



Talks and lectures

(Updated 25.04.2019)

- Management Symposium | Janackova Academy of Musical Arts in Brno Czech Republic (April 2019)
- SOMNEX | London Speaker (October 2018)
- MSH MediaSoundHamburg | Hamburg COMMUNICATION / Sound Branding (June 2018)
- „Unternehmer Inside“ | Hamburg Senior Speaker on Sound Branding (April 2018)
- Danube University | Krems Austria Compact seminar (3 days) “Music in Media & Communications” (January 2018)
- Digital Insurance Agenda | Munich Speaker on Sound Branding and disruptive technologies in music industry (November 2017)
- Film-music-days | International Academy of Media and Arts | Hall “Composer 4.0 – The New Cheese” (October 2017)
- SoundTrack_Cologne | Cologne The Rules of the Game on music politics panel ASCAP & GEMA (September 2017)
- Polar Talks | Stockholm “Psychoacoustics: The Power of Sound and Music to control our Minds” (June 2017)
- SGAE Cultural Center | Valencia Sound Branding and its opportunities (March 2017)
- HAW Hamburg | Hamburg “klingt gut! Symposium on Sound” (May 2016)
- Fringe Festival | Edinburgh “The Power of Music” | John Groves Live at the Fringe Festival (August 2015)
- Rock City | Hamburg Lecture: “Jingle Writer - Musical Whore?” An Initiative from the creatives of Hamburgs Popmusic-Scene (October 2014)
- Mediale | Salzburg Lecture: “Durch das Ohr ins Hirn - Grundlagen akustischer Markenführung” (September 2014)
- Designforum | Salzburg Lecture: “Sound Design” An Initiative from the PRISMA group, the city of Salzburg and the ITG Innovation service (June 2014)
- Texterschmiede | Hamburg Lecture: “Sound Branding – a Sadly Neglected Marketing Discipline” (June 2013)
- University of Art & Design | Basel Hyperwerk Institute of Postindustrial Design Seminar: Three-day seminar on “Sound Branding and the Use of Music and Sound in Brand and Corporate Communications” (Nov 2013)
- Steinbeis University | Berlin Lecture: “Benefits and Risks of Using Music and Sound in Brand Communications” (June 2013)

- EU XXL Film Forum | Vienna
Panel: "Let me through – I am an author"
on the current copyright debate (June 2013)
- Texterschmiede | Hamburg
Lecture: "State of the Art in Sound
Branding – Current Trends in Com-
munications with Music and Sound"
(June 2013)
- Brand Academy | Hamburg
Lecture: "Music and Sound in Modern Brand
Communications" (May 2013)
- Alte Druckerei | Hamburg
Performance | Lecture: A Musical Evening with
John Groves and Prof. Dr. Herbert Bruhn"
(April 2013)
- Danube University | Krems Austria
Compact seminar (3 days) "Music in
Media & Communications" (April 2013)
- University of Music and Performing Arts
Vienna Austria
Lecture: "Music and Sound in Media and
Communications" (April 2013)
- The Hague University | Netherlands
Branding & Experience Management
Lecture: "The Role of Sound in Multisensory
Marketing" (March 2013)
- HKU University | Hilversum Netherlands
Lecture: "Tune Up Your Brand! – Music in
Brand Communications" (March 2013)
- HANZE University Groningen Netherlands
Communications & Media
Lecture: "State of the Art Sound Branding –
Trends in Communications with Music and
Sound" (March 2013)
- Creators Conference | Brussels Belgium
Moderation of panel "Back to the Future" on
copyright issues (John Groves talks to Kerstin
Jorna, Director of Intellectual Property Direc-
torate of the European Commission, about
the future of Collecting Societies and authors
protection (Feb 2013)
- Oxford University | UK
Poster presentation "Brand Sounder Tool"
(Dec 2012)
- Brunel University | London UK
Lecture: "State of the Art Sound
Branding – Trends in Communications with
Music and Sound (Jan 2013)
- University of East Anglia | Norwich UK
Lecture: "State of the Art Sound Branding
trends in communications with music and
sound" (Dec 2012)
- University of Surrey | Guildford UK
Lecture: "Sound Branding" (Dec 2012)
- SoundTrack_Cologne 9.0 | Köln
Workshop: "Music Politics" und
"The Future of Publishers Rights" (Nov 2012)
- MaMa Event | Paris
"Music and Brands"(Nov 2012)
- Studieninstitut für Kommunikation
Düsseldorf
Workshop "Multisensory Brand Manager"
(Oct 2012)
- International Film Music Symposium Vienna
Lecture: "Hollywood Meets Vienna"
- Austrian Film Music Day | Vienna
Panel: „Going abroad – Potential for
Development of International Networking"
(Oct 2012)
- Institute of Design | Hamburg
Lecture: "Sound Branding" (Sept 2012)
- Suisse EMEX Marketing-Fachmesse Zürich
Lecture: "Tune up Your Brand! – Music in
brand communications" (Aug 2012)
- Texterschmiede | Hamburg
Lecture: "Sound Branding" | (July 2012)
- FSH FilmSound | Hamburg
Lecture: "Communicating Internationally with
Music and Sound" (June 2012)
- The Creators Conference | Brüssel
Keynote: "Take it or leave it" | (Feb 2012)
- Multisensorische Markenkommunikation
Berlin
Für alle Sinne | Referent für Sound Branding
(Oct 2011)

