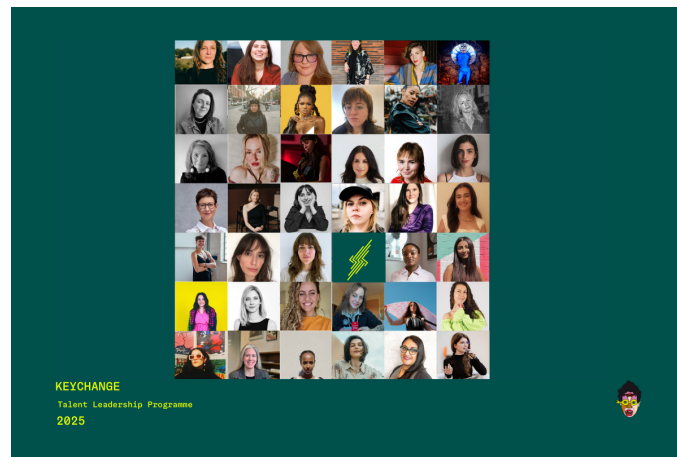


PRESS RELEASE*29.08.2025***Keychange Leader's Pioneering Talent Leadership Programme's
First Cohort of Future Leaders Wraps up at RBF**[Visual Assets](#)

The inaugural **Keychange Talent Leadership Program 2024/25** has come to a close, with its first cycle celebrated at this year's **Reeperbahn Festival in Hamburg (17–20 September 2025)**. This marks the end of the first milestone within the thirty-month EU-funded initiative designed to empower underrepresented leaders in the music industry.

“Despite initial concerns over the intensity of the program, the outcome has exceeded our expectations. Together - the Keychange Team and the whole cohort – we have co-created a vibrant learning space filled with curiosity, a willingness to take risks, readiness to embrace new challenges, and, most importantly, a spirit of empathy and mutual support; the TLP is not just a programme – it is a living laboratory of leadership and change, to which everyone contributes.”

Magda Chołyst, Talent Leadership Programme Manager

Launched in November 2024, the **Keychange Talent Leadership Program** equips women and gender-diverse talents across Europe and Canada with the **tools, knowledge, and networks** to break down professional barriers and drive structural change. Each year, 42 participants partake in an **intensive six-month training programme** focused on leadership development, mentorship, and project creation. These projects, centred around **diversity, equality, inclusion, and accessibility (DEIA)**, will be implemented beyond the programme, ensuring sustainable impact.

The high attendance rate of participants reflects their dedication and commitment to the program, which offers various topics skillfully designed to guide them through leadership. The content has been divided into three modules that gradually build on skills and knowledge. Starting from “Building Critical Awareness – Foundations of DEIA” and progressing to “Building Leadership Competencies”, the programme culminates with “Leaders in Action – Developing Projects for Social Change”, which has a more hands-on and practical application of lessons learned.

While covering topics ranging from Social Change Design to Appreciation – A Leader's Superpower, topics like “The Risk of Being 'Wrong' – The Challenges of Change Makers” and “Leadershift – Redefining Leadership Styles Through Decades ” sparked the most interest from the side of the participants.

By 2027, 84 participants will have been trained through the Talent Leadership Program, contributing to a more diverse, inclusive, and equitable music ecosystem.

Diana Ezerex, artist and activist, reflected on the impact of the programme: “The Keychange Talent Leadership Programme was an incredible experience, offering inspiring opportunities to connect, grow, and share. I deeply valued the encouragement, empowerment, and sense of community it created and the friendships & bonds that were formed – professionally & personally – which continue to inspire me. It’s a true privilege to have been part of it, and I look forward to the positive change we will spark in the music industry.”

Phyllis Sinclair, Songkeeper Woman, TLP participant, Canadian Folk Music Award Nominee and #1 on the Folk, Roots, Blues Chart says of the Talent Lab said that:

“The TLP program is so relevant to today, preparing music industry leaders with awareness, empathy, and experience.”

Programme Highlights at Reeperbahn Festival 2025

Reeperbahn Festival will play host to the culmination of all activities within the programme and will see the presentation of future projects envisaged by part of the TLP cohort as a testimony to the practical and sustainable development of learnings from the programme.

The wrap-up will coincide with a series of **Keychange-curated sessions, workshops, mentoring formats, and live showcases** during Reeperbahn Festival:

Wednesday, 17 September

- 18:00 [Reeperbahn Festival Opening Show](#) (Invitation only, RSVP required)

Thursday, 18 September

- 09:00–11:00 Toolkit Session (Invitation only)
- 12:00 “[Surely he’s allowed to ask that](#)” – Conference Session (DE)
- 13:00 “Reclaiming visibility in the age of political filters and AI-generated content flooding” – Conference Session (EN) with Karma Bertelsen
- 15:00 “[Equitable Futures in Music: Agency, Action and Allyship](#)” – Pledge Workshop with Christina Hazboun & Phyllis Sinclair (EN)
- 15:00 Mentoring Session with [Dorina Constantin](#) (EN)
- 16:00–16:30: Showcase featuring **Keychange alumni** – [Kimmortal](#)
- 17:00–20:00 [FLINTA* & Friends Networking & Reception](#) (RSVP required)
- TBA Showcases featuring **Keychange alumni** – [Airu](#)

Friday, 19 September

- 11:45 “[DEI: Diversity on Hold – Who still cares?](#)” – Conference Session (EN)
- 12:15 Mentoring Session with [Rebecca Nannini](#) (EN)

Saturday, 20 September

- 21:30–22:30: Showcase featuring **Keychange alumni** – [Laura Lee & The Jettes](#)



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Notes to Editors:

About Keychange

Keychange is a pioneering international initiative that transforms music's future by encouraging festivals and music organisations to achieve at least 50% women and gender-diverse individuals in their programming, staffing and beyond. Over 300 exceptional women and gender-diverse artists and industry professionals have been empowered through Keychange talent development programmes so far, covering 13 countries in Europe, Canada and the U.S., and Keychange Leaders is supporting a further 42 participants based in 25 countries.

Keychange aims to accelerate change and create a more inclusive music industry for present and future generations.

Keychange encourages all music organisations to take the Keychange Pledge and to work towards a representative music industry. Join the Keychange Pledge at [keychange.eu](https://www.keychange.eu)

About the Keychange Talent Leadership Program

The Keychange Talent Leadership Program is part of the broader Keychange movement, funded by the European Union and industry partners, and committed to building a **fairer, more inclusive music industry**. Running until April 2027, the programme nurtures 42 new leaders from Europe and Canada each year, creating a ripple effect that strengthens representation and equality across the global music ecosystem.

Keychange Leaders partners are: Reeperbahn Festival/RBX, Shiftworks/Tallinn Music Week, Musikcentrum Öst, Keychange (ASBL), Music Export Poland, SACEM, Oslo World, Workshops of Culture Lublin/Different Sounds Festival, Artist in Bloom, PRS Foundation, FACTOR, SOCAN Foundation, STIM, Arts Council of Sweden, GEMA, the Swiss Arts Council Pro Helvetia, and Talent Norge.

For more information, visit: <https://www.keychange.eu/>

Find all Keychange talents [here](#).

Whatever you post, please tag us at @KeychangeEU so we can show you our appreciation!

Keychange Links, Media and Images

[Instagram](#) | [Twitter](#) | [Facebook](#) | [Official](#)

#keychange #representation #genderbalance

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Ends



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Inne Brzmienia

Artist in Bloom



FACTOR

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