The Mastering of a Music City

International Economic Development Council
Amy Terrill, Executive Vice President Music Canada
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THE MASTERING
OF A MUSIC CITY
KEY ELEMENTS, EFFECTIVE STRATEGIES
AND WHY IT'S WORTH PURSUING
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SONY MUSIC

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What strategies can make an impact and grow a music economy?
St Paul’s Creative Centre, Adelaide; Photo Credit: Musitec
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A guide to concerts, venues and festivals
The Mastering of a Music City

@Music_Canada
@AmyTerrill
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