



DO-IT-YOURSELF STRATEGIES AND TOOLS FOR YOUNG AND EMERGING BANDS

The Pub Universitatii – Bucharest – 27.02.2025 – 13:00

Free online broadcast on Facebook & Youtube

PROGRAM

INTRODUCTION	Mihai Tivadar
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1.1 Setting the foundations	Bartosz Krusznicki
1.2 From local to the national scene	Martin Mihalcin & Dominika Martišek
1.3 International touring strategies	Mihai Tivadar
PART 2: BAND MANAGEMENT	
2.1 Legal framework	Robert Ruz & Bartosz Krusznicki
2.2 Merchandising management and distribution	Robert Ruz & Bartosz Krusznicki
2.3 The key actors in the music industry	Mihai Tivadar & Bartosz Krusznicki
2.4 Funding opportunities	Mihai Tivadar
2.5 Creative Europe - financing the music sector	Sorin Enuş
2.6 Ticketing and ticketing-related actions	Ramona Gram
2.7 Music as catalyst for social change	Cristian Bălănean
PART 3: TOOLS FOR TOURING	
3.1 Essential tools for touring	Bartłomiej Stolarek & Piotr Miazek
3.2 The band's technical rider	Adrian Urişescu
PART 4: COMMUNICATION AND PROMOTION	
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PART 5. QA SESSION & FINAL CONCLUSIONS	Mihai Tivadar



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GUEST SPEAKERS



Bartłomiej Stolarek is project's Poland Activities Coordinator and a true **Pol'and'Rock** veteran! With a legacy of curating one of the world's biggest open-air concerts (formerly known as Polish Woodstock) and managing stage lineups and production at major festivals, Bartłomiej is a community activist and booking wizard. He's ready to share his rock vision and industry secrets at our DIY Workshop.



Piotr Miazek is the expert behind flawless festival logistics at **Pol'and'Rock** since 2008! As EERA Administrative Coordinator and Activities Assistant Manager at DOKU, Piotr has mastered negotiating contracts, managing transportation, and handling all the behind-the-scenes details that make massive events run smoothly. Get ready for his pro tips on organizing seamless events.



Bartosz Krusznicki is the owner of Rockfan and the multi-talented force leading **Łydka Grubasa**! With over 20 years of experience organizing tours, events, and managing social media, Bartosz has been at the heart of major cultural projects like WOŚP. He's here to drop serious knowledge on balancing creativity with logistics in the music industry.



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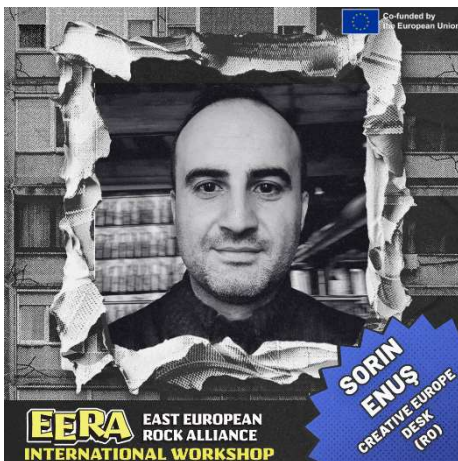
GUEST SPEAKERS



Martin Mihalčin is the visionary founder and leader of **Heřenine Oči**, with over 25 years in the music industry! A seasoned festival producer and cultural connector, Martin has produced multiple albums and launched **Hel'fest**, his band's very own festival. Learn from his innovative approach to merging diverse cultural influences and creating unforgettable rock experiences.



Dominika Martišek is our dedicated coordinator for Slovakian & Czech activities at HO Management! As the production manager for **Heřenine Oči** and **Hel'fest**, she leverages over a decade of project management expertise, handling everything from contract negotiations to team coordination. Her passion and precision are set to inspire at our DIY Workshop.



Sorin Enuș is the coordinator of the Culture Subprogram at **Creative Europe Desk Romania**! With 15 years of experience in managing EU cultural programs and a passion for intercultural dialogue, Sorin has played a key role in shaping major cultural initiatives. Gain invaluable insights into the intersection of culture, music, and EU projects from this seasoned expert.



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Ella Negrescu is the owner of **Shikage Management** and a dynamic force in the music industry! With a 10 years experience in the business field having a background as an artist manager, social media expert and mentor, Ella has managed promotional campaigns for many international artists. As a social media manager for **EpicenterHUB**, Ella's experience spans both artist representation and digital marketing.



Ramona Gram is the administrative powerhouse behind Romanian activities at **Promusic Events & AmBilet.ro!** With extensive expertise in event management, ticketing, and logistics, Ramona has supported major projects like Retro Rock and Maximum Rock. She's here to share practical tips



Combining his role as a researcher (main activity) with active involvement in the music scene, **Mihai Tivadar** is the leader of Dirty Shirt and boasts over 20 years of experience as cultural projects manager.

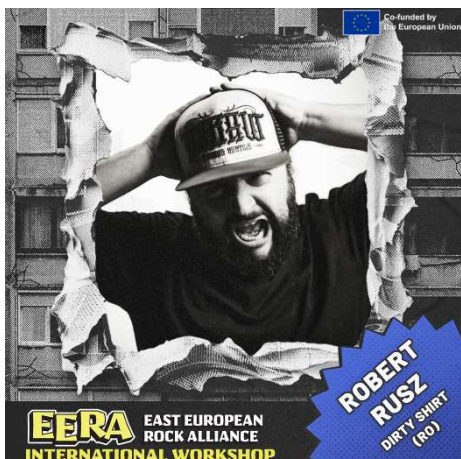


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Robert Rusz has been haunting the scene with **Dirty Shirt** for 17 years, bringing over 20 years of experience in sales management. He has handled various roles within the band, including administrative and legal work, as well as merchandising management and distribution.



Cristian Bălănean is an enthusiastic and creative Motion Graphic Designer and 3D Artist with over 20 years of experience. He is also the guitarist for **Dirty Shirt**. Additionally, he is responsible for the **FUR-EVER FRIENDS** social campaign, which aims to increase the visibility of social NGOs within the local community, helping people who want to contribute find the right organizations to support.



Adrian Uritescu started as a musician (bass and guitar) in Targ3t and Biodome, but his passion for sound gradually led him to transition into studio and live mixing. Over time, he gained experience in his own studio, **LowBass5**, and as a live sound engineer, especially for **Dirty Shirt**. He became one of the most respected sound engineers in Romania.



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EAST EUROPEAN ROCK ALLIANCE 2025

INTERNATIONAL WORKSHOP

DIY STRATEGIES AND TOOLS FOR
YOUNG AND EMERGING BANDS

GUEST SPEAKERS

Bartłomiej Stolarek, Piotr Miazek & Bartosz Krusznicki (PL)
Dominika Martišek & Martin Mihalcin (SK)
Mihai Tivadar, Sorin Enuş, Ramona Gram, Ella Negrescu,
Adrian Uritescu, Cristian Balanean & Robert Rusz (RO)

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