



How to Prepare for Your Export Program Meetings

Everything you need to know before your Export Program One-on-One Online meetings

What to Expect from Your Export Meetings

Your export meetings are organized in 10-minute blocks, one-on-one sessions with international delegates, buyers, presenters, and festival programmers who are visiting MusicNL Week. You'll be paired with delegates whose markets and programming align with your goals.

- Meetings run back-to-back on a fixed schedule, with short breaks built in. They will be approximately 7-8 minutes each, with a couple of minutes for turnover.
- An announcement will be made when you have 60 seconds remaining - that's time to WRAP UP. Do not go over time- you will be cut off and miss the opportunity to end the conversation gracefully.
- You'll receive your personal meeting schedule ahead of time (by eod Sept 4), including delegate names.
- Volunteers will be on hand throughout to help with timing, changing rooms and any last-minute issues.
- Please keep meetings to no more than two people per artist (including the artist); you must be in the same location, on the same computer.

How to Prepare

A little research goes a long way in a 7-minute meeting. Before your sessions, look into each delegate or company you're paired with.

- Find out what festival, agency, or organization they represent, and what markets they focus on.
- Check their past programming-work-project or roster for artists similar to you in genre or stage of career.
- Note one or two talking points per meeting, something specific to reference so the conversation feels tailored, not generic.
- For music supervisors, ask them what projects they are currently working on (if you cannot see this in your preparation research)
- Have your one-sheet, music links, and any relevant press or touring history ready to share digitally.
- Consider putting your music into DISCO for music supervisors. Have your catalogue organized.
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How to Put Together a Strong Pitch

Your pitch should be short, clear, and specific enough to fit naturally into a 10-minute conversation.

- Your story: who you are as an artist, what makes your sound and your career progress.



- Your genre description - make it short.
- Your current goals: touring plans, a new release, or a specific market you're looking to break into.
- What you're looking for: be direct about what kind of opportunity would move things forward, whether that's a festival slot, a booking connection, or an introduction to a promoter. Sometimes even just information is FINE to ask for.
- Practice saying it out loud. A pitch that sounds natural in conversation lands better than one that sounds memorized.

Tips for Making the Most of Your Meeting Time

How you use your 7-8 minutes, and what you do after, matters as much as the pitch itself.

- Ask questions: What are they currently looking for? What does their programming or booking timeline look like? Is there a best way to follow up?
- Listen as much as you pitch. Let the delegate's answers shape where you take the conversation.
- Keep a smile on and stay easygoing. The best networking is genuine, not a sales pitch.
- Follow up within a week or two while the conversation is fresh. Reference something specific you discussed.
- Think beyond this one meeting. A good conversation is the start of a relationship, stay in touch, share updates, and look for future opportunities to connect.
- Attend any-all networking events you can during MNLW.

Helpful links

[Music supervisors - how to pitch them](#)

[How to prepare for a music conference](#)