



TMW 2020 Impact Analysis

October 2020

Respondents

Artist:	36 respondents	p. 3
Partner:	12 respondents	p. 35
PRO Clients:	27 respondents	p. 39
Festival Pass Owner:	29 respondents	p. 55

Artist

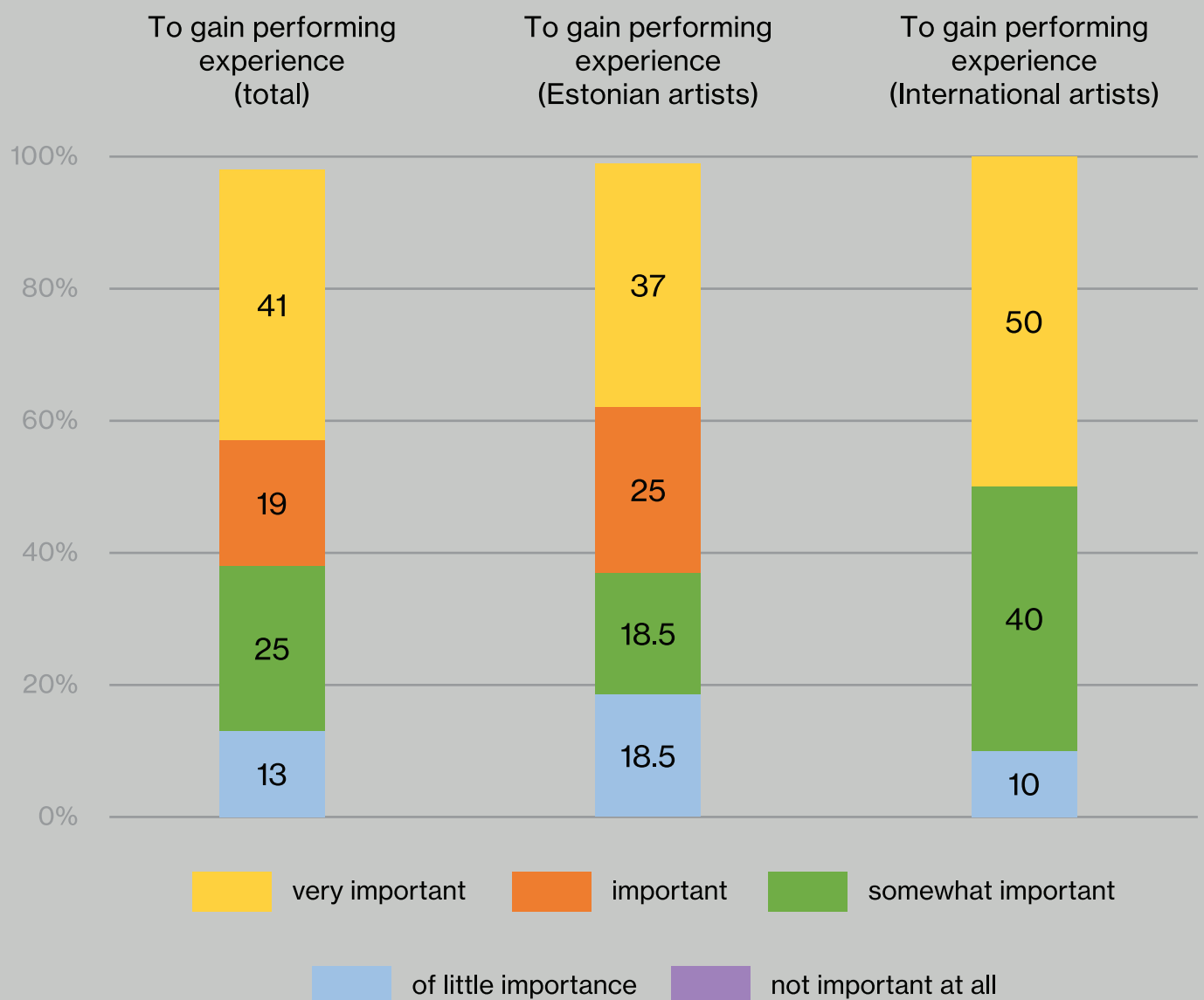
Estonian: 22
International: 14

What are the main reasons you performed at TMW 2020?

