

MEPs Pervenche Berès (S&D, FR) & Christian Ehler (EPP, DE)
invites you to a workshop on

HOW DO YOU CREATE A SONG, A BOOK, AN IMAGE?

A WORKSHOP TO GET A GLIMPSE INTO
DAILY LIVES OF CREATIVE PROFESSIONALS

12 MAY 2015 – 12:30 until 14:00
(Sandwich lunch from 12:00)
Altiero Spinelli - Room A3G3

The hidden secret of book publishing

You will first of all explore the literary insight of best-selling author Nina George, and experience through her the profession from a personal point of view. Following this you will discover the extensive process of how publishers bring a finished book to a wide audience of readers.

Speakers: Bestselling author **Nina George** and publisher **Mark Verhagen** (CEO and founder, Luster)

Nina George is a German prize-winning and bestselling author (“Das Lavendelzimmer” – “The Little Paris Bookshop”) and freelance journalist since 1992, who has published 26 books (novels, mysteries and non-fiction) as well as over a hundred short stories and more than 600 columns.

Luster is a small Belgian publishing house that grew since it was founded in 2010 as one of the leading Dutch-speaking publishers for architecture, culture, design, photography, food and interior. Each book is a creative endeavor involving a team of writers, editors, photographers and designers who without exception are passionate about the matter, and who love books.

A day in the life of a song

You will find out about the holistic development and journey that the idea of a song follows, from composition to recording, to performing and finally licensing the song. We aim to show you the path that musical talent takes to be nurtured, developed and promoted.

Speakers: Music publisher, **Nicolas Galibert** (Sony/ATV Music Publishing, Vice President of ICMP, International Confederation of Music Publishers), and **Anne-Lize Vancraenem**, co-founder Green I.f.ant Music Company, President of BIMA (Belgian Independent Music Companies Association)

As a music publisher, Nicolas Galibert seeks out composers and songwriters of music on a daily basis, he supports them in their creative process, promotes their catalogues across a variety of platforms and manages the licensing and business of the repertoires. His role as a music publisher and rightsholder is to promote and enhance the value of the artists’ work.

Green I.f.ant Music Company & LC Music focuses on 5 main areas: production, publishing, distribution, promotion and management. Among the artists who are or have been placed under their wing are Triggerfinger, Family of the Year, Souad Massi, Teresa Salguero, The Valerie Solanas ... Both companies are based in Leuven, and are member of B.I.M.A (Belgian Independent Music Association).

Photography as a living heritage

You will see for yourselves the multi-sector demand for photography, which has become increasingly important for news, advertising, publishing, education and art.

Speakers: **Dirk Waem**, staff photographer at Belga, award winning photo-journalist (tbc) and **Jeroen Paling**, deputy director of B en U - International Picture Service and president of NImage - picture association of the Netherlands.

Born in Antwerp, Dirk is staff photographer at Belga and very recently won the NIKON Press Photo Young Promising Photographer Award 2014 for Belgium’s young press photographers.

B en U is a small but dedicated firm specialising in image research and asset acquisition for mainly the educational publishing sector - creating children’s first impression of what the rest of the world looks like through images. NImage is the trade association for the Netherlands, working to increase dialogue between picture users and picture suppliers, and to see to good practice between members of the association within the image-sector.

Concluding remarks by MEPs MEP Pervenche Berès and Christian Ehler
