



MW ATHENS MUSIC WEEK

International music conference & showcase festival

MW ATHENS
MUSIC
WEEK

Greece's international meeting for the music ecosystem

**6-9
MAY**

**2026
ATHENS**



About Athens Music Week

Athens Music Week (AMW) is an **annual international conference and showcase** connecting **music professionals, artists, institutions, and organisations** from **Greece and across Europe**.

AMW operates as a **meeting point for the music ecosystem**, bringing together **music creation, industry practice, technology, and policy** to encourage collaboration and long-term cooperation.

It provides a shared space for **exchange, learning, and professional dialogue**, contributing to the development of a **connected and outward-looking music sector**.



Vision & Values

Athens Music Week aims to strengthen the **music ecosystem** through **international exchange**, the circulation of **new ideas**, and **long-term collaboration**.

Guided by values of **openness**, **professional development**, and **cross sector dialogue**, the platform brings together **artists**, **industry professionals**, **institutions**, and **innovators** on equal footing.

Through knowledge sharing and meaningful connections, AMW supports **social impact**, **digital transformation**, **sustainability**, and **technology**, enabling creativity and opportunity to circulate beyond borders.

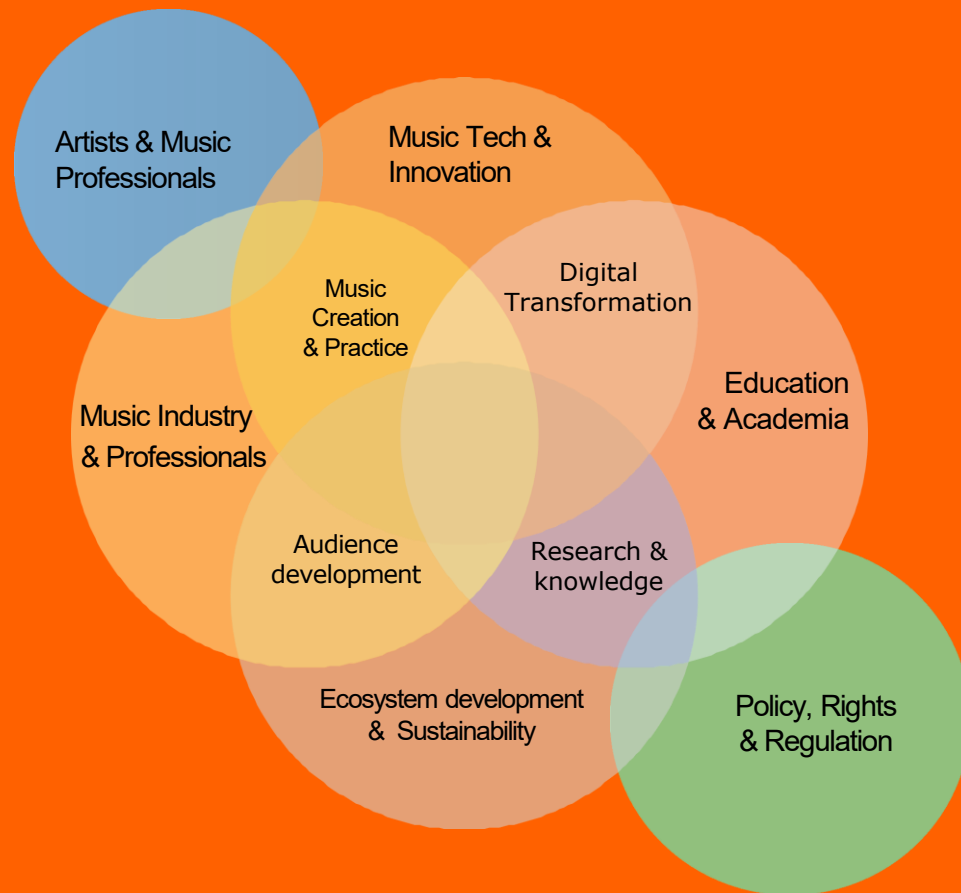


Programme & Format

Athens Music Week unfolds over **multiple days**, combining **conference sessions**, **live showcases**, and **professional networking** within a single programme.