3.9

Average rating

To gain performing experience

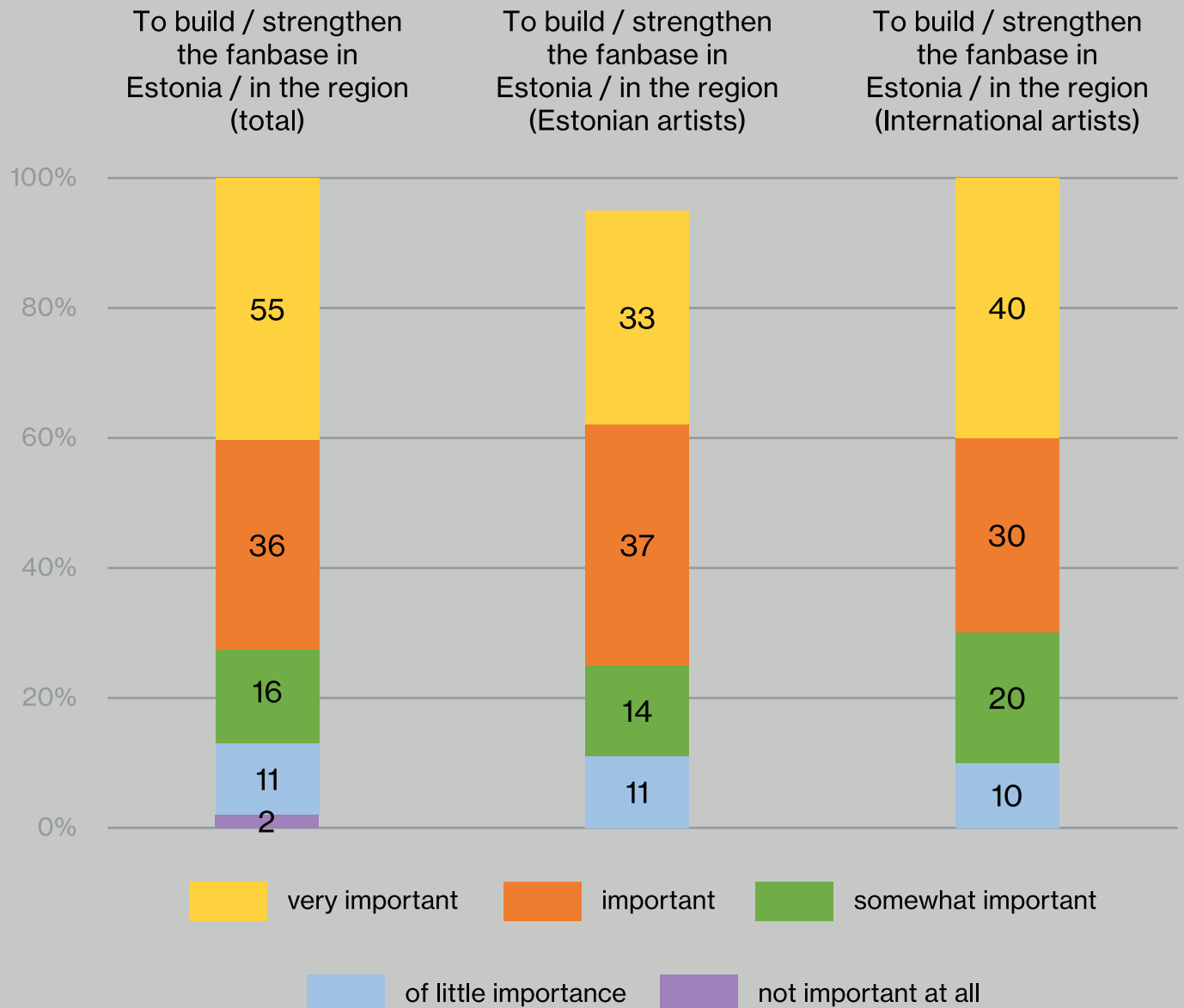


Artist

3.9

Average rating

**To build / strengthen
the fanbase in
Estonia / in the region**

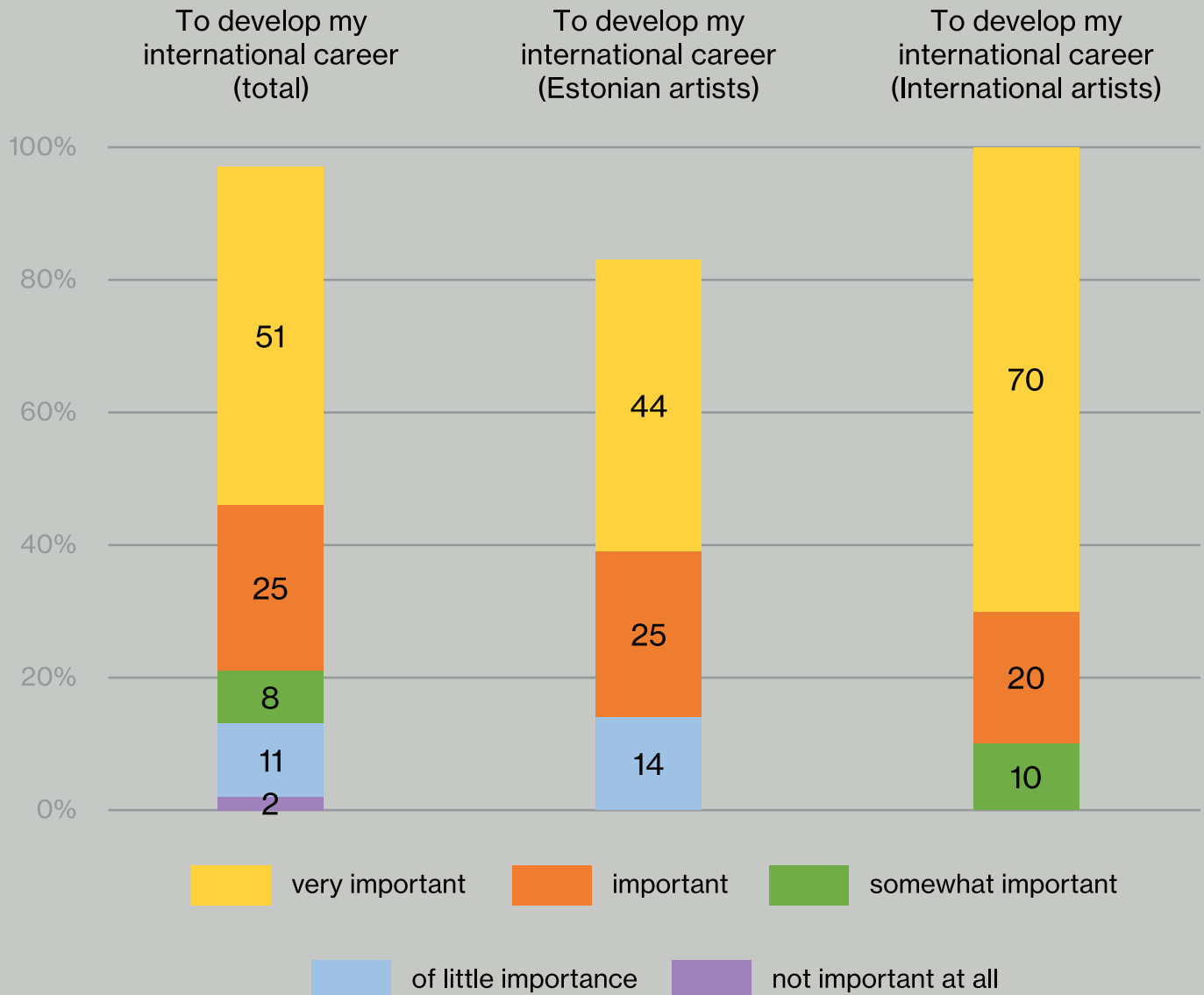


Artist

4.1

Average rating

To develop my
international career

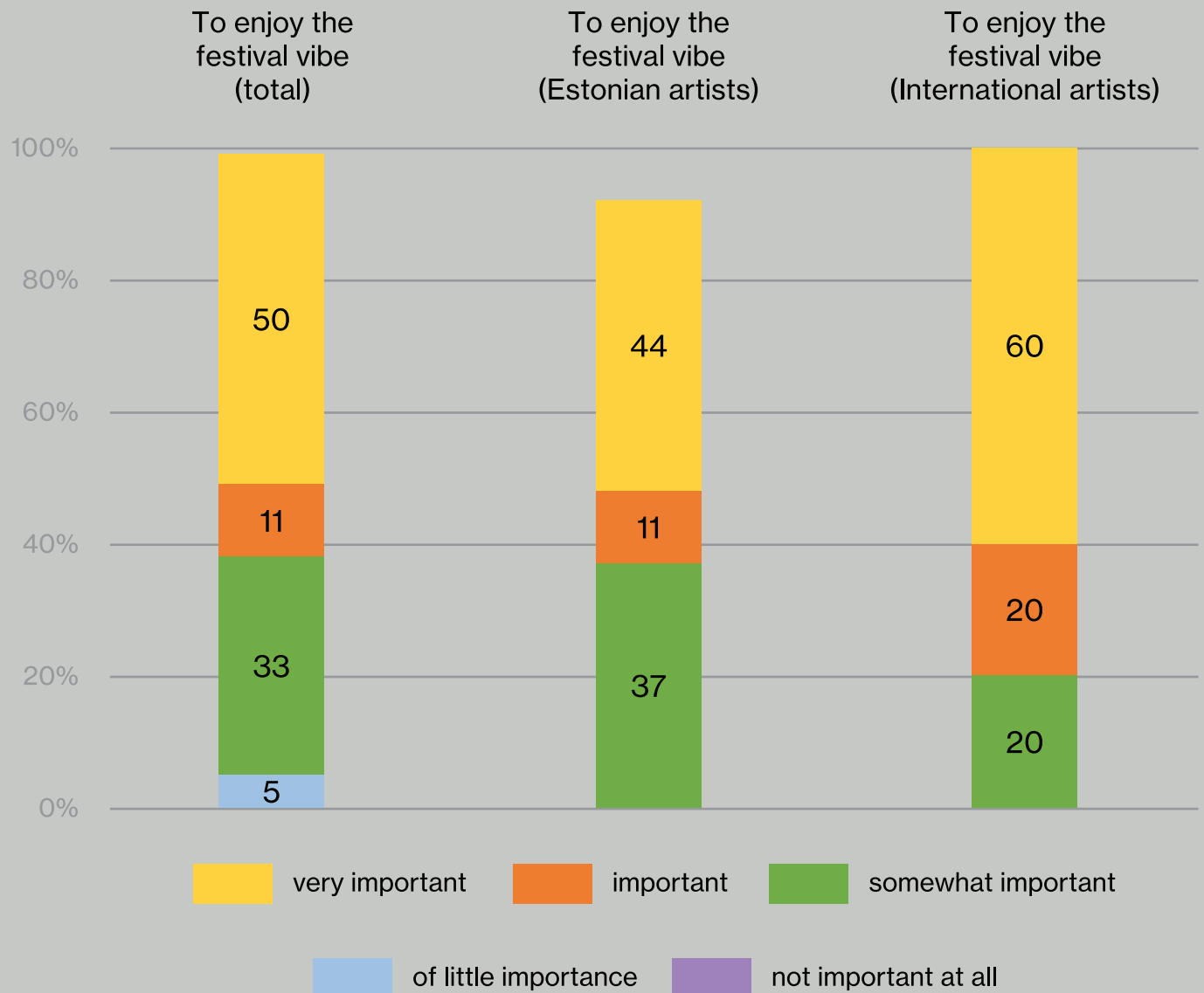


Artist

4.1

Average rating

To enjoy the festival vibe



Artist

Other reasons:

"To hear and see what is happening in the music industry"

"To travel"

"Good stage, lots of new fans"

"To take part in conferences"

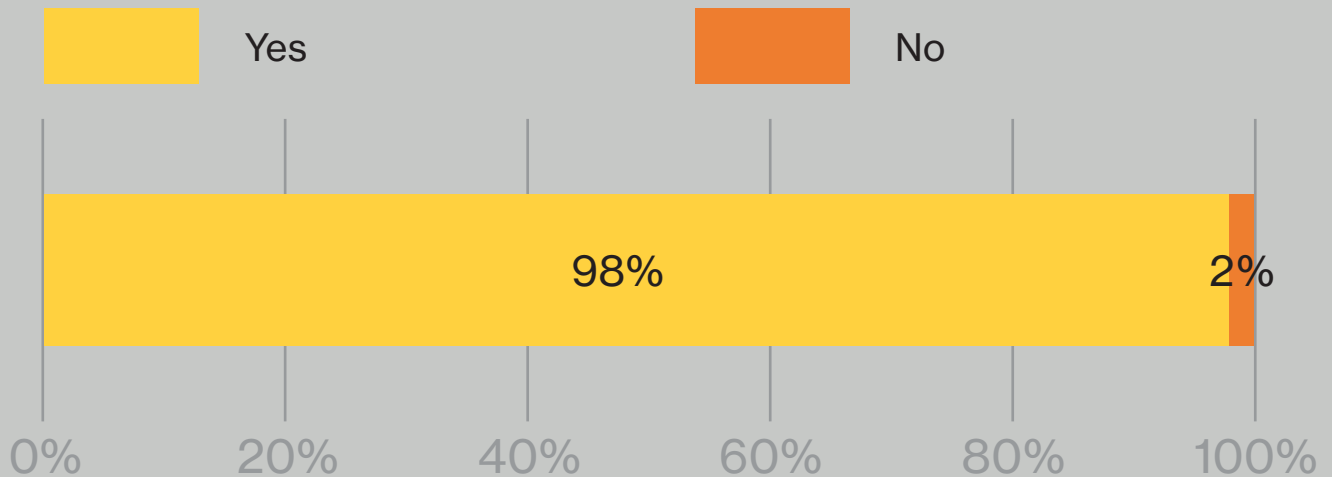
"To meet new people and strive towards future collaborations"

"To present our music to more international delegates"

"To meet up with other musicians"

Artist

Did you reach any of these goals?



"It definitely gave us a good and needed live concert experience and helped to reach to the new listeners in Estonia."

"We managed to get the experience of performing at a showcase festival (it was our first time), managed to get new contacts which will help in our future career and more people from the

region started to follow us on socials and listened to our music on music streaming services."

"Was able to network, meet fans, got feedback and reviews from abroad, had an awesome gig, took part in conferences and lectures"

"As the concert went really well I think I got new fans. Also some good reviews."

Artist

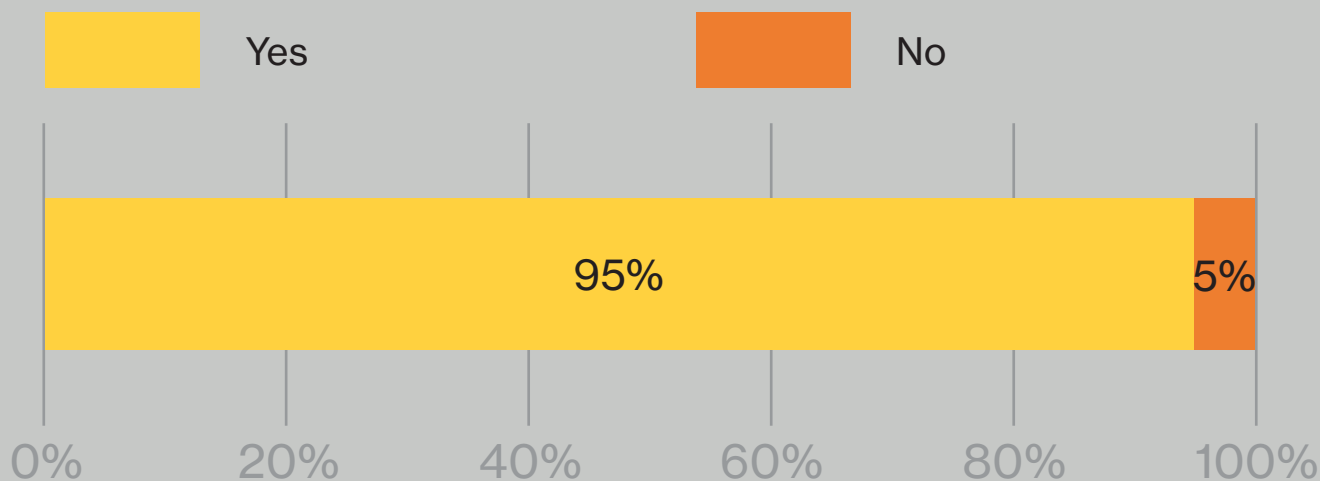
"Connected with ...agency to start planning a small European tour, had a great time, and grew as a performer from the 2 shows I played."

