



**the global trade body for independent music publishers**

The IMPF Online Songwriting Camp, held on 24–25 June 2025, brought together a diverse group of international music creators for two days of collaboration, creativity, and global connection. Following an open call that attracted 48 applications, 15 participants were selected to form four songwriting teams, carefully curated to include a balanced mix of songwriters, producers, and vocalists across genres and geographies.

The camp exemplified IMPF’s values of internationalism and inclusivity, with participants joining from the Netherlands, United Kingdom, France, Germany, Switzerland, Greece, Ukraine, Jordan, Cameroon, and the United States—making it a truly cross-continental initiative.

Each team engaged in live online sessions as well as offline collaboration, with producers encouraged to bring pre-prepared instrumental tracks as creative starting points. The format allowed for flexibility across time zones and working styles, enabling a dynamic yet focused creative process.

By the end of the two-day camp, eight original songs had been written and produced. These works reflected a wide spectrum of musical influences and lyrical themes, showcasing the unique combination of skills and cultural backgrounds within each team. All material, including completed split confirmation sheets, was submitted via designated folders to ensure transparency and shared ownership.

Beyond the creative outcomes, the camp laid the groundwork for future partnerships, publishing opportunities, and long-term networking among emerging and established music professionals.

### **Participant Feedback and Outcomes**

Feedback from participants was overwhelmingly positive. Many highlighted the strong chemistry within their teams, describing the experience as “natural,” “inspiring,” and “seamless.” Several noted how the camp expanded their creative horizons by introducing them to new perspectives, workflows, and international peers. Many expressed interest in continuing their collaborations and even releasing the songs produced during the camp.

Eight original songs were written and produced during the two-day camp, and two of them are already planned for commercial release—an exceptional result. In the context of global songwriting camps that primarily emphasize collaboration and network-building, it is rare for more than a small percentage of songs to move toward release. This achievement is therefore considered a notable commercial success and a testament to the creative synergy achieved among the selected participants.

### **A&R Process, Team Composition, and Organizational Setup**

This was the very first online songwriting camp organized by IMPF, and it is considered a complete success—both in terms of professional output and project execution.

The A&R lead for the camp was Kata Kozma, a Berklee College of Music alumna with extensive experience in music creation and cross-border collaboration. Kata designed and led the participant selection process and also played a key role in shaping the creative structure of the camp.

The call for applications was distributed to all IMPF member publishing companies, who were invited to share the opportunity with their rosters. Applications were assessed using a points-based system focused on creative quality, professionalism, and stylistic compatibility. The A&R lead collaborated with representatives from two supporting publishing companies—PopArabia and GL Music—to score the applicants and finalize team compositions. This group

served as the selection and supporting partners for the camp.

When forming the final teams, the A&R team considered:

- the artistic style and genre of each applicant,
- their vocal, songwriting, or production strengths,
- and their potential to collaborate effectively with others.

Additionally, great care was taken to ensure:

- geographical diversity, with a goal of including as many countries and cultural perspectives as possible;
- and gender balance, aligning with IMPF's broader diversity and inclusion goals.

## **Gender Balance and Team Structure**

The participant group reflected a strong commitment to gender-balanced team setups. Approximately 60% of participants were female-presenting and 40% male-presenting. While the A&R and publishing team actively encouraged balance, this breakdown also mirrors industry trends—where songwriting roles are more often filled by women, and production roles remain predominantly male. This distribution was organically reflected in the final team compositions.



**IMPF is the global trade and advocacy body for independent music publishers. IMPF helps to stimulate a more favourable business environment in different territories and jurisdictions for artistic, cultural, and commercial diversity for its music publisher members and the songwriters and composers they represent. [www.impforum.org](http://www.impforum.org)**