



### Projected Program

#### DAY 1

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|---------------------|---|
| 9:00 am – 9:30 am   | <b>Registration</b>   |
| 9:30 am – 10:00 am  | <b>Opening Session (Plenary)</b>  |
| 10:00 am – 11:30 am | <b>Plenary Session 1</b><br><b>Topic:</b> Marketing Your Music in a Digital Age:<br>The Power of New Media Strategies<br>Moderator: Verna Green<br>Panelists: Simone Harris, Noah Jolles, Patrice Barnes,<br>Carlette DeLeon, Heather Cunningham, Esq. Stan Smith |
| 11:40 am – 12:30 pm | <b>One-on-one interview:</b><br><b>Topic:</b> Artist Image, Brand Building and Commercial<br>Endorsement<br>Moderator: Simone Harris<br>Presenter: Kam-Au Amen  |
| 12:30 pm – 1:30 pm  | <b>LUNCH</b>  |
| 1:40 pm – 3:00 pm   | <b>Plenary Session 2</b><br><b>Topic:</b> In 'The Production Booth'<br>Moderator: Ed Robinson<br>Panelists: Shawn 'Mastamind' Noel, Pat McKay, Anastas<br>Hackett   |
| 3:10 pm – 4:30 pm   | <b>Plenary Session 3</b><br><b>Topic:</b> Let Your Music Make Money for You:<br>A look at Artist Royalties and Publishing<br>Moderator: Michelle Arthurton<br>Maxine Stowe, Sam Taylor, Scott Sellwood, Donald<br>Harper, Neeta Ragoowansi                        |
| 4:30 pm – 5:00 pm   | <b>Summary of the days discussions and closing remarks</b>  |



## Projected Program

### DAY 2

9:00 am – 9:30 am

**Registration**

9:30 am – 11:00 am

**Plenary Session 1.**

**Topic: The changing face of music distribution: It's not just physical any more**

Moderator: Stan Smith

Panelists: Peter Wells, Matt Laszuk

*[additional panelists to be announced]*

11:10 am – 11:40 am

**PITCH IT!**

A2iM Presentation by Rich Bengloff

11:40 am – 12:40 pm

**LUNCH**

12:50 pm – 2:10 pm

**Plenary Session 2**

**Topic: The role of the Artist Manager in today's music business: Is it business as usual?**

Moderator: Michelle Arthurton

Panelists: Natasha Noel, Shirley Menard, Carlette

DeLeon, Mike Joseph, Ralph McDaniel, Kathy

Liautaud

2:20 pm – 3:50 pm

**Topic: Take Financial Control: Financial Management tips for Music Business Practitioners**

Presenter: Rich Bengloff

3:50 pm – 5:20 pm

**Plenary Session 3**

**Topic: OUTLOOK: The future of music in the digital age**

Moderator: Simone Harris

Panelists: Rob Schustack, Rich Bengloff, Neeta

Neeta Ragoowansi, Heather Cunningham Esq.

*[additional panelists to be announced]*

5:20 pm – 5:30 pm

**Closing statements**