

# Industry Takeover All Dayer 2021 Programme





## Keynote talks

### RICH CASTILLO (A&R DIRECTOR, ATLANTIC RECORDS) IN CONVERSATION WITH JASMINE DOTIWALA

**Location:** Studio 2 (Main Space)  
**Time:** 13.00 — 14.00

**Host:** Jasmine Dotiwala

A true legend in A&R circles, Rich Castillo has been making moves since starting his career with Shalit Global, where he helped to launch and develop the group N Dubz. Having worked for UMTV and All Around The World, Sony/ ATV, Universal Music Canada and Polydor Records, Rich is now A&R Director at Atlantic Records. In conversation with broadcaster Jasmine Dotiwala, will be exploring Rich Castillo's career journey, being a black executive and his future plans within the music industry.

### HARDY CAPRIO IN CONVERSATION WITH SCULLY

**Location:** Studio 2 (Main Space)  
**Time:** 18.00 — 19.00

**Host:** Scully (presenter, No Signal)

A true meeting of minds, Keynote 2 will hear No Signal co-founder Scully in conversation with Hardy Caprio.

A figurehead of the afro-swing movement, Croydon's own Hardy Caprio had his breakthrough moment in 2017 and has today amassed millions of streams. Also boasting a first class degree in Finance & Accounting, expect to learn about his journey to date, the highs and lows of being a successful recording artist, along with an exclusive look at what's to come.

## Showcases

### UD MUSIC PRESENTS... TAKEOVER SESSIONS

**Location:** Studio 2 (Main Space)  
**Time:** 14:00 — 14:30 & 16:30 — 17:00  
**Host:** Nadia Jae (presenter & radio DJ, Radio 1Xtra)

**Performers:** Amber Grandidier, Briana, Molly Elizabeth & Nayana

We've got good new music firmly covered. In the first of our showcasing sessions, UD Music presents some of the finest new talent you're likely to hear in 2021. Having all risen through the UD ranks (Flames, Incubator or Accelator courses), expect harmonious soul and contemporary R&B from Amber Grandidier, vocal sensation Briana Williams, singer songwriter Nayana and Molly Elizabeth, who's new single 'Please Just Wait' is out now via UD Music's imprint, Ingrooves, a new distribution partnership with Island Records.

### NO SIGNAL PRESENTS... NFT

**Location:** Studio 2 (Main Space)  
**Time:** 19.00 — 20.00  
**Host:** Scully (presenter, No Signal)

**Performers:** ElizBs, Kadiata, La Swave & more tbc

Where No Signal are concerned, expect one big wavy family affair. Probably the best thing to have been born out of lockdown, No Signal are certifiably doing Black radio like no other. From the airwaves to Protein Studios, No Signal and host Scully will be bringing their friends - and some banging new tunes - along for the party. Be ready for the likes of ElizBs, Kadiata, La Swave and more, with barring, singing, and plenty of skanking to be had.

## One-to-one surgeries

### MEET THE EXPERTS

**Location:** Studio 4  
**Time:** 13:00 — 18:00

Casey Amber  
(Marketing Manager, Parlophone Records, Warner Music)

Kosi Sompeta  
(Marketing Manager, Parlophone Records, Warner Music )

Mali Emeka  
(A&R Scout, Parlophone Records, Warner Music)

Alex Sparks  
(Senior A&R Manager, Island Records, Universal Music UK)

Cian Cooper Davies  
(A&R MANAGER, 0207 DEF JAM, UNIVERSAL MUSIC UK)

Emmanuel Olowjoba  
(A&R Manager, Universal Music UK)

A must for aspiring artists, we have bought together some of the most highly respected A&Rs and Music Executives in the industry for you to meet in your very own 15-minute, one-to-one consultation. You can get personalised advice, professional feedback on your demo, as well as artistic guidance and direction. Limited slots will be available on a first come, first served basis.

## Panel discussions

### HOW TO STEAL MY JOB

**Location:** Studio 4  
**Time:** 12.00 — 13.00

**Chair:** Jasmine Dotiwala (journalist, broadcaster & inclusion leader)

#### Speakers

Shauni Cabellero (Director G93/Publisher)  
Ella-Bonai Gordon (Artist manager & A&R consultant)  
Charlotte Ritchie (Director Global Communications, Universal Music Group)

A staple when it comes to Industry Takeover panels, we revisit the classic 'How To Steal My Job' theme for 2021. With all-round music and media go-to Jasmine Dotiwala at the helm, we'll look at the panelists' career journeys; the highs and lows, exclusive insights and ultimately, provide you with the information you need to get THAT job and make your mark in the business of music.

### J2K PRESENTS... THE MAVERICKS: CARVING YOUR OWN PATH IN THE MUSIC INDUSTRY

**Location:** Studio 2 (Main Space)  
**Time:** 14.30 — 15.30

**Chair:** Nadia Jae (presenter & radio DJ, BBC 1Xtra)

#### Speakers

Irene Agbontaen (designer & creative consultant, founder TTYA)  
J2K (creative director & founder, Crep Protect)  
Poet (unprofessional poet)  
DJ Target (Co-music Lead BBC 1Xtra, DJ, author)

Curated by Jason Black aka J2K, The Mavericks features some of the top names in the industry who will be focusing on how to carve your own path through the music industry.

J2K is himself a foundation grime artist turned successful entrepreneur, self-made marketer, consultant and all-round ideas man. Quietly becoming one of Britain's most prolific business minds over the last five years, it's no surprise that J2K appears on the Powerlist 100 of the most 100 influential Black people in the UK in 2021.

### PPL PRESENTS... GET PLAYED, GET PAID

**Location:** Studio 2  
**Time:** 15.30 — 16.30

**Chair:** Chris Cooke (Journalist, co-Founder & MD, CMU)

#### Speakers

Davina Merchant (artist manager/Tion Wayne & A&R Manager Downtown Music)  
Gaika (artist)  
Leo O'Brien (Member Development Executive, PPL)  
Wale Kalejaiye (Music lawyer, Associate, Music Group Sheridans)

UK music licensing company PPL are supporting this year's Industry Takeover All Dayer. PPL licenses recorded music in the UK when it's played in public (shops, bars, nightclubs, offices) or broadcast (BBC, commercial radio, commercial TV), and ensures that revenue flows back to its members. These include both indie and major record labels, together with performers ranging from grassroots artists through to established session musicians and globally recognised talent. In 2020 PPL collected £225.7 million. At Industry Takeover, PPL alongside a panel of experts, will share their knowledge and experience around getting paid in the music industry. We'll also be exploring the creative elements of developing a radio-worthy song.



### TRENCH PRESENTS... 20 YEARS OF GRIME

**Location:** Studio 2 (Main Space)  
**Time:** 17.00 — 18.00

**Chair:** Hattie Collins (author, journalist)

#### Speakers

Jammer (producer, MC, grime pioneer)  
Yemi Abiade (contributing editor, TRENCH)  
Janaya Cowie (label manager)  
Raj Kathwadia (music writer, ex-RWD)

Exploring 20 years of grime, from RWD to TRENCH... 'This Is Grime' author and former RWD editor, Hattie Collins, leads this expert panel with our media partner, TRENCH, dedicated to the past, present and future of Black music culture. We explore the sound and scene that gave London a new global identity, from the early 00's to now, we'll also be taking a look to the future of one the UK's most recognisable DIY sub-cultures.

TRENCH



*“UD is a key player in the scene, everyone needs to get involved with what they do”*

**KANO**

