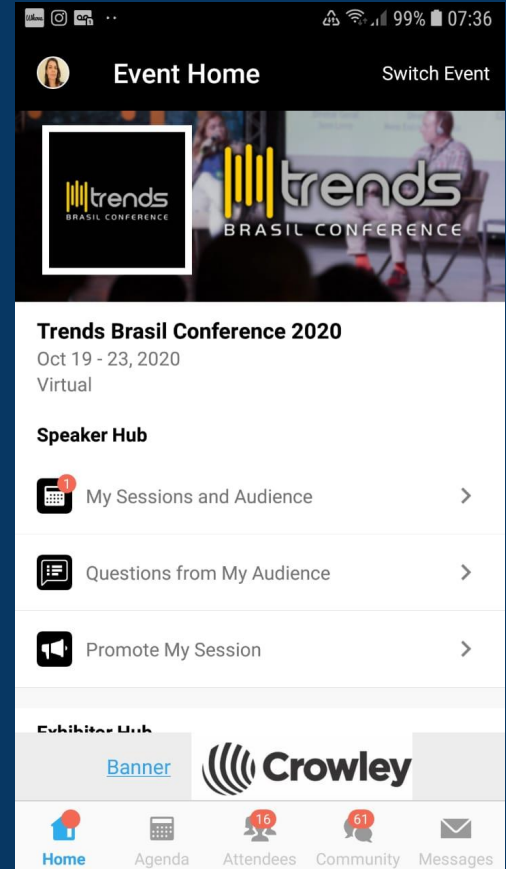
The ongoing pandemic meant that bringing people together for the fifth edition of the popular Trends Brasil Conference was going to be a challenge. But the numbers show that the experience was of value to the sector, at a moment when there is a need for the exchange of knowledge and information.





Whova

The decision to use a platform/application (Whova) was success. Instead of watching a broadcast event, the public were active participants, with exchanges and chats, preserving the dynamics of a face-to-face conference.



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There were 5 days of intense
online participation,
with 12 hours of daily
programming, more than
100 sessions.

Being virtual involves changes, no doubt, but some advantages.



Broader and More engaging

Many people participated for the first time from the most remote corners of Brazil. Foreign participation could also be seen as a great growth potential.

If, on the one hand, there is a loss of contact, the internet makes it easier for everyone to reach out and express themselves.

Trends 2020 was a success and would not have been possible without the courage and commitment of

OUR SPONSORS

and supporters.

