



AppriseMusic Partners Mixer

Event Recap and Highlights

Grace Nyele Mensah

Event Coordinator



Event Overview

The AppriseMusic Partners Mixer fostered **collaborative dialogue** among distribution partners and stakeholders, creating a unique space for open conversation and shared insights to thrive.

Welcome & Opening Context

Guests were welcomed into an **informal setting** that encouraged open dialogue. The mixer was framed as a conversation, fostering a sense of community and shared learning among attendees.





Master of Ceremony

Grace Nyele Mensah effectively set the tone for a **relaxed and inclusive** discussion, fostering open dialogue and creating an enjoyable atmosphere for all attendees.

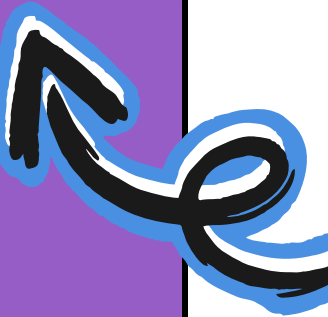
Why the Mixer Exists

Partner Appreciation

ApppriseMusic values its distribution partners, ensuring their contributions are recognized and appreciated throughout the event, fostering a collaborative spirit and strengthening relationships within the ecosystem.

Long-Term Value

The mixer aims to create a consistent feedback loop with partners, focusing on building sustainable relationships that extend beyond distribution to include innovative tools, data, and artist support.



Quarterly Engagements

The ApppriseMusic Partners Mixer will now feature **regularly scheduled mixers, workshops, and seminars** every three months, fostering consistent engagement and collaboration among partners in the ecosystem.





The State of Distribution

In a collaborative setting, partners shared **real-world experiences** and challenges facing the distribution landscape, fostering an interactive environment for open dialogue and constructive feedback.



Key Distribution Discussion Points



Artist Struggles

Artists face various challenges in today's evolving music landscape.

Payment Timelines

Unclear timelines lead to frustration over expected income delivery.

Metadata Accuracy

Accurate metadata is essential for proper ownership and payments.

Education Gaps

Many artists lack essential knowledge about distribution processes today.

Artist Understanding

Partners wish artists understood operational challenges faced in distribution.

Operational Improvements

Platforms like Apple could enhance user experience and efficiency.

Partnerships & Product Highlights

Akuna Wallet

The **Akuna Wallet** was designed to streamline payments for artists, providing a transparent process that enhances trust and efficiency for both artists and distribution partners.

akunawallet.com

MNGRS.AI

Managers AI leverages artificial intelligence to provide insights and analytics, empowering managers to make informed decisions that better support artists in their careers and creative endeavors.

mngrs.ai

Community & Ecosystem Building

This section highlights the vision for a **collaborative ecosystem** among partners, emphasizing the importance of sharing ideas, opportunities, and fostering collaboration beyond the mixer for lasting impact.



Break & Closing

The mixer concluded with a **networking break**, allowing participants to enjoy food while engaging in informal conversations, fostering relationship-building, and generating excitement for future collaborations.





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