



# Midem Africa

June 28 - July 01, 2021

on [midem.com](https://midem.com)

## FAQ MIDEM DIGITAL PLATFORM

### Access to Midem Digital

#### How can I access the Midem Digital platform?

If you have already connected on Midem Digital platform since June 2020, we are very pleased to welcome you back to Midem Digital, thanks to using your login information.

How to find this login information?

Check your email box to **retrieve “Your personal Midem Digital access” email**, as it provides the registration details that will allow you to log in and enjoy the full Midem Digital experience:

- Enter your badge ID, as indicated in the above-mentioned email
- Claim your account
- Create your password
- Complete your profile

And start enjoying Midem Digital!

If you can't retrieve this email, no worries! Just **follow the easy steps below**:

- Visit [midem.com](https://midem.com).
- Connect to the Midem Digital platform and complete the registration form.
- You receive a new Badge ID to claim your account, create password and complete your profile
- If the system indicates “Badge/registration ID not recognized”, request a reminder to receive your log in credentials again by email

### **Will I need to sign up or register in advance to join a session?**

You will need to be log in Midem Digital platform to enjoy the sessions. Most of the sessions will be available to all, so you do not need to register for these individual sessions.

However, some specific sessions may have a limited capacity and require pre-registration, or be “by invitation” only. The session’s description will indicate how to proceed for such sessions and when a session is “by invitation” only.

### **How to reset my password?**

The first time you login, you have to set a password. The password you have created on your first login applies to all past and future connections.

If you have forgotten your password, you can click on the link “Reset password” on the login page > Enter your email address that you have previously logged in with > click “Email me a password reset link” and go to your email inbox.

Once you have opened the email titled “Reset your Midem Digital password”, click on the reset password button. It will open a new page where you can enter your new password twice and press the “Reset password” button.

### **How do I remove my details from Midem Digital platform?**

Removing your details will mean that you are unable to log in or arrange networking opportunities through the platform. However, if you would like to be removed, please send your details to our [Customer helpdesk](#) using the subject line “Remove from matchmaking” and we will be happy to remove your details.

## **My profile on the Midem Digital platform**

### **How do I set up or update my profile on Midem Digital platform?**

Log into Midem Digital platform using your email and password > Click on your profile icon > Fill-out the different criteria by simply clicking on the field > Enter your answer and click on "add" and then click on update preferences.

We encourage you to **set-up your profile very completely** as it will allow you to receive more relevant recommendations of people and sessions.

It will also allow other attendees to notice you better and **show an interest in you** (which is the prerequisite to connect with them).

## **How to connect with other participants on the Midem Digital platform**

### **How to connect and chat with another member of Midem Digital, a speaker or an artist present on the Midem Digital platform?**

To connect with another attendee, a speaker or an artist present on the Midem Digital platform and enable the chat option, **you will need to have mutual interest in each other**, using the "interest" tool (ie. the “interested” button present on every individual profile).

**Having a mutual interest using the “interest tool” will allow you to chat together.**

Concretely, show interest in someone, then wait for him or her to show interest in return.

Once they do, you will receive a notification and the option to chat with them will be available to you. Then, click on the chat icon to open a chat window.

### **How to set-up virtual meetings with another member of Midem Digital, a speaker or an artist present on the Midem Digital platform?**

To set-up a virtual meeting with another attendee on the Midem Digital platform, **you will need to have mutual interest in each other**, using the "interest" tool (ie. the "interested" button present on every individual profile).

Once the interest is mutual:

- Step 1: find the attendees' profile in your list "My connections" and click on "request a meeting". The system automatically suggests you mutual time slots so make sure your agenda is up to date by updating your availabilities on your profile. Once ready, send your request.
- Step 2: when the meeting is confirmed, you will find it listed in "My Agenda". Click on "Open the Virtual Room" to access the meeting and follow the instructions on your screen.

Please note **the "Virtual Meetings" feature isn't open all the time on Midem Digital**. It is activated during specific events (like Midem Africa).

