

Beat: Vips

## **ENTREPRENEUR SCOOTER BRAUN To Be Honoured At MIDEM 2018**

### **An AWARD And Deliver A KEYNOTE**

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**USPA NEWS** - Scooter Braun, Founder of SB Projects, will be honoured at Midem 2018. In Recognition of his Outstanding Contribution to the Music Industry and to Creativity as a Whole, Braun will be the First-Ever Recipient of the “Midem Hall of Fame Award” during the Midem Music Awards on Thursday 7 June 2018.

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Midem, the Home of the Global Music Community, takes place from 5-8 June 2018, bringing together Artists, Agents, Labels, Publishers, Tech, Festivals and Managers for Four Days of Lively Debates, Business, Networking and Concerts, in Cannes, France.

Braun will also join the Midem Conference Programme and participate in a Keynote Conversation on Thursday 7 June. During the Keynote, Braun will discuss how he has successfully built SB Projects which is a Diversified Entertainment and Media Company with Ventures at the Intersection of Music, Film, Television, Technology, Brands, Culture and Social Good.

As one of the Entertainment Industry’s Leading Entrepreneurs and Innovators, Braun has a Roster of the Top Pop Culture Icons under his Management, Record Label, and Publishing Companies that include Justin Bieber, Kanye West, Ariana Grande, Usher, Karlie Kloss, Tori Kelly, Carly Rae Jepsen, The Black Eyed Peas, and Martin Garrix to name a few.

Scooter Braun has broken more New Artists than any other Music Executive in the last decade and now has expanded his Reach by establishing a Fund, which invests in some of the Largest Management, Media, and Rights Companies in the Industry. SB Projects houses a Film and Television Production Division which led to Braun making Waves in the Industry with his First Documentary Film, “Never Say Never” and Executive Producing the Hit CBS Show “Scorpion,” which is currently in its Fourth Season. SB Projects also continues to impact New Verticals under its Tech Incubator, Silent Labs, which holds Investments in Uber, Spotify, Songza, Casper, Waze, and Pinterest among Other Companies.

As Scooter Braun continues to expand SB Projects, he remains committed to the Company’s Founding Philosophy of giving back and designs a Philanthropic Element for Each New Initiative. He serves on the Board of Pencils of Promise and Fuck Cancer and, through his Artists and Companies, he has helped grant more Wishes for Make-A-Wish than any Other Organization in History. In 2017, Braun was the Driving Force behind the Entertainment Industry’s most Powerful Give-Back Moments when he organized the “One Love Manchester” Benefit Concert and the “Hand in Hand: A Benefit for Hurricane Relief” Telethon within just Months of One Another.

Source : Midem

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