"I got a few international contacts that might be of help in the future."

"Most important, we had a wonderful time in Tallinn. We met a lot of interesting people to build our network of professionals. And we gained some new fans I guess :)"

Artist

Would you suggest performing at TMW to other artists?



"If you're an active artist and you're willing to work on your career, then TMW is the right place for you. The festival gathers delegates who are pretty easy to find once they're here in Tallinn. The conference part subsidizes it a lot. Easy to go and talk with people in your field or genre of music."

"Good opportunity to get media coverage, listeners and contacts."

"Performing at TMW is a great experience – from professional crew who makes you feel welcomed and good wherever you play, useful panels to the great delegates who are open to hear your music, come to the shows and sometimes even offer you some great deal which are crucial to your future career."

Artist

"It's a really well organized showcase festival, but for real success it needs a massive work from the band's team – marketing, getting to know the delegates and reaching them etc."

"Yes. For international contacts or media."

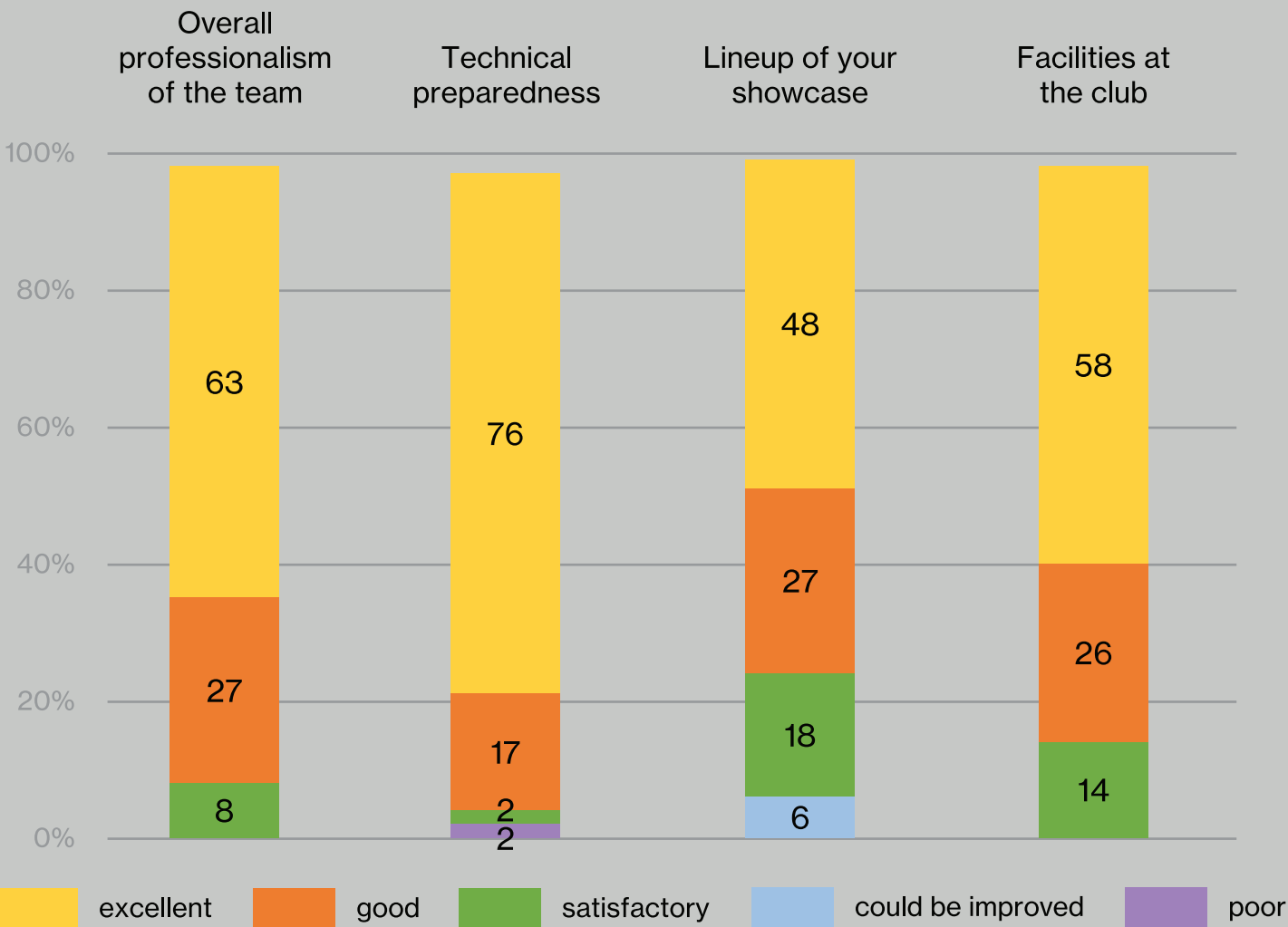
"Yes, I felt being taken care of by the festival, there were great venues, good technical support and mentoring (during the festival and prior to it)"

"Good experience, new audiences perhaps, key-people see you etc. You never know what might come out of it."

Artist

How do you rate the festival professionalism?

4.9	Average rating	Accuracy of timetable at your showcase
4.6	Average rating	Overall professionalism of the team
4.6	Average rating	Technical preparedness
4.4	Average rating	Facilities at the club
4.2	Average rating	Lineup of your showcase



Artist

Overall professionalism
of the team

"The event was very well organized, good stage, all needs taken care of, extremely good sound team, good media covering."

"I guess a lot of changes had to happen mainly because of last minute cancellations and regulations due to Covid situation but nothing specifically negative to add."

"We were given the needed information and everything was done well by the team to provide us help. Festival was neatly organised from covid regulations to the actual concerts and conference."

"Sound options should be better."

"You guys pulled it off in these shitty ass times"

Artist

Technical preparedness

"Sound was not perfect"

"Even though we were added to the line up quite late, every technician was fully prepared to help the band on the stage, new our riders and how our live performances should be."

Artist

Accuracy of timetable
at your showcase

"Good time slot and most things seemed to be on time at our showcase"

"My time got changed 2–3 times over the course of a month and I had to reschedule my time."

"Everything ran smooth-ish despite the late changes in the schedules etc."

"Everything happened exactly like it was scheduled"

Artist

Lineup of your showcase

"In my opinion there were too many different things put together. Classical music is a vast genre. Either there should be more time for it or someone should take the effort to kind of reassure that the things on this stage work well together."

"Very interesting and diversified line up."

"Great selection of artists that were quite different, but complementing each other. Good quality of bands."

"Super forward thinking and unique. I rather perform in a line up that is built from a new way of thinking than a strictly genre specific one."

Artist

Facilities at the club

"Masks, disinfectant, towels and the possibility to wash hands, clean water and cups was provided by the venue."

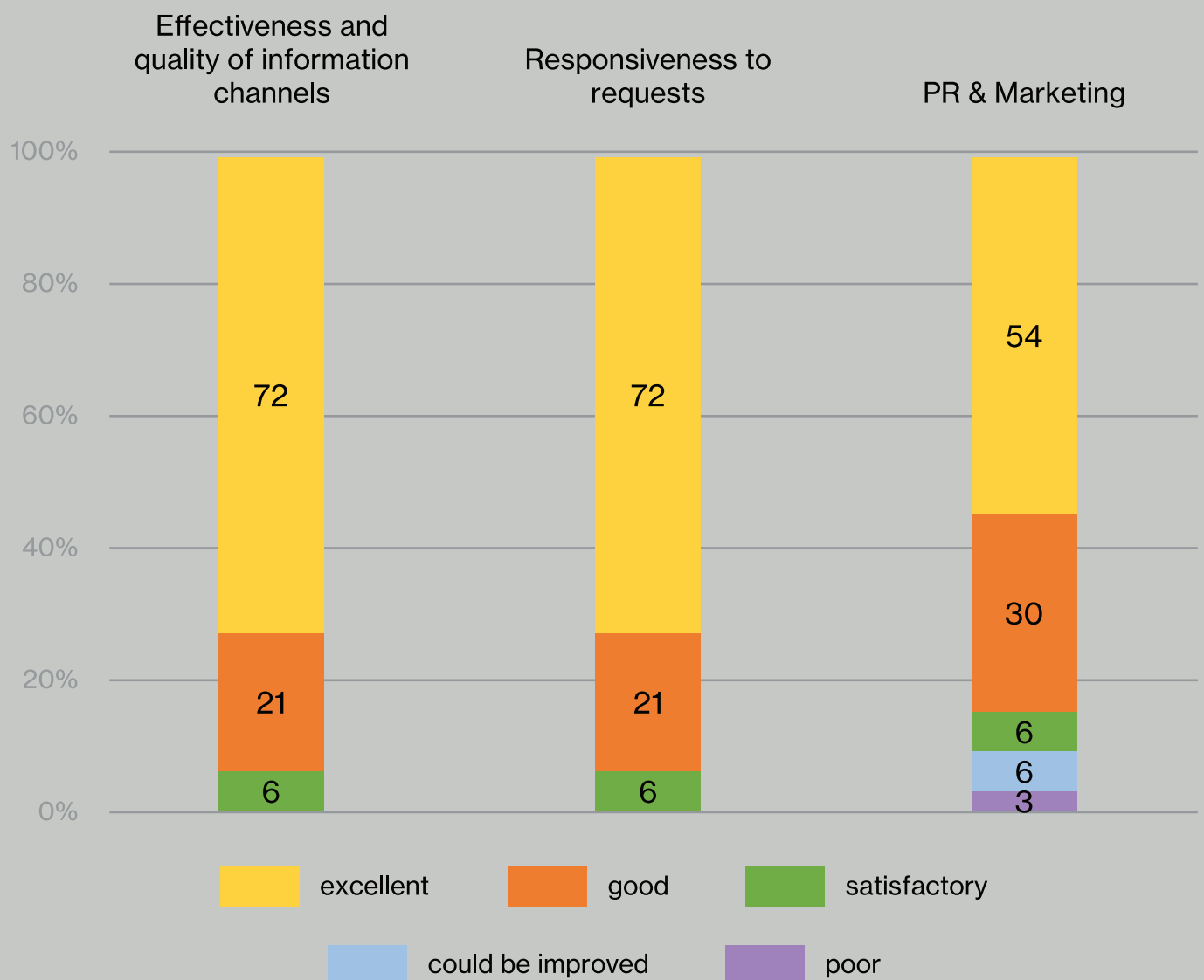
"The place was cool, but they didnt have normal facilities for the artists. The backstage was not good at all."

