

**\*\*\*\*FOR IMMEDIATE RELEASE\*\*\*\***

## Press Release

### **Genelec supports first ever She Knows Tech Summit**

**Helsinki, Finland**.....Genelec is proud to be supporting the female creative collective She Knows Tech (SKT) in their first-ever online conference, the She Knows Tech Summit. Taking place from 5<sup>th</sup> – 8<sup>th</sup> March and coinciding with International Women's Day, the Summit is open to everyone, regardless of their gender identity, and is packed with masterclasses, workshops, panels and networking events covering music production, audio engineering, music technology and more, and features a compelling line-up of inspirational womxn working in the music tech industry.

Budding musicians, producers, engineers, songwriters, artists, and multi-faceted creators are all welcome to the Summit, where they will learn how to take total control of their artistry, from songwriting and performing, to production and engineering.

SKT CEO and founder Jasmine Kok comments that "Our core mission is to close the music industry's gender gap and to dispel the notion that womxn are not interested in music production and technology."

SKT co-founder Meghan Smyth adds that "It's been a challenging year for everyone, especially creatives. Now more than ever, we're feeling a pull to gather the SKT community in order to share knowledge and inspire one another to stay focused on our goals. We designed the SKT Summit for everyone, whether you need a push to get back into a creative routine, or you're looking for some fresh elements to bring into your already-productive flow."

Genelec co-owner Maria Martikainen concludes by saying that "Being seen and having equal opportunities are one of the cornerstones of being able to reach your dreams and grow to be who you were meant to be. We at Genelec are very happy to support She Knows Tech, which aims to change the culture in our industry so that we are all being recognised. Equality and education are extremely important to us at Genelec, so this is a very natural collaboration. I encourage every girl and womxn to see all the possibilities in music technology, and find their way into the numerous different professions and roles in our industry."

Founded at the Berklee College of Music, SKT has also drawn support for the Summit from Ableton, Spitfire Audio, Women in Music, She Is The Music, the Audio Engineering Society (AES) and Keychange EU. All Summit participants will also get the complimentary Digital Swag Bag, with extended trial codes, free plug-ins, and exclusive discounts from collaborating sponsors including Spitfire Audio, iZotope, Kilohearts, Baby Audio and Klevgrand.

For more information please visit <https://summit.sheknows.tech/>

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## **About Genelec**

*Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors. Over 40 years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.*

## **About She Knows Tech**

*She Knows Tech (SKT) is a collective aimed at closing the gender gap within the music technology industry by providing a platform for womxn to give and receive training in music technology, focusing on highlighting female professionals as role models. In response to a striking 2% of Music Producers being female, SKT strives to create a community built around education, empowerment, networking and continued learning for female-identifying technologists of all levels.*

## **For press information, please contact:**

Howard Jones, Genelec

T: +44 (0)7825 570085

E: [howard.jones@genelec.com](mailto:howard.jones@genelec.com)

Jasmine Kok, She Knows Tech

T: +34 627 171 326

E: [jazzy@sheknows.tech](mailto:jazzy@sheknows.tech)