

Grassroots Connect London 2027

Event Itinerary

The Bedford, Balham

Wednesday 20th January 2027

EVENT OVERVIEW

Grassroots Connect London returns to The Bedford in Balham for its third flagship Industry Conference & Networking Event.

Bringing together artists, industry professionals, media, brands, organisations and music enthusiasts, the event combines education, networking, artist development and live performance in a single immersive day.

The conference will feature keynote speakers, expert panels, practical workshops, artist feedback sessions, speed networking, an industry market and an evening showcase programme featuring artists from Radio Wigwam, LMSUK and our Apply To Play competition.

Artist Feedback Sessions

Every Full Day Delegate has the opportunity to apply for a free one-to-one Artist Feedback Session with experienced music industry professionals. Places are limited and must be booked in advance.

Three experiences. One ticket.

Industry Conference

Learn from leading professionals.

Artist Development

Receive practical advice, mentoring and feedback.

Live Showcase Festival

Discover the next generation of independent music.

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### TICKET OPTIONS

Full Day Conference Pass – Early Bird Price 1: £20, Early Bird Price 2: £25, Full Price: £40

Includes:

Opening keynote

All panels and workshops

Industry Market access

Pre-booked Artist Feedback Sessions

Speed Networking

Evening Headline Industry Panel

Live Showcase Programme

Artists wishing to attend a Feedback Session must pre-book a slot in advance. Sessions are included within the ticket price.

Evening Only Pass – Early Bird Price 1: £10, Early Bird Price 2: £15, Full Price: £20

Access from 18:00

Includes:

Speed Networking

Headline Industry Panel

Evening Live Showcases

VIP Delegate Pass – Early Bird Price 1: £65, Early Bird Price 2: £75, Full Price: £85

Includes:

Full Day Conference access

Priority event entry

Reserved front-row seating during the keynote

Priority seating for the evening panel

Priority entry into the Club Room before the evening showcases.

Reserved Mezzanine seating during evening showcases

Exclusive VIP Reception

VIP access to the Cocktail Bar from 18:00 onwards

Priority Feedback Session booking

Networking opportunities with speakers and industry guests

Event merchandise pack

Post-event delegate resource pack

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VENUE ALLOCATION

Club Room

12:00 – 23:00

The main conference and showcase venue.

Hosting:

Keynote presentation

Panels

Workshops

Interviews

Daytime artist showcases

Evening Industry Panel

Evening live performances

Cocktail Bar

12:00 – 17:00

Artist Feedback Sessions

17:30 – 18:00

VIP Reception

18:00 – Close

VIP Lounge & Industry Hospitality

Ballroom

18:00 – 19:00

Speed Networking

19:00 onwards

Informal networking and social space

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## DETAILED EVENT PROGRAMME

11:00 – Doors Open

Venue Wide

Registration opens - registration desk positioned in the main Club Room

Delegate check-in

Welcome networking

Refreshments available  
Photography opportunities throughout the day

Industry Marketplace in the main Club Room  
Small tables for:  
distributors  
PR companies  
recording studios  
service providers  
music colleges

Delegates are encouraged to visit exhibitors throughout the day to discover services, opportunities and support available to independent artists.

Conference Host  
Josh Robinson (LMSUK) will host and chair the day's programme, guiding delegates through keynote sessions, panel discussions, workshops and networking activities.

12:00 – Opening Welcome & Keynote Address  
Club Room  
Hosted by: Josh Robinson (LMSUK)  
Programme:  
12:00-12:10 Welcome to Grassroots Connect London 2027  
Introduction to the event  
Partner acknowledgements  
Conference overview  
12:20-12:40 Keynote presentation from headline industry speaker  
12:40-1300 Audience Q&A

13:00 – Panel One  
Club Room  
Breaking Through in 2027  
Chaired by Josh Robinson  
Topics:  
Audience growth  
Streaming strategy  
Social media  
Fan engagement  
Independent artist development

14:00 – Apply To Play Live Showcase  
Apply To Play Featured Artist  
A selected artist from the Grassroots Connect showcase competition.  
20-minute performance plus changeover.

14:30 – Workshop One  
Club Room  
Building a Sustainable Music Brand  
Chaired by Josh Robinson  
Topics:  
Branding

Release planning  
Content creation  
Audience building  
Long-term growth strategies

15:30 – Industry Spotlight Interview  
Club Room  
In Conversation With...  
A senior music industry guest interviewed live on stage.  
Hosted by Josh Robinson.  
Audience Q&A included.

16:15 – Grassroots Discovery Live Showcase  
Club Room  
Headline Sponsor Featured Artist Showcase  
20-minute performance plus changeover.

16:45 – Workshop Two  
Club Room  
Building Your Live Career  
Chaired by Josh Robinson  
Topics:  
Touring preparation  
Festival applications  
Promoter relationships  
Venue bookings  
Growing live audiences

12:00 – 17:00  
Artist Feedback Sessions  
Cocktail Bar  
Pre-booked appointments.  
15-minute sessions with:  
Radio programmers  
Producers  
Managers  
PR specialists  
Promoters  
Industry professionals  
Artists receive practical feedback and career guidance.  
Feedback Sessions are included within ticket prices but must be booked in advance.

17:00 – 17:30  
Networking & Refreshment Break  
Venue Wide  
Opportunity for:  
Refreshments  
Informal networking  
Delegate movement  
Speaker preparation

17:30 – 18:00

VIP Reception

Cocktail Bar

Exclusive access for:

VIP ticket holders

Speakers

Sponsors

Industry guests

Includes:

Welcome drink

Hosted introductions

Networking opportunities

Photography opportunities

18:00 – 19:00

Speed Networking

Chaired by Josh Robinson armed with a buzzer

Ballroom

Structured networking sessions designed to connect artists with industry professionals.

Suggested format:

Six networking rounds

Eight-minute rotations

Facilitated introductions

Attendees include:

Artists

Managers

Radio professionals

Media representatives

PR agencies

Promoters

Industry service providers

## EVENING PROGRAMME

19:00 – 20:00

Headline Industry Panel

Club Room

The Future of Independent Music

Chaired by Josh Robinson

Flagship discussion featuring leading industry professionals.

Topics:

The future of artist development

Independent music opportunities

AI and emerging technology

Audience discovery

Revenue diversification

Building sustainable careers

Audience Q&A included.

20:00 – 20:30

Apply To Play Showcase Winner

Club Room

Featured artist selected through the Grassroots Connect application process.

20:45 – 21:15

LMSUK Artist Showcase

Club Room

Headline showcase performance from a selected LMSUK artist.

21:30 – 22:00

Radio Wigwam Artist Showcase

Club Room

Headline showcase performance from a selected Radio Wigwam artist.

22:00 – 22:15

Closing Remarks

Club Room

Thank yous and acknowledgements.

Including:

Sponsors

Partners

Speakers

Exhibitors

Artists

Volunteers

Preview of future Grassroots Connect events.

22:15 – 23:00

Informal Networking & Event Close

Venue Wide

Final opportunity for delegates, artists and industry guests to connect before the event concludes.

#### EVENT THEMES

Learn

Practical insights from experienced industry professionals.

Connect

Meaningful networking with artists and decision makers.

Discover

Emerging talent from across the UK grassroots music scene.

Grow

Knowledge, opportunities and relationships to support long-term career development.

#### GRASSROOTS CONNECT LONDON 2027

One Day. One Venue. Hundreds of Connections. Endless Possibilities.

Whether you're taking your first steps in the music industry or looking to grow an established career, Grassroots Connect London is where artists, industry and opportunity come together.