

# The Creators' Conference

- the first international conference in Sweden arranged by the creators themselves and their professional organizations.

Expect something extra – today we announce representants from both the Music Industry and other creative Industries to the Creators' Conference on the 10th of March. Our new panelists are truly evidence of this:

**Helen McLaughlin** – Manager, **Stefan Gullberg** – Music Publisher, **Karin Inde** – Creator and **David Möllerstedt** – Head of audio from DICE are all contributing to panel: "And the Middlemen" where they are to discuss future key roles in the Music Industry.

**Gustaf Josefsson** – Entrepreneur, will add knowledge and ideas to our third panel "So, do you want it?" Where we discuss future creators and consumers needs. Gustaf is known to lecture on, amongst other things, how we can use openness, transparency and this new culture where everyone is contributing to create qualitatively content, trustworthy trademarks and personal relationships.

**David Möllerstedt** says about his participation in the conference:

*"Working in the middle of the new media industry at DICE where we regularly use music to enhance the experience in a nonlinear dynamic environment I hope to provide one view of one the realities that exists today. Having worked with music creation as well I am familiar with both sides and curious on what visions exists for the future and how we together can shape the best situation for prosperous collaborations. I think it's important to understand the power of audio and music in the narrative and also to know the conceptual and practical limits of what can and should be designed for an interactive medium."*

Our other panelists have also been generous enough to share their thoughts and expectations. Get involved. Be prepared. What to expect from the conference? [creatorsconference.se/expectations](http://creatorsconference.se/expectations)

*"The Internet is incompatible with the music industry's sales-based revenue model. A new business model is needed; one based on the expectation that users will continue to access music online even if they already possess every recording ever made. This transformation requires legal reform and an alternative approach to rights administration."*

**Bennett Lincoff** - intellectual property law attorney, consultant and writer from USA, panlist "Which Way".

Originator: **Alfons Karabuda** [alfons.karabuda@skap.se](mailto:alfons.karabuda@skap.se)

Project manager: **Esbjörn Mårtensson** [esbjorn.martensson@gmail.com](mailto:esbjorn.martensson@gmail.com) +46 (0)706 57 02 80

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**Wednesday 10th of March 2010. 9.00–17.00**  
**Hotel Rival, Mariatorget 3, Stockholm Sweden.**  
[www.creatorsconference.se](http://www.creatorsconference.se)

**For press inquiries contact:** Kristina Blom [kristina.blom@skap.se](mailto:kristina.blom@skap.se) +46 (0)76 772 48 55