"Bar, food, bathroom, merch, tickets, backstage was all there and running smooth."

Artist

How do you rate the festival PR and marketing?

4.7	Average rating	Effectiveness and quality of information channels
4.7	Average rating	Responsiveness to requests
4.3	Average rating	PR & Marketing



Artist

Effectiveness and quality of information channels

"Very good flow of information, frequent e-mail updates and no problems with the website either."

"Too many changes were the result of everyone not having the same info at the end of the day."

"Information needed was given in a clear manner, all extra questions were answered."

"Everything was constantly updated via emails, webpage, facebook etc."

"Too many changes were the result of everyone not having the same info at the end of the day."

"Wrong performing time was posted on social media several times."

Artist

Responsiveness to requests

"Even with all the artists performing with no doubt tons of questions the TMW team always got back to me promptly and kindly."

"It took over a week to respond to some of our tech emails."

"Had an issue with delegate passes, everything was fixed in minutes."

"Our producer was great but I guess I should have been more insisting myself."

Artist

PR & Marketing

"Well noticeable in different channels and in town."

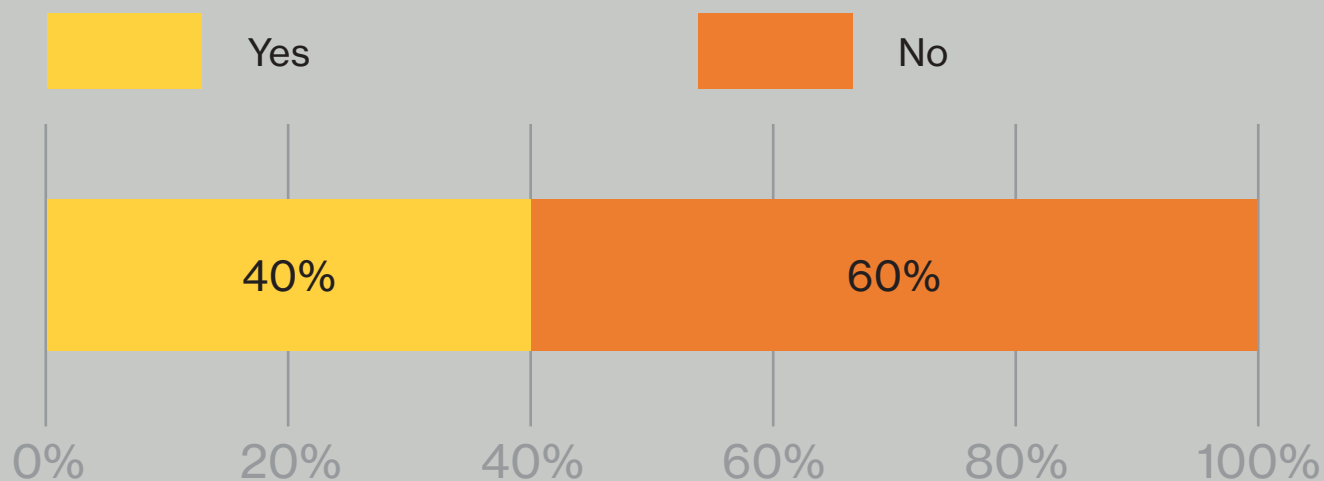
"For the festival overall the PR and marketing seemed great, but I don't recall my act being mentioned on social media before TMW."

"Nice Instagram stories and reposting of some press I got over the summer."

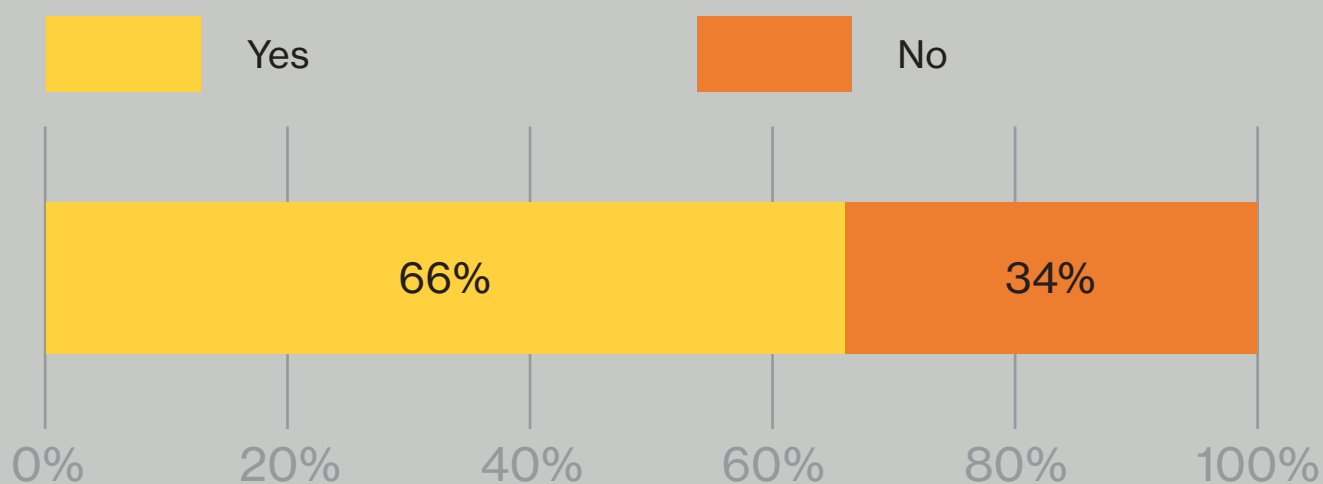
"TMW was visible and reachable on different platforms such as FB, magazines, advertisements, etc."

Artist

Did you register a representative of your collective to be part of the Creative Impact Conference?



Did you participate at the Creative Impact Conference?



Artist

If no, why?

"Because of other gigs and soundchecks, there seemed to be no time even though we thought to look at some things online"

"We're more there to play and gain fans /experience."

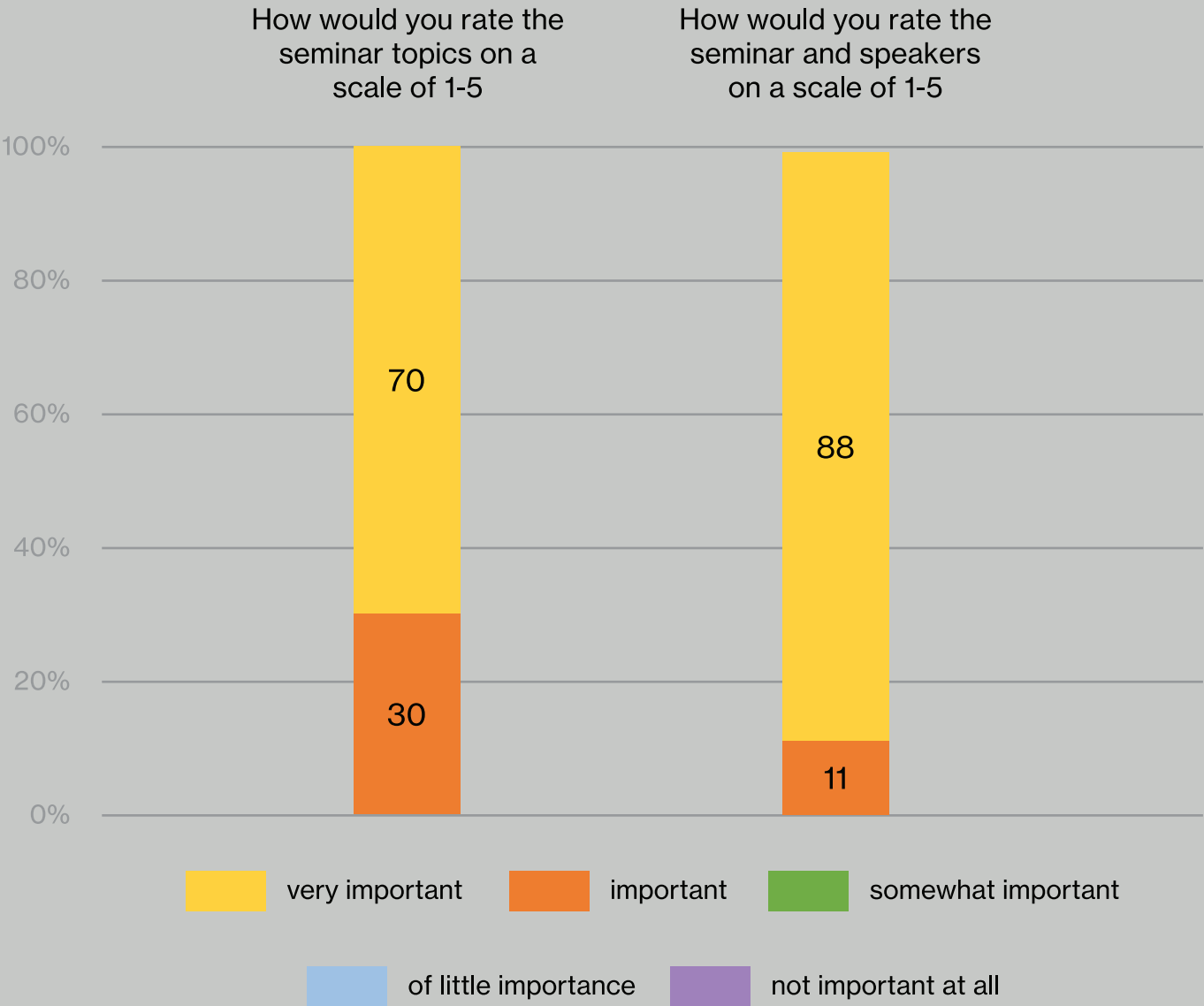
"I had no time."

"We didn't manage with our own timetable."

