



MAKING VINYL EUROPE – TENTATIVE PROGRAM

BERLIN, MAY 3, 2019

(Subject to change without notice)

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| 9:00 AM | WELCOME – BRYAN EKUS & LARRY JAFFEE |
| 9:05 AM | <p>RECORD STORE DAY IN EUROPE: THE GROWTH CONTINUES</p> <p>A little more than a week after the annual global celebration, discover the winning formulas for record-breaking sales from RSD reps in Germany, France, Great Britain, Spain, and Italy in expanding the vinyl-buying audience. Moderator: Michael Kurtz, RSD co-founder.</p> |
| 10:00 AM | <p>IN THE RIGHT PLACE AT THE RIGHT TIME</p> <p>Buying up pressing equipment and lathes at auction decades ago proved to be prescient moves for these large European operations that are meeting continued customer demand for a quality product. Is more investment in technology needed to ensure future profits?</p> |
| 11:00 AM | <p>DISTRIBUTION OBSERVATIONS FROM THE MAJORS</p> <p>Where are the markets going? What are the future plans for release of new titles on vinyl and what plans are in place for the release of back catalog titles?</p> |
| 11:30 AM | NETWORKING BREAK |
| NOON | <p>HOW TO BUILD A VINYL PLANT IN THE DIGITAL AGE</p> <p>Building a new pressing plant from scratch is quite an undertaking from both a financial and technological standpoint. Hear from newcomers in the market on what they learned along the way. Are these investments meeting their expectations?</p> |
| 1:00 PM | LUNCH + KEYNOTER |



- 2:00 PM **MASTERING & CUTTING MASTERCLASS**
A great sounding record starts with a correctly mastered recording and meticulously cut lacquer. Europe's best artisans provide a "Best Practice" tutorial for both of these specialities, as well as other anecdotes for the production of a high quality product.
- 2:45 PM **WHERE'S THE GROWTH GOING**
A cross-section from the "new" vinyl industry, including labels, brokers and packagers, will openly trade notes about what's expanding and importantly, sustaining the consumer market.
- 3:30 PM **NETWORKING BREAK**
- 4:00 PM **VINYL 4.0 THE NEXT GENERATION OF MAKING RECORDS**
Innovations in the manufacturing process that yields not only better sounding and better quality pressings but many other advantages to increase profitability and process. Hear about innovations that will drive the record industry beyond the 21st century.
- 4:45 PM **THE COMMUNICATIVE POWER OF KILLER PACKAGING**

The vinyl record resurgence is being driven largely by the tactile nature of the format, a clear advantage over streaming and digital downloads. But how important is the packaging and presentation? Is the secret to continued vinyl growth merely recreating the original art for re-issue, or should something new be designed? We speak to graphic designers in the field of album art to get their views and recommendations.