Patrocínio Master

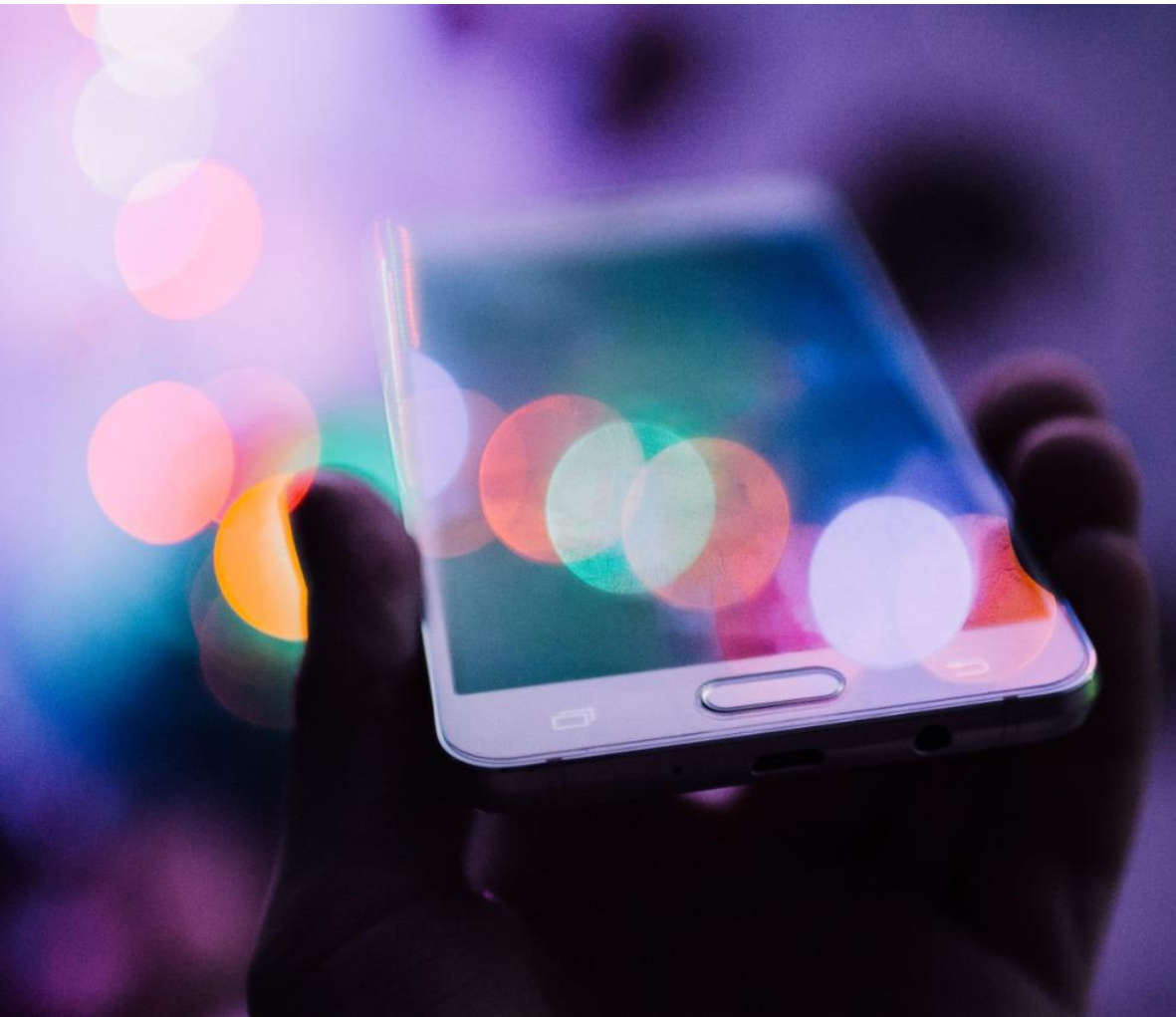


Apoio



Conferências Parceiras





The platform remains open until April 2021

Over the next few months, we will promote meet-ups and other activities within the platform in order to continue this engagement, the exchanges and connections and strengthening the content.

WHAT
PARTICIPANTS
THOUGHT OF
TRENDS
2020

“Guys, it must be said here for the world to hear that this year's Trends organization was impeccable! I didn't even realize I wasn't in Rio de Janeiro. Thanks! Looking forward to the next one!”

“Unbelievable the organization and quality. The network experience, the calls that came from virtual meetings, whova.”

“I loved the event. Very high level and great interaction.”

“Trends exponentially catapulted to the world, with an easy, agile, intelligent platform, which, in addition to the very rich content presented this year, with excellent lectures, great classes and incredible happy hours with the Sound Club Live platform, we were able to hook up with so many friends around the world, in fact more than if it had been in person!”



“It really was amazing! A fantastic experience of knowledge and fun.”

“It was my first participation and it has certainly entered my annual calendar. Indescribable exchanges, Happy Hours, the post-event meetings. The little chat club until dawn. I learned a lot. I loved it.”

“Whova is really cool. It allowed for a super cool interaction during the event.”

"Variety, competence, vision of the present and the future: all of this at Trends 2020. Congratulations to those who managed to organize all this despite the virus!"

Trends Brasil Conference 2020

HIGHLIGHTS



THE PROGRAMME

There were 113 sessions, subdivided into 9 thematic topics, with approximately 1/3 of them conducted in English. Among the speakers were top executives from record companies, associations, streaming platforms, mobile companies, audio-visual and other companies in the sector, as well as marketing professionals, strategists, managers, etc.

GLOBALIZATION

Speakers from all over the world attended Trends 2020. For the first time, we brought professionals from countries as far away as India, New Zealand, Australia, Japan and Nigeria. They also contributed with their professional experiences from the United Kingdom, United States, Canada, France, Mexico, Argentina and Belgium. China was the subject of one of the panels.

INSPIRATION

Trends 2020 brought the most relevant themes to the exhibition and for debate through the more than 200 speakers, but it also brought inspiration. New technologies, cases, trends, distribution, rights and marketing.



TRAINING

One of the most important and popular trends in Trends, the training sessions featured professionals from Twitter, TikTok, Amazon, Facebook, Instagram, Youtube, UBC, Abramus, ECAD, Som Livre, Show.co, Avakin Life, as well as composers, producers, image consultants and other specialists facilitating the way and giving tips for building a successful career!

CHAT BOX

The chat box during the sessions proved especially popular with the participants, and served as a point of exchange, comments and meetings, in the sociable and humorous style of the Brazilians.