Artist



How would you rate the seminar topics on a scale of 1-5



Artist

How would you rate the seminar topics

"Topics were interesting and engaging, there was a variety of which artists from different genres could gain knowledge from. The ones I attended were focused on electronic music; my questions were answered and I gained some knowledge in my music field."

"As a self-managing artist, the conference offered a lot of management and marketing related courses. Also the 1on1 mentoring with pro managers was great."

Artist

How would you rate the seminar and speakers

"We were able to meet most of the delegates we wrote to. And the only way to get their contacts was through the PRO database. It was really helpful."

"Up to date, pro speakers knowledgeable in their field."

"The ones I attended, speakers engaged with the audience, answered their questions and told stories of their own. They were positive and in every seminar, the atmosphere was relaxed yet focused."

Artist

Any comments on how we could improve the conference?

"The opportunity to have a 1on1 mentoring with world class managers doesn't come often, yet the mentors' schedules were half empty. TMW should push and inform artist more to proactively take part in such events."

"A wide variety of mentors and seminars for different artists and types of work people do in the music industry."

"It was super that all of the artists could take part in the conference; it worked"

"I found the seminar that suited my interest / goals. The choice was really vast, but I find it could be helpful to categorise the topics according to the focus group, e.x. "recommended for the artists", "music marketing", "copyrights"."

Artist

3.5

Average rating

How valuable did you find the TMW music industry PRO contact database?

"Management was happy and got new contacts."

"Useable, useful."

"Got connected with the agency because of it."

"While doing our concerts, I didn't unfortunately have time for anything else."

"We were able to meet most of the delegates we wrote to. And the only way to get their contacts was through the PRO database. It was really helpful."

"Everything was great, although it would be good to add a subgenre column. For example, what are the preferred music styles of the delegates. If you're a jazz musician then it's pointless to email metal delegates. And since there are many delegates then googling them all just to know what style they represent is really time consuming."

"Unfortunately it's the first time I hear of it."

"I was too lazy to use it and unfortunately didn't have time for that."

"It was good to see who you might find at the festival, though very little representation for my niche."

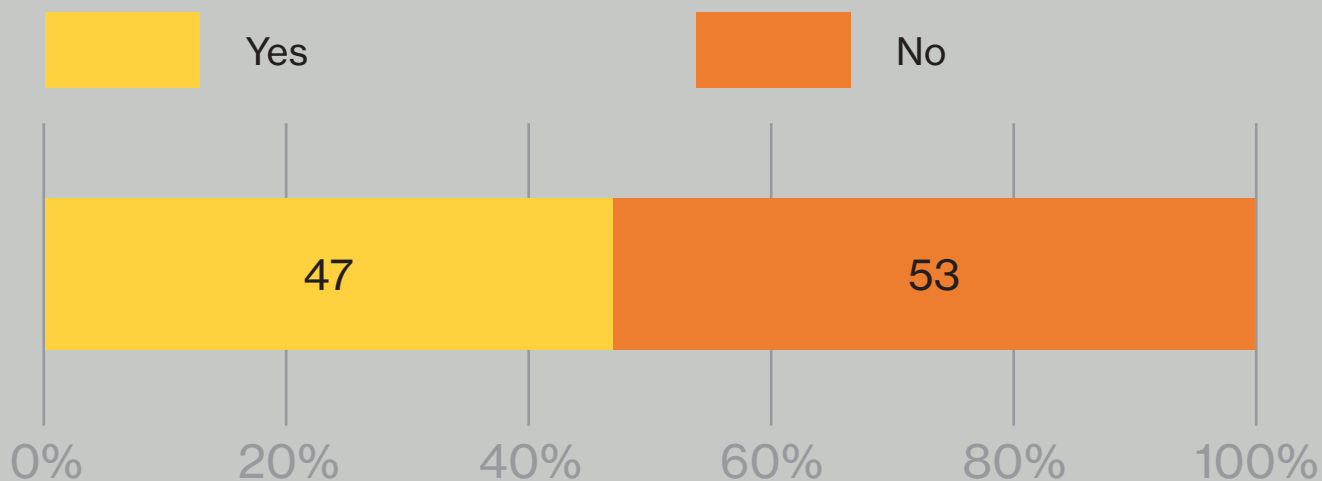
"Lots of good contacts. I wish I would have had time to prepare myself better for them."

"Don't know what that means."

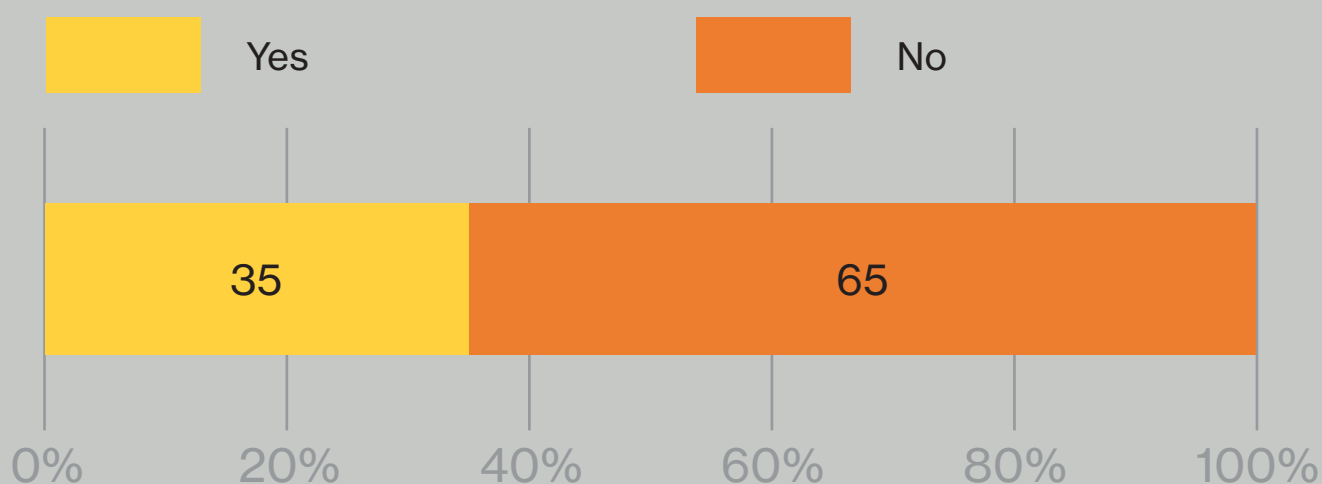
The artists gave the TMW PRO database an average score of 3.5 in a 5-point system. The artists and their representatives said that they found the new contacts they needed and met them thanks to the specific features in the database. It was also suggested to add more details, such as the genres and the specifics of the fields in which the delegates operate as well as their specific aims within the festival.

Artist

Did you contact any PRO clients in connection to the festival?



Did you receive feedback from them?



Artist

4.7

Average rating

How useful did you find the role of an Artist Coach?

What was the biggest benefit you got from the Artist Coach service?

"I got to map out who I want to be as an artist, the coach service gave me some knowledge on where to strive and what decisions to make. Also, it helped to interact with the conference and which seminars to attend."

"Helped me focus my goals and gave some realistic information on what it takes to break out into Europe as a small independent artist."

"Support, knowledge of the industry on a wider scale, pointers."

"Mainly getting information about who's actually coming and how is the festival happening this year and how to reach people we are interested in."

"To know where to go and where to be."

Artist

Let us know your suggestions on how to develop the service of an Artist Coach further?

"I already had the best service but it would be great to have some personal coaching every time."

"Personally I would benefit more from time management and making a concrete time schedule."

"I think it should definitely be done in the future. Maybe to focus on each individual artist and their music and point out the most potential delegates that are willing to work."

"Real meetup during the festival with coaches and artists."

The artists rated the Artist Coach service with a score of 4.7 on a 5-point scale. It was found that besides the help in the context of the festival, the advice was also helpful in the wider context of being an artist. For obvious reasons, in addition to online meetings, artists also want real-life meetings with their advisors / coaches and other artists. In addition, it was said that the coaching topics could be even broader, including, for example, marketing and visibility before the festival. It was also recommended to hold a curated reception between delegates and artists before the start of the festival and to offer the same service also to foreign artists.

Artist

What and how could we improve TMW to maximise the benefit for the participating artists?

"Pre-festival briefing on participating in the conference would work well for self-represented artists."

"Make it more clear to the artist that they have to proactively go through the program themselves and sign up for courses, mentoring etc."

"When there are receptions for a specific stage, the coaches and the team could maybe prepare and introduce the delegates before the reception happens. This could happen in Skype as soon as it's clear which delegates they invite to the showcase and reception."

"Nowadays when everything can be recorded and played back later perhaps this could be something to offer to the participants who were bound to miss some of their favourite acts? Also, an educational/informative aspect can be very interesting but I understand this would be difficult with the GDPR rules."

"Maybe a more genre focused approach to the database."

"Get media coverage for all artists or pay the artists instead."

"Perhaps a small fee if possible."

Artist

"Maybe a meet and greet event for all of the musicians, a pre-festival event for everyone to meet, a little info about the festival? Could be beneficial for international projects between musicians and give a push for going to each other's concerts at the festival. Could unite the participants more."

"Maybe mixing genres a bit more on different showcases, so that bands would get exposure from a bigger variety of festival goers. Grom stage and Void valley were a good example already, but mostly the showcases are a bit too genre specific (although some people are into that)."

Artist

Let us know if anything useful started for your career at this TMW.

"Jon1 mentoring helped me make plans for our bands for the next 2 years."

"We met our Idol and we started talking with him, and it was great."

"Our music and the composer have been taken to Estonian Music ensembles programme. That's more than we could have asked for."

"I made contacts abroad and landed a mixtape and maybe a future booking in Berlin."

"I got some seriously valuable info/feedback about something that I do and this motivated me to do it with even more passion. I just hope it pays off."

"We made some friends from Latvia also running a festival there. So hopefully we can arrange something for next year."

"Reviews abroad."

"My act was reviewed in at least 2 Estonian and international media broadcasts."

From the specific sessions, the artists received a lot of help and guidance for planning their careers. New contacts were made and many artists gained media coverage and new followers.

