

**What is 29 years old, expanding over 70 countries, has over 100,000 attendees, 21,000 performing EDM DJ's and infinite amounts of talent? If you guessed heaven, you're right. But there is an answer more earth bound as well.**

The Winter Music Conference (WMC) held in Miami (March 21st to March 30th), FL U.S.A. can only be described as a mastermind for music industry guru's to get together and learn a thing or two from other geniuses in the industry. Created in 1985 by Louis Possenti and Bill Kelly, who, in his own words formed WMC for this purpose: WMC was formed out of the need for a separate forum that would address the particular issues surrounding Dance Music.



[http://clubjudge.files.wordpress.com/2014/03/ill\\_kelly\\_web.jpg](http://clubjudge.files.wordpress.com/2014/03/ill_kelly_web.jpg) Bill Kelly

So who comprises this mass of industry guru's? According to the WMC website (<http://wintermusicconference.com/>), the vast majority of those in attendance are comprised of DJs, producers, song writers, artist managers, and music label reps. This is closely followed by journalists, booking agencies, and event promoters. A whopping 65% of the attendees are from the United States, 24% from Europe, and 5% travelling from Canada. The majority of attendees is between the ages of 22-30 (56%), followed by an age range of 31-40 (32%). But forget what the statistics say – WMC is a great event for anyone who appreciates, participates, or fist-bumps to EDM (<http://www.clubjudge.com>).

### **Fresh air**

Attendees get one on one panels with experts in the industry with the added bonus of learning from those who have been successful themselves. Conventions aim to teach attendees things such as social media marketing, how to use new to the market gear, remixing and editing shops, and as if that wasn't enough – a featured Q&A with sir Hardwell (<https://clubjudge.com/artists/8393/hardwell>)

himself. One showcase in particular, renowned by its fans as a 'breath of fresh air', is the Scooter and Lavelle and Friends Showcase (<http://www.thelistwmc.com/component/thelist/event/1063/6th-annual-scooter-and-lavelle-and-friends-showcase.html?Itemid=194>). Club Judge got the exclusive inside scoop from Scooter (<https://clubjudge.com/artists/17969/scooter>):

*CJ: How did the Scooter and Lavelle and Friends Showcase at WMC start? Was it your idea or Bill Kelly's?*  
Scooter: 'Our manger Troy Gilmore thought we should throw a party on Sunday for everybody who had to work the whole weekend. Something for promoters, fans and ourselves that would be fun instead of pretentious – which Miami can be. And of course a reason to drink with our favorite DJs and friends who we rarely see.'

*CJ: Who can we expect this year for 'and friends'?*

Scooter: 'We have a great line up this year. I'm really excited to have George Acosta (Miami), [Anthony Attalla](https://clubjudge.com/artists/18295/anthony-attalla) (Chicago), Chris Garcia (Vegas/France), [Saeed Younan](https://clubjudge.com/artists/31606/saeed-younan) (Miami), Myron Eugene (SD) and finally Rodrigo Vadera (Brazil). These are all guys we love and respect musically and I'm super fired up to hear them all play. I'd almost rather listen to them then dj that night!'



(<http://clubjudge.files.wordpress.com/2014/03/7218.jpg>) Scooter and Lavelle, San Diego, 2013

*CJ: For those that haven't been fortunate enough to attend the S&L showcase at WMC, in a few brief words – tell us how cool it is.*

Scooter: 'The thing that makes our party stand out is the feeling of family. We don't throw this party

looking to get rich. We just want to play good music with our friends. People who have come year after year always comment on how it was a breath of fresh air. I'd like to keep it that way.'

*CJ: Besides the S&L showcase, what are you most looking forward to this year at WMC?*

Scooter: 'Just catching up with friends that I don't get to see, playing and hearing music that motivates and excites me and discovering a DJ I've never heard of who's amazing. Oh yeah... also really excited to hear what people think of our new single "Deep End" coming out on George Acosta's label in April. WHOOP WHOOP!!'

And in case you are wondering if this conference was comprised of all work and no play, WMC creator Kelly had something to say about that as well: 'That just isn't the truth, period. The nucleus of the conference is power-packed with real business opportunities, key players and discussions, networking forums, demonstrations, and workshops... However, mixing the beach, bikinis, and business makes for a better conference, no?'

Yes, one hundred times, yes.

### **Awarded**

Not only do the best of the best attend the Conference, but they also come here to be appreciated, and fancily rewarded. The International Dance Music Awards serve as the wrap up to the entire conference. The IDMA's are handed out this year on March 27th and appreciate the industry's cream of the professional crop in music, gear, and brands. For a full-list of nominees (and to cast your vote on March 5th latest) visit the WMC website here!

### **Ultra fun**

New York times refers to WMC as 'one of the most anticipated clubbing events in the country' and rightly so – not only does WMC attract those in the industry with an affinity for raw talent, but it also attracts those who worship the gods of EDM. And these worshippers have their prayers answered in the form of WMC's piggy back party: Ultra Music Festival ([UMF](https://clubjudge.com/events/15829/ultra-music-festival-2014-day-1) (<https://clubjudge.com/events/15829/ultra-music-festival-2014-day-1>)). This event takes over Miami's Bayfront Park, just outside the doors of WMC, for a three-day electronic music festival.

What started as a one-day event in 1996 transformed into a massive outdoor festival covering a whole weekend, with a record of 55,000 visitors per day in 2012. We'll do the math: this means 165,000 EDM lovers in total during one weekend. But wait... In 2013, UMF even took place across two consecutive weekends during Winter Music Conference. The organization – in vain – tried to get the right papers to repeat its 2013 stunt. But with artists like [Above&Beyond](https://clubjudge.com/artists/1233/above-and-beyond) (<https://clubjudge.com/artists/1233/above-and-beyond>), [Afrojack](https://clubjudge.com/artists/8394/afrojack) (<https://clubjudge.com/artists/8394/afrojack>), [Alesso](https://clubjudge.com/artists/10608/alesso) (<https://clubjudge.com/artists/10608/alesso>), [Armin Van Buuren](https://clubjudge.com/artists/152/armin-van-buuren) (<https://clubjudge.com/artists/152/armin-van-buuren>), [Avicii](https://clubjudge.com/artists/8392/avicii) (<https://clubjudge.com/artists/8392/avicii>), [David Guetta](https://clubjudge.com/artists/3721/david-guetta) (<https://clubjudge.com/artists/3721/david-guetta>), [Diplo](https://clubjudge.com/artists/10195/diplo) (<https://clubjudge.com/artists/10195/diplo>), [Hardwell](#), [Kaskade](#)