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Main Room Presentations

# How to Launch an Independent Club Night

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Damien Fell (Promoter, worked for [Gatecrasher](#), Academy Music Group and more) hosts a talk with a wide range of promoters and performers in the industry: Lee Pennington (Producer, DJ, Tutor, Riff Raff, [Zoo Project](#)), Lluís Royo (Head of Marketing, [Elrow](#)), [ReK Live](#) (DJs, Producers, Promoters, Free Yourself) and Hellena Rebranded (DJ, Producer, Promoter, [Sweetcheeks Ibiza](#)).

Growing a club night can be a great way to grow your music career, pushing your sound to a wider audience and building your network. This panel gives excellent advice on how to successfully run an independent club night. From inspiration to reality, promotional strategies and pitfalls to avoid.

(0:04) Intro

(5:05) **What was your inspiration for starting a club night and how did you go about it?**

- (5:28) Lee Pennington
- (10:22) Lluís Royo

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