Partners

What is the impact of TMW partnership that you expected for your organisation?
(1-5 scale)

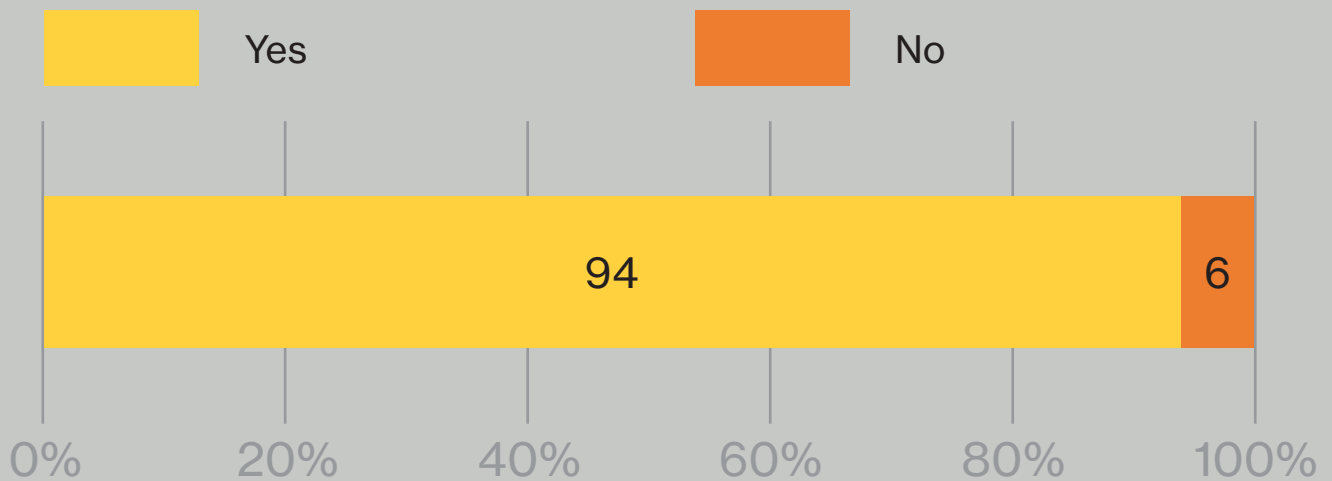
4.2	Average rating	Reputational
4.2	Average rating	Visibility
4.1	Average rating	Wish to support and contribute to
3.7	Average rating	Access to new target groups
3.5	Average rating	New partners
3.2	Average rating	Economic benefits
3.1	Average rating	New clients

"Make a positive contribution and showcase Tallinn and the under appreciated talent to all visitors"

"Build hope and future"

Partners

Did you reach any of these goals?



"We feel that supporting TMW is and was part of wider approach for us as supporter of cultural events. We didn't get maybe so much additional traffic, but we offered quality entertainment for our center visitors."

"Most goals achieved! Great ROI."

Partners

4.1

Average rating

How satisfied were you with the partnership?

"Very satisfied! And think we should plan so much as we can already the future scope of our cooperation, so everybody knows the responsibilities and exact size of the coming work. Collecting the feedback is great and waiting for the next cooperation."

"It was more difficult to communicate with the artists over the summer."

"Strong team who always performs under pressure and unexpected conditions. Quality of the event is super high."

"Close cooperation with interesting people is very inspiring for further activities."

"I guess due to the current situation, there were not that many international delegates to come check out our artists and they did not have access to their gigs live, which was a shame."

"Good relationship with the TMW team has strengthen the collaboration no doubt and vision has been more to same direction which makes us happy as a hole."

Partners

4.6

Average rating

**How likely will you
continue collaborating
with TMW in the future?**

What would you do differently in the future?
What would you improve?

**"Advertise and market
and communicate our
partnership much, much
more on beforehand."**

**"List of team members
with responsibilities prior
to the project start. At
some point it was difficult
to understand different
people's roles."**

**"If possible, try to have live
streams for gigs too."**

**"Digital engagement,
participating not
physically."**

**"I actually really enjoyed
the digital option
to participate in the
conference."**

**"I hope that everyone
appreciates the impact
of the physical meeting
more."**

In general, the partners are very satisfied with the collaboration but wish to start planning earlier, and get a clearer description of each party's tasks and responsibilities. They also want specific contacts of the TMW team members and their clearly defined roles within the collaboration.

PRO Clients

4.8

Average rating

How would you rate the general atmosphere of the festival?

4.6

Average rating

How would you rate the choice of venues?

4.1

Average rating

How would you rate the music festival lineup?

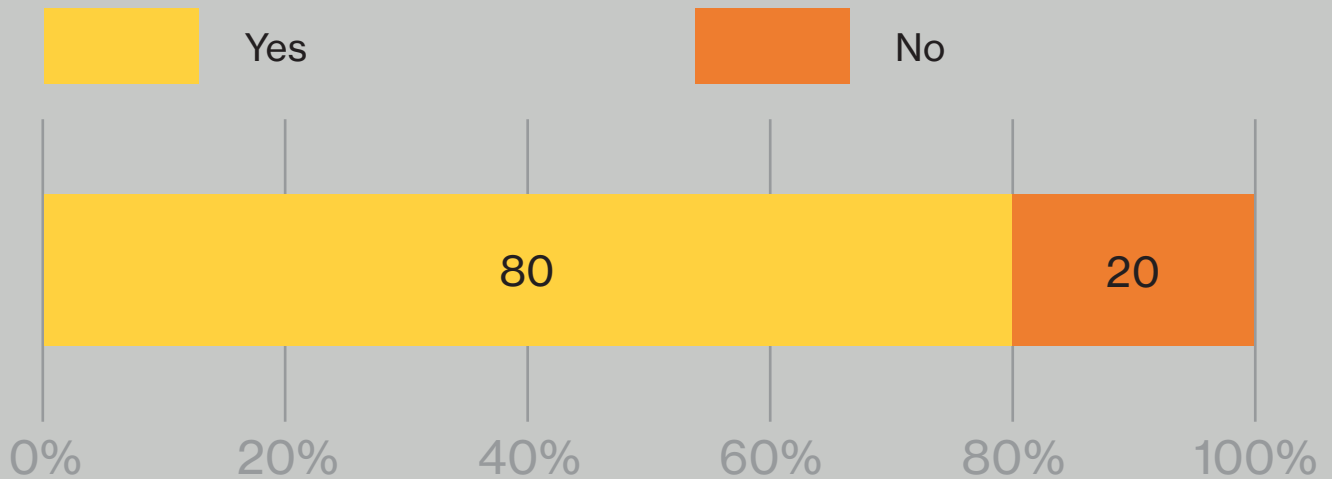
3.8

Average rating

How safe did you feel at the music festival venues regarding COVID-19 measures?

PRO Clients

Did you notice the COVID-19 measures?



"Everything explained well at the conference. Less clear at venues"

"Yes, they were good, people should have respected them more..."

"Yes, of course, announcements, sanitizer. But I'm from Germany we have to wear masks and keep distance very strict"

"The halls were too crowded, impossible to keep distance."

"Everything was great in terms of disinfectants and general cleanliness. It was a little bit uncomfortable that there were no security guards inside the venues. This would've been great for instances when people started to pogo, jump towards strangers, just generally standing way too close when there was plenty of space around. But it's also up to the people to use common sense and move if someone is too close to them."

PRO Clients

Was there anything you think we could have done differently?

Regarding COVID-related measures

"A get together meeting point all day in between workshops and sessions at EKA, to hang out and meet other participants. maybe in the area below the food"

"Have rules not recommendations."

"Maybe for the indoor venues there could have been a person at the door HANDING OUT the masks, so that people would maybe feel a little more push to wear them indoors? But it is really a small wish. It just sometimes got very hot indoors (aka I felt a lack of fresh air) and when the music was loud and you wanted to exchange some words with another person, you really had to go close and raise the voice, so it was not really Covid-19 safe feeling anymore."

General advice:

"Narrow genrewise, do not try to cover everything."

"App with all the acts, show locations and times and links to music would have been good before the event."

PRO Clients

4.6

Average rating

How did you find Estonian Academy of Arts (EKA) as the conference centre?

"Very good. Fitting for the number of participants this year. Glass walls were good to see what is going on inside and if I am going to the right room. Good location (central), stairs and elevator both available in the house. If I am not mistaken, there were also students already around the house? It gave for the conference another cool artsy touch to see the art students and their works around the house."

"Spacious and convenient halls for the talks, nice building, cosy networking areas."

"Centrally located, very well equipped, spacious, academy of arts matches to music."

"Nice rooms, good technique (Zoom conferences)."

PRO Clients

4.5

Average rating

How would you rate the conference team's professional service?

"Very well organized, always friendly and helpful – all of that under Corona circumstances."

"Great! Every room and session seemed to be taken care of very well. I didn't see any technical difficulties at all!"

"Some technical glitches here and there, but overall friendly, helpful and professional."

"Well-working online-format, good organisation on short notice. Clever use of Zoom as the general platform for the conference, allowed stable connections and especially good integration of online-panelists. Well-done."

PRO Clients

How would you rate the information flow and materials you received prior to the conference?

"Good frequency, layout and content given in proper proportions."

"Really good! Although the lineup of speakers was a little hard to find at first."

"All necessary information was communicated, but quite last minute."

"Enough, and not too much."

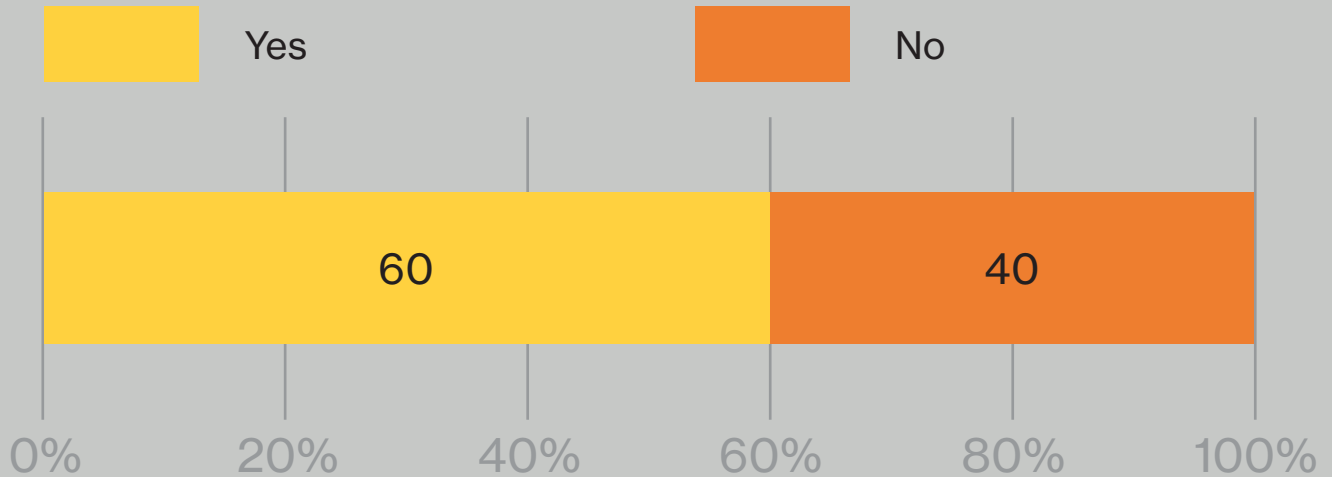
"Newsletters were informative and not too many."

