

Industry Showcase Support

1. Who: background info and status of the artist

- Biography and background info
- Overview team in the Netherlands and international
- Important recent developments
- Career status
 - Streaming figures
 - Radio airplay
 - Live development
 - Sales (physical and digital)
 - Syncs

2. What: what are you going to do and why

- Long term planning for the artist
 - Upcoming releases
 - Upcoming shows
- Planning for showcase event
 - What will you do to make the showcase as successful as possible

3. Goal: what are the specific goals for the showcase?

- With what results would the showcase be regarded as successful