

PREMIUM CONSULTING FOR MUSIC EXPORT OFFICES
& COMPANIES ENTERING EUROPE

Bringing your delegation of music professionals and artists to Europe?

We're Marit Posch and Steffi von Kannemann,
Berlin-based consultants with over 20 years each
in the European music industry.

With backgrounds spanning labels, marketing,
publishing, live music, and B2B networks, we know
what it takes to break into this diverse market – and,
more importantly, how to build lasting partnerships.

Through our extensive network and insider knowledge,
we help you navigate the European music landscape
strategically, opening doors to new opportunities and
making sure your presence leaves a mark.

WHAT WE OFFER

STRATEGIC MARKET ENTRY

- Developing a tailored roadmap to successfully enter and grow in the European market
- Explaining market structures and cultural nuances across different European regions
- Selecting the most relevant conferences, festivals, and industry events for your export program
- Crafting short-term and long-term plans to turn contacts into sustainable business

KNOWLEDGE HUB

- Introductory workshops about the European music industry
- Inviting leading local experts to share insights and answer questions
- Designing tailor-made workshops and Q&A sessions to meet your delegation's specific needs

ON-THE-GROUND SUPPORT AT CONFERENCES

- Organising matchmaking sessions, networking events, receptions, and pitching opportunities
- Managing all extras: catering, branded materials, and curated guest lists
- Inviting targeted professionals – from music supervisors and publishers to live agents and label reps – to match your goals
- Offering real-time consulting and support to ensure your presence has maximum impact

WHAT WE OFFER

PR & MARKETING

- Promoting your delegation's activities through B2B newsletters, social media campaigns, and personal invitations
- Running artist-focused PR campaigns to secure media coverage, live sessions, interviews, and showcases during key industry events

360° NETWORKING

- Arranging ongoing networking opportunities: industry dinners, brunches, round tables, office visits, and informal meetups like picnics
- Creating spaces to build authentic connections that go beyond business cards

LOCAL EXPERTISE & UNIQUE EXPERIENCES

- Crafting personalized guides such as "Discover Berlin like a music insider" or "Hidden music gems across Italy"
- Highlighting must-see venues, studios, agencies, creative hubs, and the best places to eat and unwind

**We're here to
connect the dots,
open doors,
and turn your
European
experience into
lasting business
success.**

WE ARE



**MARIT
POSCH**



Business strategist and cultural entrepreneur with 20+ years of experience in artist and label management, publishing, distribution, and the creative industries. Currently leading a range of consulting and creative projects under the GERMAN BULLDOZER umbrella, with a strong focus on purpose-driven initiatives. Passionate about connecting creativity, sustainability, and systems thinking to drive meaningful change and sustainable growth.

→ [LINKEDIN](#)
→ [GERMANBULLDOZER.DE](#)
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**STEFFI VON
KANNEMANN**



is the co-founder of Better Things, a Berlin-based music agency known for managing PR campaigns for artists such as Rosalía, Caroline Polachek, Aurora, Tom Odell, and many others. In her role, Steffi focuses on the business side, fostering connections between music professionals and institutions worldwide. She has collaborated on projects with prominent international clients, including CIMA, Reeperbahn Festival, KOCCA, MXD, Music Export Sweden, and Music Export France.

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