"I wish I knew before that my PRO pass allows me to use public transport as well. I had already bought my 3-days card when I found it out behind my badge."

"Great newsletters and press releases, less e-mails about networking this year, however, it's understandable given that many international delegates couldn't come due to pandemic."

PRO Clients

Did you use the online PRO environment on TMW website?



Did you find the PRO environment easy to use and understand?

"Could use some UX innovation."

"Yes, very simple and understandable."

"I could not attend any of the digital conferences with my DigiPRO pass."

PRO Clients

Was there anything important missing from the PRO environment?

"More info about delegates and what they are looking for, networking wise."

"Would love to have ALL the recordings of panels and discussions, but I understand it's a lot of resources."

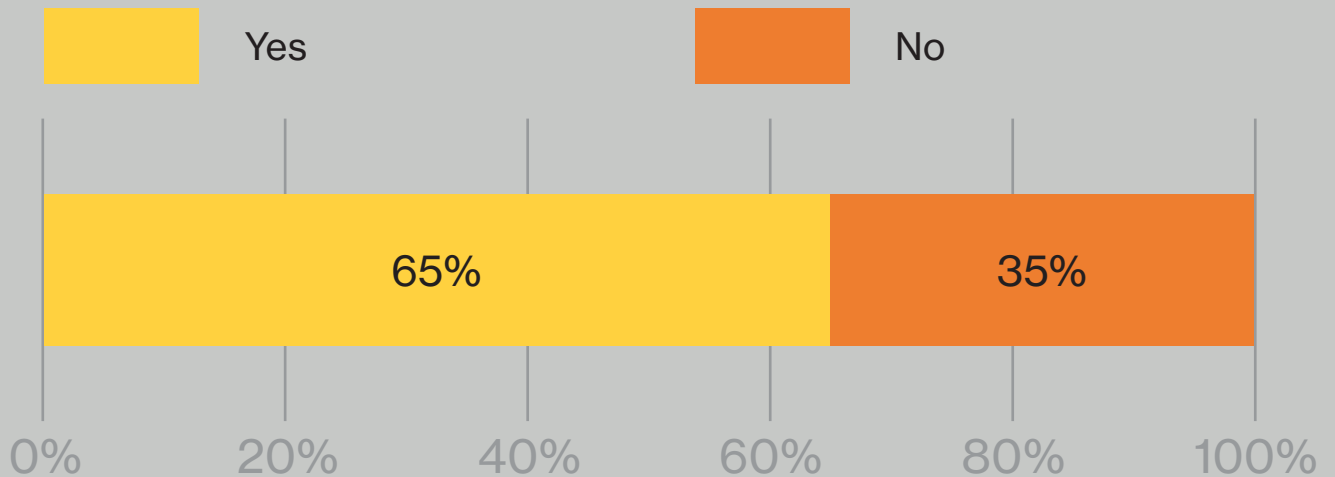
"It was impossible to find the online conferences."

"TMW app."

"My programme function."

PRO Clients

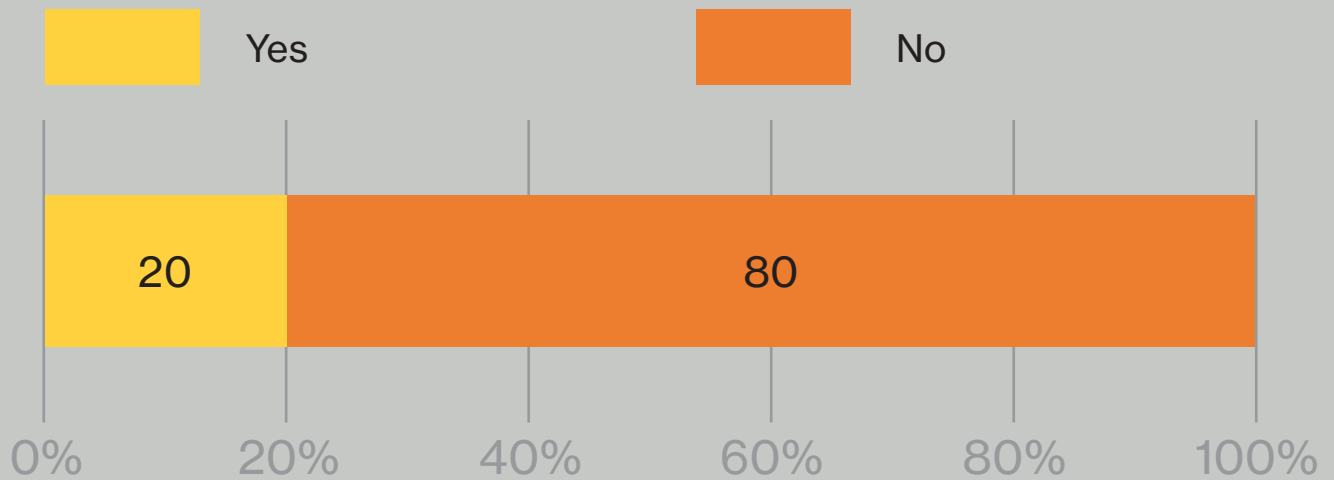
Did you find any useful contacts for your business from this year's PRO contact database?



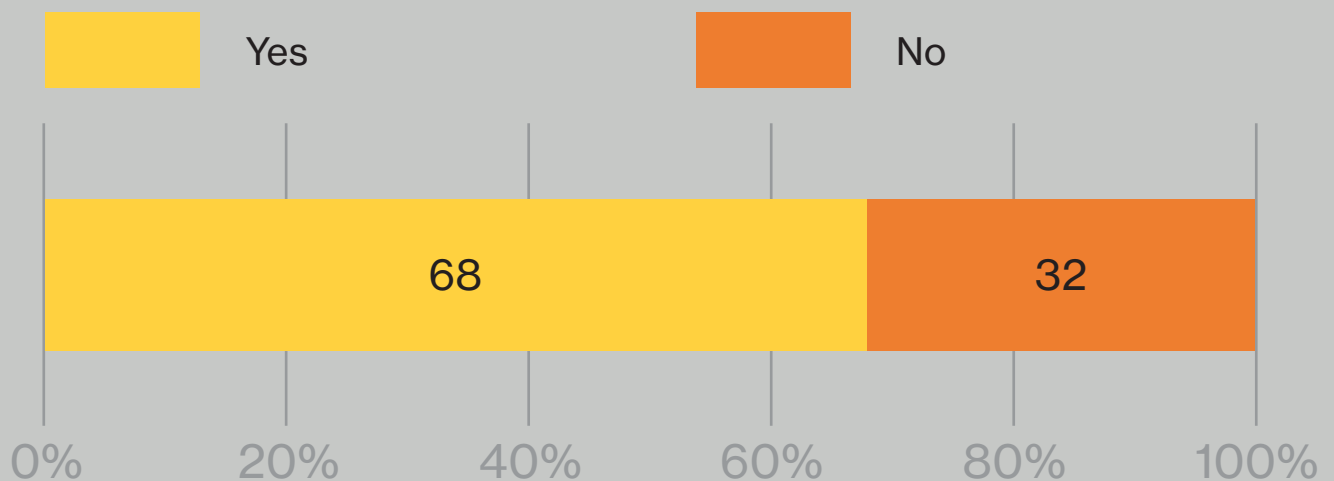
60% of PRO clients used the database and 65% of them found useful business contacts there. Although the average score for the user-friendliness of the database was 4 out of 5, it was considered that the system needed to be developed primarily in terms of user-friendliness. It was also suggested that delegates could be tagged more specifically.

PRO Clients

Did you use the chance to meet the professionals online on Sept 7th?



Did you have meetings on your own and did you find them useful?



PRO Clients

4.3

Average rating

How would you rate the panels / panellists?

"The panels covered very important issues within the industry, especially relevant at this point in time. Also great to have international panelists, gave me personally more insight to what is happening in the industry also in Finland and the other Baltic states. I found the live industry panels the most useful. It was oddly comforting to hear that no one knows what will happen next."

"I would love to have seen some people of colour on the press trip."

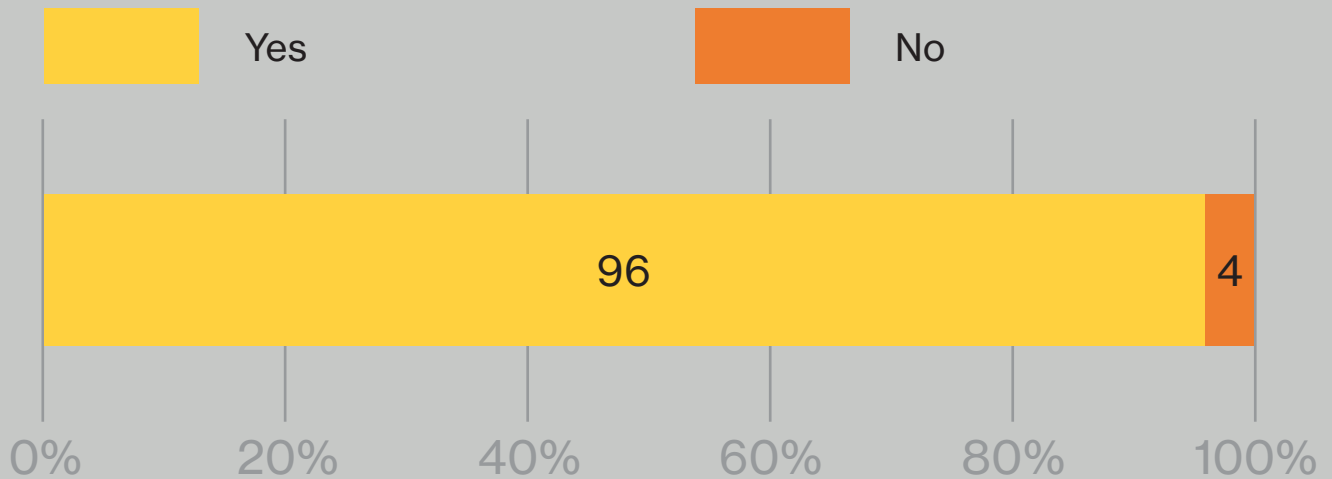
"Some topics were covering each other; less is more should be considered, quality over quantity."

