

FRIDAY, MARCH 26, 2010

11AM to 5PM Registration Desk Open - Grand Ballroom A
 12 Noon to 5 PM Mentoring - Grand Ballroom A
 1 PM to 5 PM Business Sessions - Grand Ballroom B & Harrison

GRAND BALLROOM B

1:00PM to 2PM - The New Music Business Paradigm for Singer-Songwriters
 As technology changes the playing field for the DIY musician there are suddenly a slew of new ways.... to make money. Traditional tour and merchandising revenue is now only a part of the income picture and new social networking tools to promote, distribute and sell music are in abundance. How an artist earns and living and keeps control of their music career depends on how they can deal with all the mind boggling stuff one has to do. When does an artist reach the point where they can't do it all themselves? How does an one decide when a manager, agent, publicist, promoter, publisher or attorney needs to be on the artist's team. What strategies will get the best results? Is there a new DIY model for the digital age? - Dr. E. Michael Harrington, Natalie Gelman, Jason Rubal, Jeff Snyder, Jordan Tischler, Paula Savastano

2:30PM to 3:30PM - Music Marketing, Publicity & Press: The New Media Revolution - The digital revolution has also impacted the way musicians promote. The traditional methods of pitching bands to newspapers, magazines TV and radio have given way to blogs, podcasts, Internet radio stations and the myriad of social media sites and networking tools to promote music and reach fans. Our panel.... of industry professionals will examine the tried and true, the trends and new ways musicians navigate the ever changing music industry landscape. - Randy Alexander, Tracey Miller, Giovanni Gallucci, David Sherbow, Michael Kornfeld

4:00PM to 5:00PM - One Hit Wonder: Singer Songwriter Edition
 Our panel of industry professionals will critique your live performance. Sing-up to get selected at random to perform one song. There is no guarantee you'll get to finish it. - Chris Jay, Michael Davenport, Paula Savastano, Jordan Tischler

THE HARRISON CONFERENCE CENTER

1:00PM to 2:00PM - Brand The Band Seminar - Christopher Payne-Taylor
 If you think it's all about your music, think again. It's not the band. It's the brand." - (BTB) helps bands and individual musicians in all genres build their own brands by using time-tested tools from the worlds of advertising and marketing. - Christopher Payne-Taylor is Director of Marketing at AdME

2:30PM to 3:30PM - Marketing Your Music for Film & Television Les Scott
 In this workshop, Les will present current information on : Who to submit your music to; how to approach these companies; how to prepare your recording; the legal documents that will be required of you; how a recording is owned-performance releases; how a song is owned - collaboration agreements; typical flow chart of the earnings from a tv placement. Les Scott, Director of Catalog Licensing, Source Q Boutique and NARIP Board Member and is available for mentoring and private consult.

4:00PM to 5:00PM - Tripling your Audience with Targeted Songwriting - Bill Pere. - Are you reaching only 30% of your potential audience? The other untapped 70% is only a few key words away. You do not have to sacrifice artistic integrity to reach a wider fan base. You just need to know some of the central factors in effective lyrical and musical communication. The difference between songs that are liked and remembered by broad and diverse audiences as opposed to those that have a narrow following lies in a few easily applied techniques, and an understanding of how people prefer to give and receive information.

SATURDAY, MARCH 27, 2010

11AM to 5PM Registration Desk Open - Grand Ballroom A
 12 Noon to 5PM Mentoring - Grand Ballroom A
 1PM to 5PM Business Sessions - Grand Ballroom B & Harrison

GRAND BALLROOM B

1:00PM to 2PM - Publishing, Licensing, Copyrights and the PROs
 Publishing is where the money is in the music business! Our panel of industry professionals will discussdigital downloads, digital performance royalties for airplay on satellite or internet radio, as well as licensing for film, tv and even video games. Learn how music licensing works, proof of song (lyrics and music) ownership and the performing rights organizations. Learn how to form your own publishing company or get your music used into the hands of the right people for placement. - Paula Savastano, Jordan Tischler, Robert Case, Les Scott

2:30PM to 3:30PM - American Federations of Musicians Panel
 Dick Gabriel, Dr. E. Michael Harrington, Les Scott, Jordan Tischler, Michael Davenport

4:00PM to 5:00PM The Producers Panel
 You'll get the inside story on recording sessions, working with the musicians, production budgets and supervision, mixing and mastering of hit recordings. Learn about the power they have, the deals they make and how the advances in digital technology have changed the music industry. - Joseph Donofrio, Joseph Tarsia, Mike Tarsia, David Ivory, Phil Nicolo, Lawrence Gelburd

THE HARRISON CONFERENCE CENTER

1:00PM to 2:00PM - The Performing Songwriters Paintbox - Vocal Workshop Kay Pere - Unlock all the colors of your voice. Techniques to release the unique expressive palate of each song;tools to create a vivid experience for your audience no matter what your style. Learn specific vocaland songwriting techniques which will bring you attention as a Performing Artist. Producers andvocal coaches working to encourage vocal artistry on stage and in the studio will also find value inthe distinctive approach offered by this workshop. Learn to control the nuances of enunciation andvocal coloration that will make your songs carry your message most effectively.....

2:30PM to 3:30PM From the Streets to Online:How to Gain Fans, Build a Business and Get Paid David Sherbow - Do a 360 Deal with Yourself and Get Paid How to develop a simple and effective online presence that builds exposure and makes you money without breaking the bank. This presentation will show you how to choose and maximize a set of online tools to create your own 360 environment

4:00PM to 5:00PM Artists Helping Artists
 Chris Jay, Aaron Goldberg, Brendan Brown, Phil Cody, Adam McDonough
 Successful touring artists give practical advice and take questions about what you can do right now to advance your career. Whether a beginner or a professional, find out what you should be doing, and what you should be avoiding, to help make sure your career is on the right track. Join the spirited conversation and bring your questions. Q n A!

Panels & Workshops are subject to change and more speakers will be added as they are confirmed.



Agenda