

From mxd.dk: [MXD Networking @ SPOT] Meet Community Promotion



Once again this year, we are inviting several key international industry professionals to attend SPOT Festival. All of them will be joining us at the [MXD Superball @ RADAR](#) as part of the SPOT+ programme, but until the festival kicks off on May 4th, we will be bringing you brief introductions to them, including where they come from, what companies they work for, what bands they want to check out at Spot, and much more. We're looking forward to seeing Dirk Wilberg of Community Promotion.

**Name:** Dirk Wilberg

**Company:** Community Promotion

**Title:** Owner

**Based in:** Hamburg, Germany

**Can you tell us a bit about your company's history and roster?**

I started our PR company with my friend and business partner Ansgar in 2001, and we've worked with a many great artists from different genres over the last 16 years. They include,

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in no particular order: Richard Ashcroft, Benjamin Clementine, Paul Weller, Jamie XX, Karen O, Patrick Wolf, Julian Casablancas, Ane Brun, Travis, Primal Scream, Billy Bragg, Suzanne Vega and several others.

**- and a bit about the acts you personally work with at this moment?**

We offer press and online PR as well as radio plugging. At the moment we are taking care of different services for acts like: The Shins, Maximo Park, Spoon, Ron Sexsmith, Sylvan Esso, Black Lips, Amanda Palmer, Goldie and Alison Moyet.

**When was the moment you decided you wanted to work with music?**

I've never decided to work with music, I just rushed into music biz - actually in a bar...

**What are your favorite Danish acts and who are you looking forward to seeing at Spot Festival this year?**

There are so many great bands from Denmark like The Fashion, Mew, When Saints Go Machine, The Raveonettes, Efterklang, WhoMadeWho and Kashmir just to mentioned a few. Hope to add some acts to this list after this years Spot festival!

**Best live show of your life, hands down?**

Oasis, Finsbury Park 2002.