The daytime programme features **talks**, **panels**, **workshops**, and **mentoring sessions** focused on exchange and skills development.

In the evening, **showcases**, **concerts**, and **city events** highlight emerging talent and connect local scenes with international audiences.



The Platform in Figures

7 EDITIONS

600+ CONFERENCE
EVENTS

250+ ARTISTS
SHOWCASED

220+ TRAINING SESSIONS
DELIVERED

850+ SPEAKERS
PRESENTED

80+ STARTUPS
PRESENTED

8,000+ DELEGATES &
FESTIVAL GOERS

35+ INSTITUTIONAL
PARTNERS

Impact & Reach

Athens Music Week connects the **Greek music ecosystem** with **international markets** through sustained cooperation and cross-border activity.

Participation in **European and regional cooperation projects** supports professional exchange and long-term collaboration.

Through partnerships with **education programmes, innovation platforms, and regional networks**, AMW expands international connections and opportunities for Greek talent.

International reach

35-50 countries involved

4 international cooperation projects

15+ European networks & associations

40+ International organisations



Audience & Community

Athens Music Week brings together a **diverse community** of professionals, artists, students and engaged audiences.

The platform attracts a **young and active demographic**, with strong participation from emerging professionals shaping the future of the music sector.

A significant number of participants return each year, reinforcing AMW's role as a stable and trusted meeting point.

Audience profile

40 % professionals	Core age range 22 to 40
30 % artists	51 % female, 49 % male
20 % students	1 500+ attendees / edition
10 % music fans	35 % returning participants

Partners & Collaborations

Athens Music Week collaborates with **institutions, festivals, conferences, universities, innovation hubs, and corporate partners** from Greece and across Europe.

Partnerships are built around shared objectives including **talent development, knowledge exchange, international mobility, innovation, and social impact.**

Collaboration takes different forms, including **programme support, industry engagement, media partnerships, knowledge exchange, and strategic cooperation.**



Media & Visibility

Athens Music Week benefits from consistent national and international media coverage, extending the visibility of the platform beyond the event itself.

Press, digital communication, and social media activity contribute to long term recognition and public awareness.

Media indicators

- 45+ Media partners
- 150+ media partners and outlets
- 1.0 million verified media impressions
- 380,000–450,000 unique users reached
- 1.2–1.5 million social media impressions per year



Recent Highlights

The 2025 edition of Athens Music Week brought together a wide range of voices and activities across conference and showcase formats.

The programme addressed topics including **music technology, artificial intelligence, sustainability, artist mobility, social impact** and **creative entrepreneurship**.

Live performances presented emerging artists from Greece and Europe across multiple genres and scenes.

Edition snapshot

- 450 delegates
- 150 speakers
- 44 bands, over 230 musicians
- 80 conference sessions
- 8 venues



Outlook

Athens Music Week continues to evolve as a platform supporting the long-term development of the music ecosystem in Greece and across Europe.

Future editions will deepen **international participation**, strengthen Greek **talent and startups**, and expand **technology and innovation-oriented** programme areas.

Planned priorities include increased **hands-on learning**, **artist mobility initiatives**, and **sustainability-oriented actions**.

Objectives

15 % attendance growth

35 countries represented

1.5 million media impressions

2.000 on site visitors

6-9
MAY

2026
ATHENS



Acknowledgements

International & European Networks



Institutional Partners



Ecosystem Partners



Media Partners



European Partners



National Partners



Content Partners



Partner with us!

Athens Music Week welcomes collaboration with **music professionals, organisations, and institutions** working across the music ecosystem.

We invite partners to engage through **programmes, showcases, knowledge exchange, and year-round activities.**

Get in touch to explore collaboration opportunities.

*Athens Music Week is produced by **MESO Events**, a non-profit cultural organisation.*



**6-9
MAY**

athensmusicweek.gr [instagram](#) [linkedin](#)

**2026
ATHENS**