- International Film Music Academy | Vienna (FIMU) Lecture: (Oct 2011)
- International Film Music Days | Vienna Lecture: (Oct 2011)
- IFFMA Internationale Film Fernseh- und Musik Akademie | Hamburg Sound Branding Workshop (Juli 2011)
- Hamburg University Lecture: (Juli 2011)
- PIAF – Prague International Advertising Festival | Prague Workshop on "Sound Branding" at PIAF – Prague International Advertising Festival (Mai 2011)
- Multisense | Hannover Workshop "Stay – just a little bit longer" (April 2011)
- CeBIT Sounds | Hannover Panel: "Sound & Audio Branding" | (May 2011)
- HSBA | Hamburg Lecture: Sound Branding at the Hamburg School of Business Administration Ort: Hamburg (Mar 2011)
- SoundTrack_Cologne 7.0 | Köln Opening speech John Groves "Current music politics – Why it is important to be involved in Europe" & Guest lecture (Dec 2010)
- Forum Mediendesign | Köln Lecture: "Sound Branding" (Nov 2010)
- Audio Branding Congress 2010 | Hamburg Fallstudie DATEV eG Zusammen mit Kunde Herr Feser, Marketing Director DATEV eG (Nov 2010)
- SongFest | London UK Panel: "Sound Branding – Hum that Brand" (Oct 2010)
- Popkomm | Berlin Panel: "Wirkung von Musik in der Werbung" (Sept 2010)
- Texterschmiede | Hamburg "Sound Branding" (July 2010)
- C'n'B - Creative Business Convention Köln Panel: "Sound Branding" (Juni 2010)
- Hochschule Fresenius | Köln Lecture: Sound Branding (June 2010)
- PIAF – Prague International Advertising Festival | Prague Czech Republic Key note: "Music and Sound in Brand Communications"(May 2010)
- Audio Branding Academy | Hamburg Lecture: "Grundlagen der akustischen Markenführung" (May 2010)
- CeBIT | Hannover Sounds! International Music Business Festival Lecture: "Sound Branding" (Mar 2010)
- Texterschmiede | Hamburg Lecture: "Sound Branding - A Missed Opportunity?" (Aug 2009)
- Hochschule für Musik und Theater Hamburg Studiengang Populärmusik Lecture: "Popkurs" (Aug 2009)
- ADC Young Masters Seminar | Berlin Lecture: "Sound for Events" (Feb 2009)
- KOMMA – Fachmesse für Kommunikation und Marketing | München Lecture: "Auditive Markenkommunikation" (Jan 2009)
- Universität Hamburg - Fachbereich Marketing Lecture: "Sound Branding" (Dec 2008)
- Universität Bremen Lehrstuhl Innovatives Markenmanagement Lecture: "Sound Branding"
- Medienakademie WAM | Dortmund Lecture: "Sound Branding" (Nov 2008)
- Institut für Marken und Medien | Düsseldorf Vortragsreihe BASECAMP Lecture: "Moderne Musikproduktion" (Oct 2008)
- Texterschmiede | Hamburg Lecture: "Sound Branding" (Aug 2008)

- UDK Universität der Künste | Köln
Fachbereich "Sound Studies"
Lecture: "Sound Communications" (May 2008)
- Universität Hamburg - Fachbereich Marketing
Lecture: „Musik als Kommunikationswerkzeug“ (May 2008)
- HTK – Hamburger Technische Kunstschule Hamburg
Lecture: Wie viel Musik darf ich klauen? (Feb 2008)
- The Culture Wars Forum | London | UK
Lecture: "Sound Communications – Music and Meaning" (Feb 2008)
- SoundTrack_Cologne 4.0 | Köln
"Intensive Workshop Sound Branding" (Nov 2007)
- University of Surrey | UK
Lecture: "Sound Branding" (Oct 2007)
- Conference c|o pop | Köln
Lecture: "Sound Branding" (Aug 2007)
- Marketing Club | Hamburg
Lecture: "Sound in der Kommunikation – ein vernachlässigtes Element?" (Aug 2007)
- Texterschmiede | Hamburg
Lecture: "Sound Branding" (Aug 2007)
- SCORE.edu | Salzburg
First European Forum for Music Education
"Strategic Brand Sound Management Workshop: Sound Branding" (Nov 2006)
- SoundTrack_Cologne | Cologne 3.0 | Köln
Lecture: "Sound Branding" (Nov 2006)
- Miami Ad School | Hamburg
Lecture: "A structured process for brand communications with sound and music" (July 2006)
- Hamburger Dialog | Hamburg
"Sound Communications and Technology" (Nov 2005)
- Texterschmiede | Hamburg
Lecture: "Sound Branding – Einblicke in die strategische Vorgehensweise akustischer Markenkommunikation" (Sept 2005)
- Typo - Internationale Design Conference Berlin
Lecture: "Sonic Mnemonics – Klang und Vision verbinden" (May 2005)
- Radio Days | Köln
Lecture: "Sound Branding – Nutzt das Radio!" (April 2005)
- Hamburg & Design | Hamburg
Lecture: "Sound Branding und Design – Einblicke in die strategische Vorgehensweise akustischer Markenkommunikation" (Jan 2005)
- Texterschmiede | Hamburg
Lecture: "Musik in der Werbung – Über Sound Logos und Sound Branding" (Aug 2004)
- Codes | Hamburg
Lecture: "The Code of Music" (Mar 2003)
- Forum Typografie | München
Lecture: "Sound Branding | Acoustic Corporate Identity" (June 2002)
- Event Marketing Congress | Augsburg
Lecture: "Chances for Music in Events" (June 2002)
- Texterschmiede | Hamburg
Lecture: "The Unused Possibilities of a Sound Identity for Radio and TV (May 2001)
- Typo – Internationale Design Conference Berlin
Lecture: "Sound Branding – Acoustic Corporate Identity" (May 2001)
- Hamburger Dialog | Hamburg
Lecture: "Musik – Ein Werkzeug der Kommunikation" (May 2001)
- Eyes and Ears of Europe | Köln
Lecture: "Sound Design als Brand Character für Radio und TV" (Oct 1999)