"Some panels were nice, but e.g. future education ran out of time before they even got to the topic."

"Lots of interesting subjects, tailored for COVID-19 times. The only problem is – we can talk about many subjects, but when it comes to the future, it's super difficult to make any forecasts or talk about solutions, as everything changes every day."

PRO Clients

Were the topics relevant?



Were there any topics that you think were not well enough presented in the conference?

"Racism in music"

**"More personal stories,
less common topics"**

**"International
collaborations in post-
pandemic reality"**

PRO Clients

3.3

Average rating

How likely is it that you are going to watch panels and sessions in our online PRO environment?

"Absolutely, as I was hosting some of them and missed some that I would have loved to attend."

"Topic must be very intriguing online than live"

"I would recommend keeping all panel sessions available online for at least a couple of weeks after the event."

"I don't generally enjoy watching online panels"

PRO Clients

5.0

Average rating

How would you rate the TMW staff and the service?

"The staff were wonderful, it was one of the most pleasant and well-organised festival experiences I have had, TMW staff went out of their way to accommodate us despite the huge challenges they faced with Covid-19."

"Always super pro and friendly."

"Everyone is very sweet and approachable."

"Professional, friendly, organized, cool."

"I felt very welcomed and always got the very fast information I needed."

"I love that you asked to rate on the scale of 1-5 and then added 6 starts in the row ;-) So I gave 6! Volunteers friendly, mostly well informed (some info was not clear about the bus shuttle, but it got solved quickly)."

PRO Clients

4.8

Average rating

How likely are you to attend again?

4.6

Average rating

How well did the event meet your expectations?

4.4

Average rating

How likely is it that you would recommend the TMW PRO Pass or DigiPRO pass to a friend or colleague?

Let us know if anything useful started for your career at this TMW.

"The networking was invaluable, I met so many people who will be fantastic contacts going forward."

"Lots of meetings with local artists, which is useful for my radio programming."

"Too early to say, but some new contacts for business have been made."

"It's not about my career. But I wanted to see how you dealt with the current COVID-19 period and the many difficulties it brings along. And I wanted to see if an online-registration like that could be an option for me in the future."

"New contacts during the mentoring session."

PRO Clients

Any comments, suggestions that you would have for the next years to come, please let us know, your ideas are truly valuable to us!

"I think the conference/panels should be shortened on the Saturday, as there is so much to see and do and many people don't have the time/energy to see all the panels during the day"

"Less is more and quality over quantity, but you know that already."

"The Narva trip was nice for getting to know other delegates and journalists. More intimate occasions like this for creating meaningful connections. It was good to see all of the new venues, promoters/labels, and expanded representation for electronic and underground music this year!"

"I really loved the focus on local music and found it so exciting, I would love that to be more of it in future."

"I wish there was some newbie session for the complete rookies at TMW – simply to meet in the smaller circle and get some tips and intro. Other than that I was super happy to attend this year's TMW!"

"Interdisciplinary programming."

"On behalf of the showcasing bands the communication must be advanced, improved and changed to make it worthwhile."

Festival Pass Owner

Avg Age: 36
Estonian: 21
International: 14

How would you rate:

4.4	Average rating	Festival locations
4.2	Average rating	Festival atmosphere
4.1	Average rating	Ticketing system
4.0	Average rating	Visibility and relevance of festival promo
3.8	Average rating	Accessibility and clarity of information
3.8	Average rating	Programming
3.7	Average rating	Music programme
3.7	Average rating	Other festival parts
3.7	Average rating	Client communication

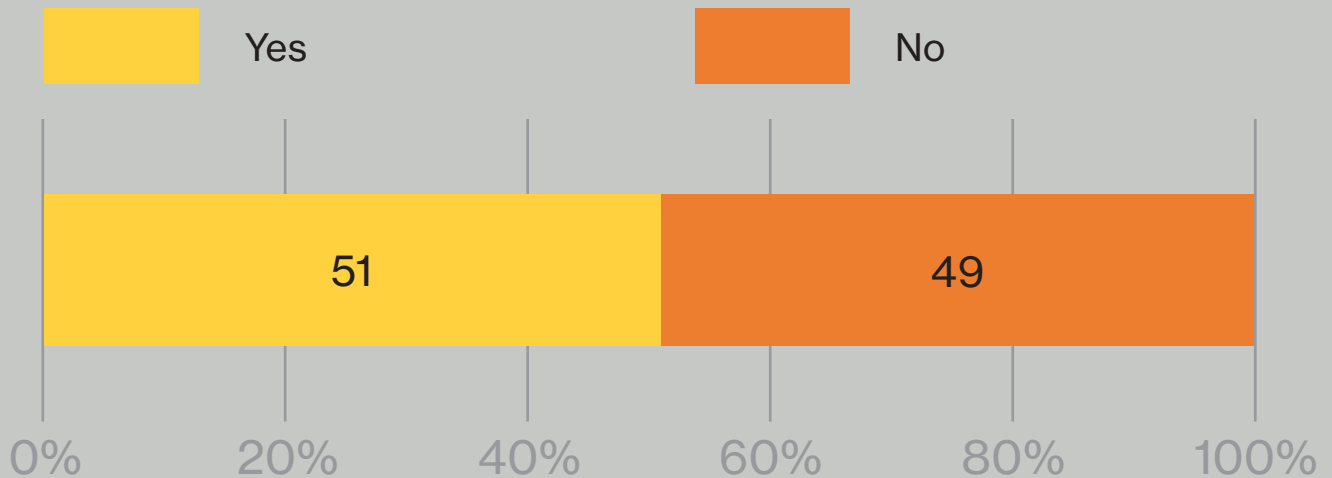
Festival Pass Owner

3.6

Average rating

**How safe did you feel
at the music festival
venues regarding
COVID-19 measures?**

Did you notice the COVID-19
measures?



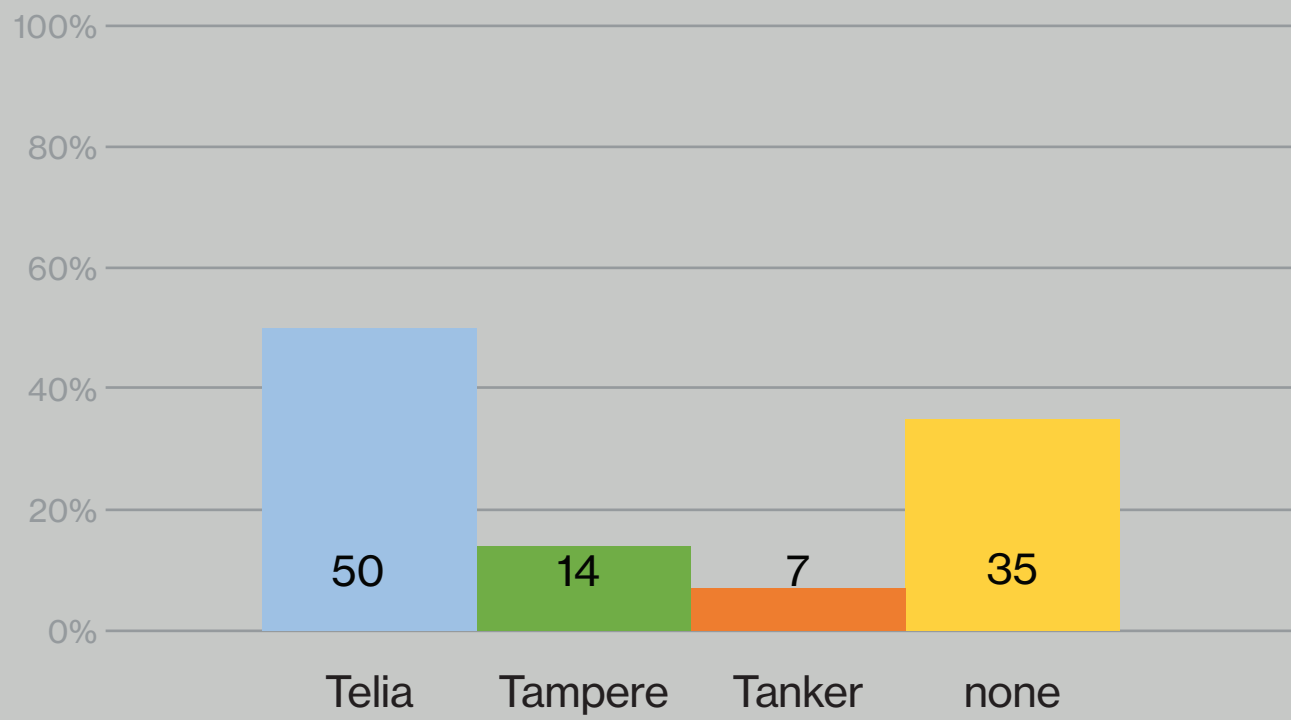
"It was good to see that there were so many hand disinfectant stands there were. I knew that you could get masks but I didn't see many people wear them."

"Yes, I noticed hand-sanitizers of course and the security counting people entering and leaving the venue."

"Plenty of sanitising stations and reminders to distance. While some venues were fairly crowded I felt that was at everybody's discretion, and I thought the TMW team did enough to make everyone feel safe."

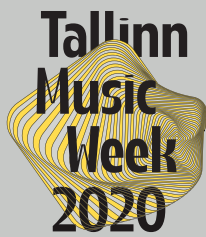
Festival Pass Owner

What sponsors do you recall seeing at the event?





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