### **How to make the most out of Midem Africa (June 28 – July 01 2021)**

Midem is proud to announce the launch of "**Midem Africa**", the **1st pan-African digital music event dedicated to the continent's most vibrant music markets**. From June 26 to July 1, embark on this **4-days journey** that will map the African music industries, highlight the most **exciting trends and opportunities**, as well as provide key insights and practical tools to **foster networking and accelerate careers** and business amongst key local music players and their regional and international counterparts. Make sure to also catch our replays from past editions and exclusive content (articles, white papers, interviews and more) on the Content Library.

### **How to access Midem Africa's overall programme?**

On Midem Digital platform, please **go to the "Event Agenda" section to view the complete Midem Africa programme**, including keynote, presentations, panels, artist showcases, business accelerator sessions (including presentations, panels and workshops) and virtual networking sessions.

Please note all "on demand" sessions will be released on Monday 28 June at 10.30am Paris time / CEST and will stay available throughout the whole duration of Midem Africa. They will be indicated as "Happening now" on the Midem Digital platform.

All "live" sessions will be accessible on the "Event Agenda".

Make sure to:

- scroll down to view all coming sessions
- to scroll up to view all past sessions

### How can I watch the panels, keynotes and presentations?

- Step 1: open the session of interest to you in the 'Event Agenda' of Midem Digital and **add it to your schedule** as indicated.
- Step 2: add the session to your personal calendar by selecting the right platform on “**Send to calendar**”, to ensure your availability for this session and to get a reminder.
- Step 3: on the day and time of the session, open the selected session and the video will be available for you to watch either directly on the platform if it's an on-demand session or via Zoom if it's a live session.

### How to participate to Midem Africa's business accelerator sessions?

Within the event agenda, the business accelerator sessions are indicated in the title as “Business Accelerator” and are divided into different formats: presentations, panels and workshops.

For each topic, the sessions will be divided in three parts, namely:

- A pre-recorded presentation (20min)
- A panel discussion, featuring key players from the continent, where you will dive deeper into the topic and get a sense of the local realities (30min)
- A Q&A with the panelists where you will be able to ask all your questions (40min)

Please note the “Business Accelerator” live sessions are available in English, with French simultaneous translation. To access it, you must connect to the session via your Zoom app by clicking on “Open Session Link” and then click on “Translation” to choose your language canal.

For the live workshops, once you have added them to your agenda, you will be able to access the Zoom registration link made available on the description box. Make sure to join the session on time to be able to get the most value out of it, but if you are late, you will still be able to access it.

### How to participate in Midem Africa Speed Meeting sessions?

Please note that these sessions are open to everyone and headliners will be able to chat with groups of attendees in their own virtual rooms.

#### 1/ Prior to the session

- **Connect** to the Midem Digital platform and **open** the page of the session of interest

- **Add** the session to your schedule. That way, you will receive a reminder before the session starts.
- **Add** the session to your personal calendar >> Send to Calendar
- In order to enjoy the full experience of the networking sessions and have access to all the features, please **make sure** you have the latest Zoom version installed on your computer. **Check here:** <http://zoom.us/test>

## 2/ Connect to the Session

- **Connect** to the Midem Digital platform and **open** the page of the session that is about to start
- The session will **launch automatically** on the page
- **Turn on** your camera and turn off your mic
- Please make sure to keep your **mic on mute** when not speaking with a headliner or with other attendees

## 3/ The Networking Session

**Each networking session** will last approximately **90 minutes** and will include:

- Plenary (5 minutes): A general presentation of the session and the headliners
- Q&A Breakouts (80 minutes): four 20-minute one-to-many Q&A sessions during which each attendee will be able to meet and chat with the headliners in their own virtual room –
  - Attendees will be automatically sent back to the main virtual room at the end of each Q&A session
- Plenary (5 minutes): Closing of the session
- Throughout the session, an “open mic” virtual room is available for attendees to network

Attendees will be able to go in any virtual room at any time. To fully enjoy the networking session, we highly recommend that attendees stay in the same virtual room during each Q&A session.

