



MIXCON Munich

On January 29, 2017 Munich became the music capital. The DJ- and Producer Convention MIXCON celebrated its premiere.

At the Postpalast in Munich DJs and producers gathered together to listen to the talks and tutorials presented by internationally famous speakers and to explore the newest equipment presented by the exhibitors.

Around 750 musically enthusiastic DJs and producers found their way to Munich on that Sunday. Munich's own MIXCON creators Bernd Closmann, Otger Holleschek, Jo Kraus, Stoyan Velkov & Jens Witzig had invited them to the Postpalast to participate in discussions, showcases and tutorials.

At three stages there were discussions between artists and managers like Frank Klein (Robin Schulz Management), Melbeatz (multiple Hip Hop producer awards winner; i.e. for Kanye West and Kool Savas), Steffen Harning (Milk & Sugar), DJ Tonka, Flo Rosenheimer (BCB Booking & Management) and others. They spoke on topics concerning the future of the music market, tips and tricks on writing a hit single, how one should present himself in our digital world, ways to get oneself booked as well as some theoretical stuff like copyright and taxes laws.

The Skillz! stage was practically oriented. Artists like Ferdinand Weber and DJ Remake showed how to create a song and how to scratch.

Visitors and exhibitors were really very excited. According to a representative survey conducted by MIXCON, 93% of all the visitors coming from seven different countries will attend for sure or very likely the next event. The quality of the speakers has been rated by 90% of the visitors as excellent or very good. 85% rated the organization and the execution of the event with excellent or very good. None of the survey takers rated the questions with acceptable or lower.

One third of the visitors were mainly interested in the discussions, followed by 27% of the participants who came to MIXCON primary for networking.

“The exhibitors were very pleased“, says Bernd Closmann. All of them expressed their intention to take part in the next year's MIXCON and some have even asked for a bigger presentation area. This means for the visitors in 2018 that there will be more options to test gear like players, mixers, synthesizers, headphones and other related stuff.

Jens Witzig says that there is already a lot of positive feedback and that the convention team has by now some ideas to make MIXCON 2018 even more interesting and attractive.



Testimonies from MIXCON:

Speakers:

DJ Tonka:

“Especially in a time where the dialogue between music creators and music consumers happens mainly online, such events like the newly created MIXCON are a welcomed change. Both the themes and the selection of the speakers in the panels were versatile. Not only diligently the speakers talked shop about electronic music but they also critically eyeballed and analyzed the business. Newbie producers had the opportunity to play their demos to a diversity of label owners and famous artists and additionally to test the newest gear. Altogether a great and top organized event that makes appetite for more. A big compliment for this successful debut or by using the technical term: REEEWIND SELECTA!”

Melbeatz:

“A great thing! I'm looking forward to next year already!”

Frank Klein:

“If one wants to have a scope and connections then fairs like MIXCON are exactly the right platform to establish contacts.”

Steffen Harning:

“A DJ and producer convention that might have awoken the musically sleeping beauty Munich with a kiss. Exciting panels and presentations for musically interested and a lot of tips from professionals for professionals or those who want to become such. I had a lot of fun and would gladly take part again next year.”

Flo Rosenheimer:

“Great mixture of speakers and participants from different scopes and a perfect opportunity for networking. Interesting panels that gave a wonderful insight in the industry.”



Exhibitors:

SAE:

“We were able to make a lot of interesting conversation on our booth!”

Seifert:

“Full of praise for the MIXCON team! The exhibition was a complete success. Starting from the organization over the location until the speaker selection - all done properly! We, Team-Seifert, felt from the beginning on all around good looked after and are happy again to be a part of it next time!”

Just Music:

“MIXCON MUNICH - a well organized and multi-faceted convention that also addressed the topics behind the curtains. A new platform for DJs and producers to exchange themselves with like-minded. JustMusic is excited about the next MIXCON.”

Picture material: <http://mixcon-munich.de/presse/pressebilder/>

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