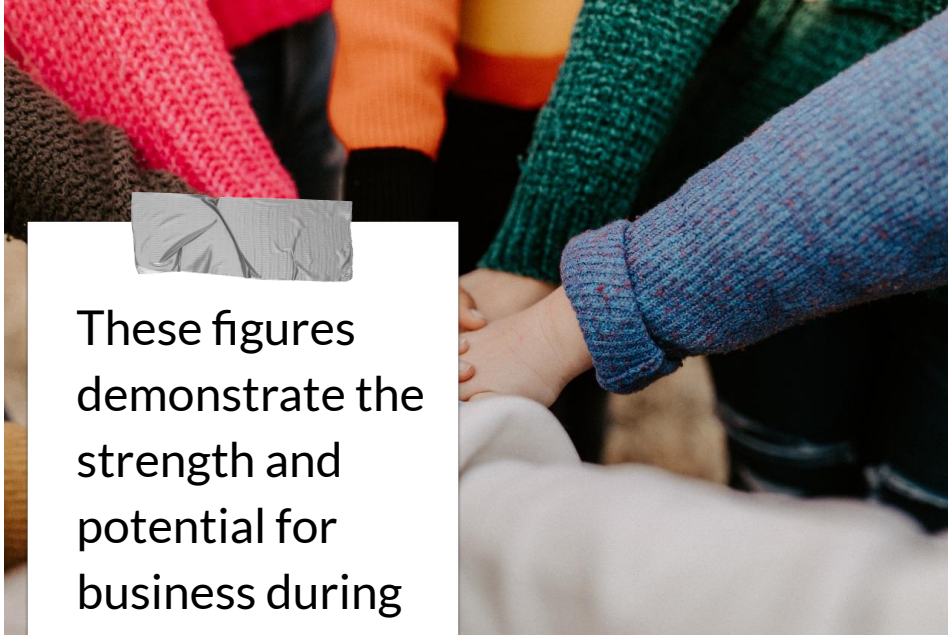
THE VIRTUAL STANDS

Our sponsors had a total of 364,066 impressions on their pages (virtual stands and banners). A parallel programme was also conducted at some of the stands, generating even more visits and interaction with the audience.

EXCHANGES AMONG COMMUNITY BOARD PARTICIPANTS

3,436 messages were posted on the Community Board, and 181 discussion topics were created by the participants. 190 articles were shared and 113 photos posted. There were 3,663 total views of participant profiles.

OS MEET-UPS

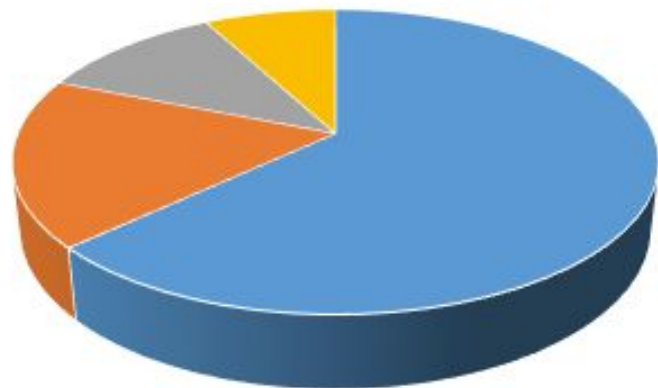


These figures demonstrate the strength and potential for business during the week of the Conference.

44 Meet-Ups were created directly by the participants. The Agenda, Trends' official program, was visited 19,509 times, with 1,793 more visits on the Web Page. 460 private meetings were created and 1,628 direct messages were exchanged. Speaker profiles received 493 visits.

TOTAL AUDIENCE - TRENDS 2020

BY REGION



- Rio de Janeiro – 63,1%
- São Paulo – 17,9%
- Other Brazilian States – 11,14%
- Foreign participation – 7,86%

BY ACTIVITY

- Label – 40,83%
- Association – 15,28%
- Musicians, artists, authors – 7,86%
- Lawyers, rights managers – 7,64%
- Ad agency, media – 5,68%
- Artist manager – 5,46%
- Distributor – 5,46%
- Publisher – 4,80%
- Producer – 3,71%
- Social media, DSP – 1,75%
- Student – 1,53%