Midem producers will remain available in the main virtual room during the entire networking session in case attendees need assistance or need general information about Midem Africa and/or Midem.

## 4/ After the Networking Session

Networking continues on the Midem Digital platform to connect with over 13,000 music professionals.

### Can I join a virtual networking session that has already started?

Yes! You will be able to join the sessions whenever you want. However to make sure you don't miss anything, better to arrive on time ;)

**If you don't succeed to access the virtual networking sessions:** please note you can also connect with the music experts of this session on Midem Digital. To ensure so, go the

Speakers' section, look for the music expert you want to connect with and use the "interest tool" to indicate an interest to the music expert. Then wait for him or her to show interest in return. Once the music expert does, you will receive a notification and the option to chat with them will be available to you. Then, click on the chat icon to open a chat window and start the conversation.

## **Everything you always wanted to know about the Midem Digital platform**

### **What are the main features of the Midem Digital platform?**

The Midem Digital platform **fully reflects the DNA of Midem in Cannes**: diversity of topics, gender and geographies; conversations at the highest level possible with almost all speakers being C-level; and **participants able to connect with each other** by expressing mutual interest in each other.

The Midem Digital platform unveils **in the 'Event Agenda' section exclusive conference and concert programme all year long**, including keynotes, panel discussions and never-seen-before artists' concerts. It also proposes Midem unique formats like Midemlab, Midem Talent Exporter, 'Global Indie Voices' in association with IMPALA, WIN, IMPF and Merlin, the 'Legal Summit' in association with IAEL, the 'Meet the Speakers' sessions, the 'Playback session' in association with A&R Worldwide/Musexpo and many more...

Also, just as Midem's physical gatherings do, Midem Digital platform is **the place to discover the freshest global emerging talent** and enable the next generation of artists and executives to learn from those they meet in pitch sessions, **in the 'Artist Discovery' section**.

Midem Digital platform is the occasion to retrieve **in the 'Content Library' section unique market intelligence**, through a series of exclusive Midem content: whitepapers, blog posts & videos.

Last but not least, Midem Digital platforms welcomes **the very first Artist and Label Services Directory**, for all artists, managers, labels, publishers, distributors **in the 'Artist and Label Services Directory' section**.

**New content is regularly added** to Midem Digital platform, where you can **retrieve past sessions, artists' profiles...**, together with **fresh and new ones**.

### **I love discovering new artists at Midem. Will there still be showcases/live sets from emerging talent on Midem Digital platform?**

Midem is committed to highlighting artist and creation. Through Midem Digital platform, you can discover the freshest talents from all around the world. Showcases and virtual live sets will be available in the 'Event Agenda' section, with regular new additions.

## **Press access and inquiries**

### **How can I access the Midem Digital Edition as a journalist?**

If you are a journalist, we are very pleased to welcome you to Midem Digital.

To connect, follow the easy steps below:

- Visit [midem.com](http://midem.com).
- Connect to the Midem Digital platform and complete the registration form.
- You will receive a Badge ID, allowing you to claim your account
- Create your password
- Complete your profile

And start enjoying Midem Digital!

If you have trouble logging in, please request a reminder to receive your log in credentials again by email or contact Midem [CustomerHelpDesk](#), using the line “Troubled to log-in for Midem Digital Edition” and Midem Head of Media Accreditation [Tristan Lalot](#).

**Will there be a dedicated Press area for media to access press materials, like press releases, official photos, submit interview requests, etc?**

Yes, there will be a virtual press hub. The Midem press room will stay active and regularly updated on [Midem Press Room](#).

**Will journalists be able to access keynote speakers, panelists and artists for interviews?**

Yes. All interview requests should be submitted to to Midem Press Manager [Philippe Legall](#) and Midem Press Officer [Edith Yahiaoui](#) via email.

**I'm a journalist and have specific questions about Midem's decision to go Digital. Where should I send these?**

Questions related to Reed Midem's decision to go digital should be addressed to Midem Communication Director [Mike Williams](#).