



PPL's Sponsorship of The Ultimate Seminar and Kwame Kwaten

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What is the Ultimate Seminar?

The Ultimate Seminar has been going on for 8 years now and is run in association with the University of Westminster, predominately to educate and encourage those who are keen to pursue a career in the music industry. PPL are proud sponsors of this event which we were happy to attend again this year on Saturday 24th November.

This exclusive seminar is one of a kind that inspires and enables attendees to learn valuable business skills, to gain insight into their chosen field and benefit from networking opportunities.

Established music professionals with considerable credibility lead each panel and share inspirational experiences with The Ultimate Seminar attendees, encouraging individuals to set personal goals and realise their own objectives and ambitions.

Previous speakers have included some of the following prominent names in the industry: Labrinth, Naughty Boy,

Stormzy, Tinie Tempah, Snow Patrol, Island Records President Darcus Beese, Virgin EMI President Ted Cockle, Warner Music UK CEO Max Lousada, Capitol Records President Nick Raphael, Grammy winning Songwriter Fraser T Smith, Grammy winning Songwriter Jimmy Napes, Award winning Songwriters Jin Jin (Jess Glynne) and Maegan Cottone (Little Mix, Olly Murs), Co-President & A&R at Capitol Records Jo Charrington, The Staves through to and not limited to leading Lawyers Accountants, Songwriters, Producers in the creative industry.

Kwame Kwaten – the Co-director of the Ultimate Seminar

Kwame Kwaten's background is in music, record producing, artist management, label services and consultation. He was a member of UK band D-Influence from years 1989-99 producing albums such as Good For We (1992) and supporting acts such as Michael Jackson, Prince and James Brown on tour. Music production/writing credits include Shola Ama "Much Love" (Brit/





Platinum album), Mick Jagger(Rolling Stones), Tom Jones and Jay Z (“Wishing on a Star”). Kwame Kwaten also mentors and lectures at various institutions around London. He set up Ferocious Talent in 2012 managing the careers of producer Steve Brown (Laura Mvula/ Rumer’s platinum selling album) Jack Gourlay, Caitlyn Scarlett,Paradisia,Jodie Abacus,George Ogilvie,Blue Lab Beats,Sarah Walk , Ruby Francis,The Age Of L.U.N.A.

Meeting Kwame

I met Kwame at the AIM launch party earlier on this year. Dwayne Young introduced me to Kwame, as he had previously been supporting him with a few membership queries he had. We had a long conversation about his career in the music industry and it was extremely inspirational to hear about his journey and experience over the years.

Kwame was very interesting and it was clear to see how respected he is as he had many people come over to greet him during our conversation. That is when I asked if he would be willing to come in and do a speaker session as I knew he would inspire many others. Kwame was delighted to take part, so I went on to organise this.

Kwame is very influential with the Ultimate Seminar and it is evident to see his natural talent and passion for music, which clearly reflected through the success and turn out of this seminar. The calibre of those that participate at the Ultimate Seminar, just further confirms the level of respect Kwame has across all spectrums of the industry.

In my presentation, I gave a short talk about PPL. This was received very well and extremely useful as myself and Dwayne spent practically the entire day speaking to lots of people who came over to ask us various questions about PPL. From this event alone, we have also managed to secure meetings with some very talented artists who have had a great year, which we hope to successfully gain their mandates for.