

# AFRICAN DESCENT MUSIC CONFERENCE

# 20 19

Exploring Opportunities & Value Gap As  
Addressed In Vancouver Music Strategy Report

2018



**JULY 19, 2019 • 9:30AM • JOSEPH & ROSALIE  
SEGAL CENTRE ROOM# 1400-1430**

515 West Hastings Street Vancouver, BC, V6B 5K3

# PROGRAM FLOW

## MASTERS OF CEREMONIES: KOSHESAI MATIMBA JOSEPH SSENDIKADDIWA

<b>8:30AM-9:30AM</b>	Registration & Refreshments
<b>9:30AM - 9:45AM</b>	Prayer & Land Acknowledgment
<b>9:45AM - 9:55AM</b>	Opening Remarks <b>Natasha Mhuriro</b> , SFU ASA President
<b>10:00AM - 10:15AM</b>	Background Presentation on African Dscent Music <b>Yasin M.Kiraga</b>
<b>10:15AM - 10:30AM</b>	Keynote Speaker <b>Jully Black</b>
<b>10:30AM - 10:45AM</b>	Vancouver Music Strategy Report Presentation <b>Jarrett Martineau</b>
<b>10:45AM - 11:00AM</b>	<b>Q&amp;A Session on Presentation</b>
<b>11:00AM - 11:15AM</b>	<b>Coffee Break</b>

*Celebrating African Descent Music*

# PROGRAM FLOW

## AFRICAN DESCENT MUSIC CONFERENCE 2019

**11:15AM - 11:20AM**

Industry Experiences on The  
Continent

**Dr. Jose Chameleon**

**11:20AM - 12:00PM**

**Panel 1:** African Descent  
Music & The Community,  
Challenges Faced By Minority  
Groups In The Industry

**MODERATOR**

**Sonia Medel**

**PANELISTS**

**Jully Black**, Canadian Artist

**Silas Balabye Ekkubo**,  
Founder & CEO Bavabuka  
AllStarz Foundation

**Jarrett Martineau**,  
Cultural Planner  
Vancouver Music Strategy

**Ndidi Cascade**, Canadian  
Artist

**Dr. Jose Chameleon**,  
Ugandan Artist

**12:15AM - 12:30PM**

**Q&A Session on Panel  
Discussion**

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## AFRICAN DESCENT MUSIC CONFERENCE 2019

<b>12:30PM - 1:00PM</b>	Interlude: Live Music
<b>1:00PM - 1:30PM</b>	<b>Lunch</b>
<b>1:30PM - 1:45PM</b>	Interlude: Live Music <b>Jean Claude Gaspard</b>
<b>2:00PM - 2:45PM</b>	<b>Panel 2:</b> Creating Spaces For Emerging Artists of African Descent, International Music Tours & Way Forward,
<b>MODERATOR</b>	<b>Jumy Dapo-Ogunsola</b>
<b>PANELISTS</b>	<b>Dr.Greg Feldman</b> , Global Migration Expert <b>Jarrett Martineau</b> , Cultural Planner Vancouver Music Strategy <b>Zahara</b> , South African Artist <b>Alpha Yaya Diallo</b> , Guinean- Canadian Artist <b>Ezra Kwizera</b> , Multicultural Music Artist

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<b>2:45PM - 3:00PM</b>	<b>Q&amp;A Session on Panel Discussion</b>
<b>3:00PM - 3:15PM</b>	Closing Remarks, Way Forward & Awards
<b>3:15PM - 3:30PM</b>	Live Music: African Descent Youth Collective
<b>3:30PM - 4:00PM</b>	Networking

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