



BRASIL CONFERENCE

2021 – 6th Edition

October 25 - 27

Teatro Riachuelo

AFTER BEING THE FIRST INTERACTIVE ONLINE CONFERENCE IN THE COUNTRY IN 2020, AND THE LARGEST OF ALL INDUSTRIES IN THAT PANDEMIC YEAR, TRENDS BRASIL CONFERENCE WAS THE FIRST CONFERENCE IN THE COUNTRY TO RESUME AN IN-PERSON EDITION.

HELD AT TEATRO RIACHUELO, IN ORDER TO GUARANTEE HEALTH SAFETY CONDITIONS, THE CONFERENCE RECEIVED MORE THAN 400 PROFESSIONALS FOR A TWO-DAYS EVENT, IN ADDITION TO AN OPENING NIGHT THAT HAD MAESTRO RILDO HORA AS AN HONOREE AND NEW MEMBER OF THE HALL OF FAME TRENDS.



RILDO HORA
É O HOMENAGEADO
DA 6ª EDIÇÃO DA
TRENDS BRASIL CONFERENCE.

VOCÊ É NOSSO CONVIDADO!

25 OUT
ÀS 19H

TEATRO
RIACHUELO
RIO

RSVP 
21 9 8842-5172

trends
BRASIL CONFERENCE

AUDIENCE PROFILE

- ACITIVITY

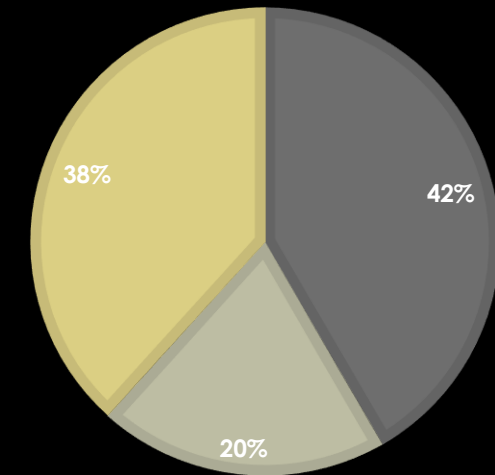
Distributor	13%
Publisher	7%
Manager	25%
Strategist	10%
Student	2%
Rights manager / lawyer	7%
Record company / Label	8%
Media / Ad Agency	5%
Musician / Author / Artist	20%
Audiovisual Producer / Soundtrack	2%
Tecnology	2%

- BR REGION

BA	8%
DF	2%
ES	2%
GO	2%
MS	2%
MG	5%
PB	3%
PR	3%
RJ	55%
RS	3%
SP	15%

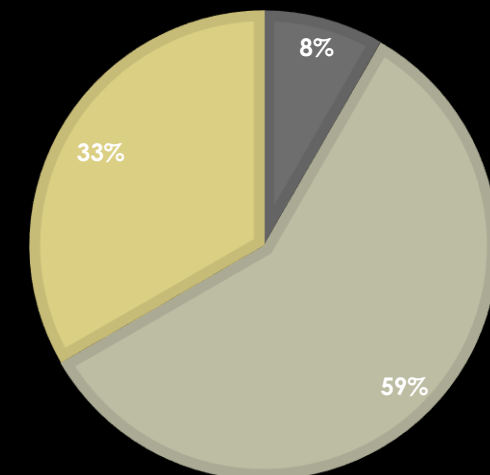
TIME IN MARKET

■ < 5 ■ 6 a 10 ■ > 10



AGE

■ 19 - 25 ■ 26 - 45 ■ 46 +



PROGRAMMING

INNOVATIONS IN THE PANDEMIC MARKET, THE 4 PILLARS OF SUCCESS, MUSIC AS ART AND MUSICAL ASSETS, THE COLLECTIBLES MARKET, THE BLOCKCHAIN REVOLUTION, IN ADDITION TO MANY SESSIONS ON COPYRIGHT, MARKETING, SOCIAL MEDIA, WERE SOME OF THE HIGHLIGHTS OF THE PROGRAM.

FROM OCTOBER 25TH TO 27TH, SPECIAL FREE PROGRAMMING WAS SHOWN ONLINE IN PARTNERSHIP WITH META. THE AUDIENCE ATTENDED LIVE SESSIONS ON THE CONFERENCE'S FACEBOOK PAGE.



NEW FOR 2021



- ESTREANDO EM 2021, O PRÊMIO TRENDS 2020, THE NOMINATIONS FOR THIS AWARD WERE MADE BY THE SPEAKERS OF THE ONLINE EDITION OF THE EVENT IN JULY 2021 AND THE FINALISTS WENT THROUGH POPULAR VOTING BETWEEN THE 13TH AND THE 30TH OF SEPTEMBER. WINNERS WERE ANNOUNCED ON OPENING NIGHT, OCTOBER 25TH.
- IT WAS ALSO THE FIRST YEAR THAT THE EVENT OFFERED BOOTHS IN ITS EXTERNAL AREA.

SPONSORS IN- PERSON EDITION 2021

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MUSIC


som livre

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UNIÃO
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LEIRA
DE
COMPO
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levado
a sério
abramus

 **PRO-
MÚSICA
BRASIL**
PRODUTORES FONOGRAFICOS ASSOCIADOS

tuneCORE


bmat
MUSIC INNOVATORS

CIDADE
A RÁDIO ROCK

ECAD

FUGA

 **Hurst**

JBFM
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PRODUÇÕES

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 **ROCK**
BRASIL

**SMART
RIGHTS**

Sua Música