PROMOTING MEETING AND DIALOGUE

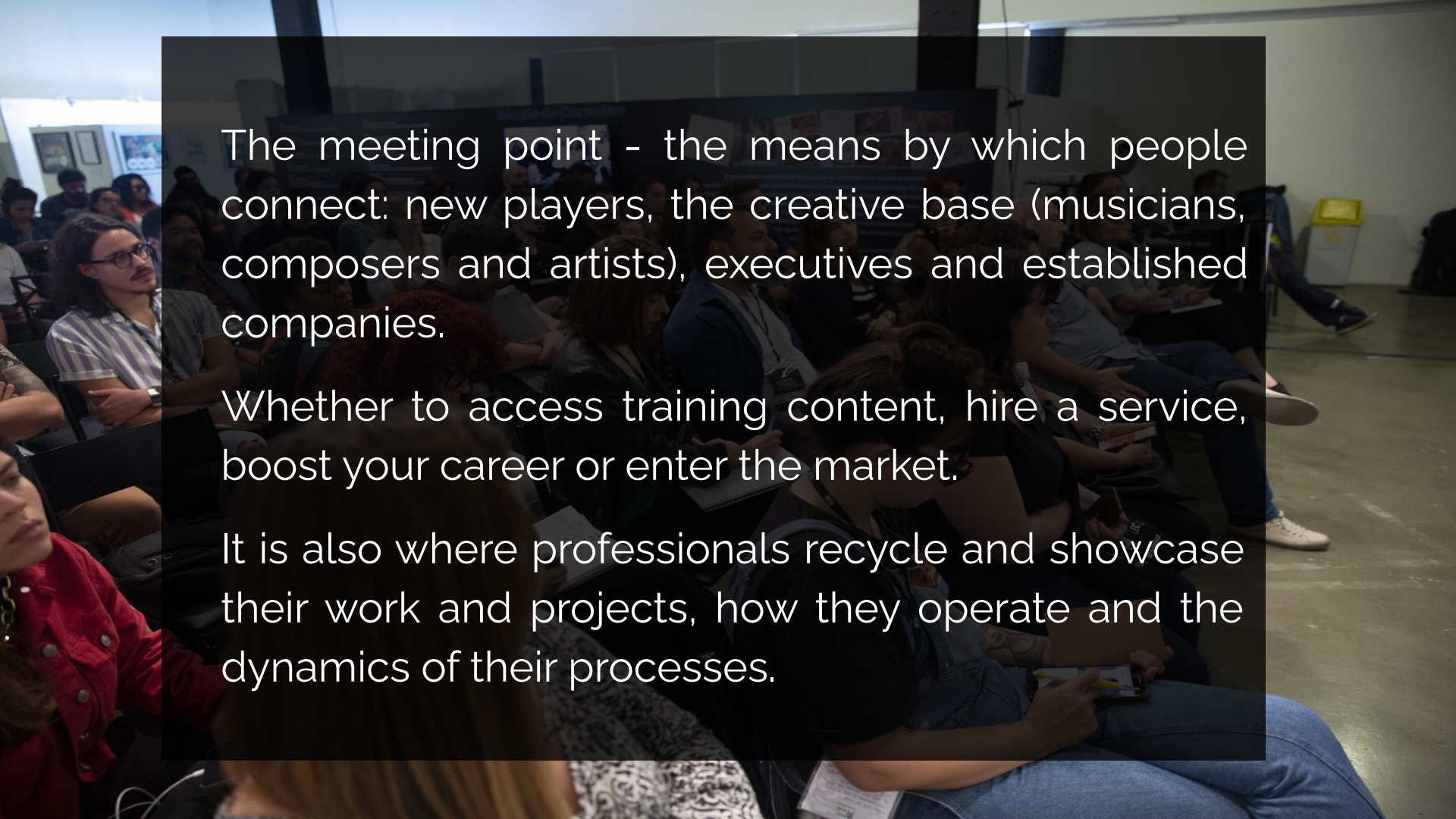
Trends' proposal is exactly what the Conference does: to promote the meeting and dialogue of players in the music sector.

Trends is not a music business school, nor does it promote specific services or meet any particular thesis. On the contrary, we exist to **VALIDATE** professionals, companies and entrepreneurs.

PAINEL DE ABERTURA / OPENING PANEL
MUSIC TRENDS

21 97161-2994



A large group of people is seated in a room, likely at a conference or meeting. The people are diverse in age and appearance, and many are looking towards the front of the room. The room has a modern, industrial feel with concrete floors and large windows. The text is overlaid on a dark, semi-transparent background that covers most of the image.

The meeting point - the means by which people connect: new players, the creative base (musicians, composers and artists), executives and established companies.

Whether to access training content, hire a service, boost your career or enter the market.

It is also where professionals recycle and showcase their work and projects, how they operate and the dynamics of their processes.

**This is Trends.
The music
market
understands this
and that is why
they meet here.**

