

East European Rock Alliance Presents: The International Workshop “Do It Yourself Strategies and Tools for Young and Emerging Artists”

The **East European Rock Alliance (EERA)** is proud to announce its upcoming international workshop, “**Do It Yourself Strategies and Tools for Young and Emerging Artists,**” on **February 27 at The Pub Universității in Bucharest.** This event brings together industry professionals, artists, and representatives from EERA’s three partner countries—Romania, Poland, and Slovakia—to share essential insights into the music industry and empower the next generation of creatives. Admission is **free**, with prior [registration required](#), and the workshop will be livestreamed on facebook and youtube.

Co-funded by the European Union

EERA

EAST EUROPEAN ROCK ALLIANCE 2025

GUEST SPEAKERS

Bartłomiej Stolarek, Piotr Miazek & Bartosz Krusznicki (PL)

Dominika Martišek & Martin Mihalcin (SK)

Mihai Tivadar, Sorin Enuș, Ramona Gram, Adrian Uritescu & Robert Rusz (RO)

MAXIMUM ROCK | drumeo | Two notes AUDIO ENGINEERING | HERTZ RECORDING | LABOGA | HERTZ DRUMS | W5 BASS | rad70 | eska ROCK

“Do It Yourself Strategies and Tools for Young and Emerging Artists”

When: 27 the of February, 13:00 EET, 12:00 CET

Where: The Pub Universității, Bucharest, Romania

Admission: Free, with prior individual registration required. The event will be broadcasted live and available online.

Register here: <https://rock-alliance.eu/agenda/workshop/eera-workshop>

This free workshop is part of the **East European Rock Alliance (EERA)**, a collaborative project uniting Romania, Poland, and Slovakia to support emerging and young rock artists.

The session is split into four parts - **Introduction, Strategies, Tools, and General Q&A.**

During the opening session (**Introduction**), attendees will be introduced to the guests, who include leading industry professionals, established artists and organizational representatives from Romania, Poland, and Slovakia: **Bartłomiej Stolarek, Piotr Miazek, Bartosz Krusznicki, Dominika Martišek, Martin Mihalcin, Mihai Tivadar, Ramona Gram, Sorin Enuș, Adrian Urișescu & Robert Rusz**. Each of these experts offers valuable insights, personal experiences, and proven strategies tailored for young musicians eager to make their mark in the rock scene.

The workshop's **strategies** segment addresses goal-setting, authenticity, and balancing creative vision with practical needs. Participants will learn how to develop unique artistic identities, build audiences both locally and nationally (via concert opportunities and festival applications), and eventually expand onto the international scene through networking, diaspora connections, and professional partnerships. While the focus is on supporting musicians, journalists, booking agents, and other creative industry members can also benefit from these discussions.

The **tools** part of the workshop highlights essential resources for band management, including choosing a legal framework, understanding the roles of labels and booking agents, and exploring funding options such as grants, sponsorships, and merchandising. Participants will discover how to handle tour logistics - from technical riders to contracts - and develop effective communication strategies through press releases, EPKs, social media, and online advertising, ensuring they can engage fans and media alike with confidence.

The workshop closes with a **General Q&A**, giving all participants—from musicians to journalists—the chance to ask any questions they might have.

This final segment will also highlight opportunities provided by the EERA Project.

Join the Movement

EERA 2025 isn't just a project—it's a call to action. Whether you're an up-and-coming band, a die-hard rock fan, or just someone who loves a good headbang, this is your chance to be part of something legendary. Stay tuned for updates on contest entries, tour dates, and festival announcements. The East European rock revolution is here—and it's going to be LOUD.

www.rock-alliance.com

<https://www.youtube.com/@EastEuropeanRockAlliance>

<https://www.facebook.com/EastEuropeanRockAlliance>

<https://www.instagram.com/easteuropeanrockalliance/>

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Press kit:

<https://rock-alliance.eu/page/press>