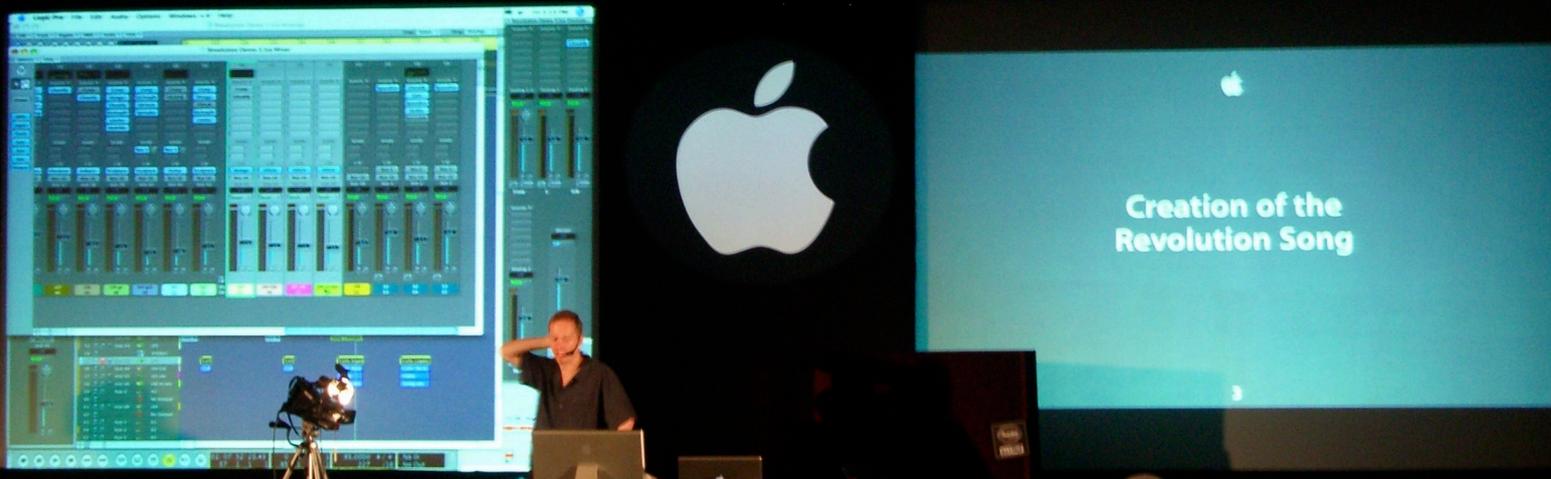


Learn the biz!



“I simply have a passion for sharing my knowledge in song writing, production, working with artists and the business.”

“There’s a new generation of people out there forming a new version of the music industry as we know it and it’s incredibly exciting to be part of this!!”

Knowing how impossible it is for organisations and educational institutions to keep up with the fast paced changes, there’s a need for people with a strong foothold within the industry to share their experience.



Henrik Algren brings fresh views and updated perspectives on the industry. As a Swedish producer/songwriter with 20 years on the international scene, Apple T3 trainer for Logic Pro, acoustician/studio designer and EDM artist/DJ; he shares some profound creative and technical insights.

“The BEST masterclass I’ve ever attended...”

-quote by Rufus Varghese, student SAE Singapore

Simple requirements: class room, conference room or auditorium with projector & white board. Speaker system and reliable internet connection. Henrik brings an ultra modern, portable production setup capable of running full productions anywhere. Students are encouraged to bring their own work for feedback and discussions.

Previous clients include: Apple Asia Pacific, SAE Institute, Beijing Film Academy, MediaCorp Singapore, Hong Kong Design Institute & IVE, Fatbars Apple ATC, Hong Kong, Various Apple Partners around Asia

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Master Trainer
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Single-Day Seminars:

The International Music Industry

-if you are working in the Music Business you need to understand the Business, today! Publishing, rights, royalties, revenue-flow, management, deals, new business models, current state summary, DIY marketing tools and tips on how to survive and thrive.

For musicians, artists, bands, producers, writers, managers, publishers, A&R, label owners and if you are working with music placement etc.

Songwriting and production trends

-what makes a hit a hit? We analyse current commercially successful songs and discuss writing techniques, new trends, co-writing and song pitching with references to working with a publishing label. Lots of useful tips!

For songwriters, producers, musicians, artists & bands. Engineers, A&R and talent scouts may also find this useful.

Music Mastering

-we iron out the misconceptions and discuss work-flow, tools, trends and client communication. Many tips and useful references!

For audio engineers and music producers.

The Basics of Acoustics

-made simple and easy to understand! Improve your acoustic environment and avoid common errors and misconceptions to save costs. Take the opportunity to get advice on your specific work space.

For anybody who uses an acoustic space, at home, professionally or if you are in a position to advice on, acquire or build rooms where acoustics is important;

Hi-Fi enthusiasts & hobbyist musicians,
Professional engineers, producers and studio owners,
Architects and builders of studios, listening rooms and venues.