



PANEL AND SEMINAR DESCRIPTIONS

Thursday, June 8

Hey! That's My Song! Now How Do I Get Paid?

1:00–2:15pm (Hau/Lehua)

Composers and authors ***Tracey and Vance Marino*** will walk through the different royalty streams and explain the basics of how songwriters get paid. The music business is always changing, so this seminar will be helpful for newbies and music industry veterans alike! Come here to make sure you understand the foundation before heading to Michael Eames' music publishing seminar later this afternoon.

Effective Lyric Writing

3:15–4:30pm (Main Ballroom)

Pamela Sheyne

This session will be a master class in the art and craft of writing lyrics. Come learn from professional songwriter and experienced lyric instructor ***Pamela Sheyne*** as she helps you improve your lyric writing skills.

Advanced Producers' Tips and Tricks

3:15–4:30pm (Hau/Lehua)

Hookman, Kate & Khaled Tabbara, Josh Stephens

Get up to date on recent music production dos, don'ts, tips, and tricks as these professional producers each break down their creative process for a track they recently created.

Music Publishing: Show Me The Money

4:45-6:00pm (Main Ballroom)

Michael Eames

This seminar will address current trends and opportunities in music publishing, and what information indie songwriters need to know to maximize their worldwide music publishing income. Pro tip: bring your notes from Tracey and Vance's workshop to review and reference during this advanced music publishing discussion.



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Friday, June 9

Uncle Braddahs Talk Story: Local Strategies for Local Writers

8:45–10:15am (Main Ballroom)

Brother Noland, John Cruz, Kenneth Makuakane

Local songwriters and artists know that living and working in Hawaii presents unique challenges and opportunities. This panel features three legendary Hawaiian artists who have launched and maintained successful music careers - come hear them talk story and share their wisdom.

Toplining Master Class

8:45–10:15am (Hau/Lehua)

Hookman, Jordyn Dodd, Kali J, Zach Sorgen

What is “toplining” and how do you do it well? This workshop will demonstrate professional producers’ and toplineers’ collaborative process, explain the role of toplineers in the current music industry, and provide tips on how to improve your toplineing skills.

Journey of a Sync Song

1:00-2:15pm (Main Ballroom)

Frank Palazzolo, Nitanee Paris, Pat Restaino, Jackie Shuman (Moderators: Tracey and Vance Marino)

In the competitive sync world, the song goes through a journey, and it often starts with a reason to write the song. What are some basic strategies and approaches? What are potential pitfalls? How can the artist/songwriter improve their chances of getting their song placed in a project?

Indie Artist Development

3:15–4:30pm (Main Ballroom)

Maelan Abran, Fritzwa, Mike Sarge, Zach Sorgen, Khaled Tabbara (Moderator: Nitanee Paris)

In the past, record labels would discover and develop up and coming artists. Now, artists must achieve most of this early progress themselves. In this informative panel we will discuss strategies that successful indie artists are using to advance their career.

10 Things You Absolutely Must Do to Succeed in Sync

3:15–4:30pm (Hau/Lehua)

Julia Brotman, Katy Davidson, Kate Tabbara, Chaz Umamoto (Moderator: Ryan Wines)

This panel takes a close look at specific advice that will help you develop and sustain a sync career. Panelists bring a variety of perspectives, including music creators, a music lawyer, and Marmoset reps who pitch music for sync.

How to Get Your Music Repped

4:45-6:00pm (Main Ballroom)

Kat Basolo, Michael Eames, David Fisher, Gabi Kochlani, Shannon Palazzolo (Moderator: Steven Ray)

Publishers, record labels, licensing reps, sync agencies, oh my! Panelists will discuss how their respective companies represent music, the similarities and differences between them, and give advice on how to seek and secure representation that makes sense for your music and your career.



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Saturday, June 10

Social Media Marketing with Rise.LA

8:00–9:00am (Main Ballroom)

HSF sponsor Rise.LA specializes in marketing for indie artists. In this workshop, Rise.LA's **Candice Lee** and **Mike Sarge** will share tips and advice on how to improve your social media presence as an artist.

Vocal Production and Career Strategies With Kali J

8:00–9:00am (Hau/Lehua)

Kali J is an independent artist and HSF alum with an astounding number of syncs in the last five years. Come learn about her career and see how she produces killer vocal tracks all on her own.

How to Collaborate

9:05–10:20am (Main Ballroom)

Jordyn Dodd, Hookman, Nitanee Paris, Pamela Sheyne, Adam Zelkind (Moderator: Chaz Umamoto)

They say “collaboration is key,” but how do you find collaborators? What are common obstacles in the writing room and how can you overcome them? This panel will teach you how to find collaborators and be a better collaborator.

Writing Killer Lyrics for Sync (that don't feel like they were written for sync)

9:05–10:20am (Hau/Lehua)

Katy Davidson, Fritzwa, Josh Stephens, Khaled Tabbara (Moderator: Jake Sternberg)

Writing lyrics for sync is a special craft that has unique challenges and opportunities. This panel features some of Marmoset's most successful sync artists to share their strategies and advice on how to write lyrics for sync.

Demystifying Music Supervision

1:00–2:00pm (Hau/Lehua)

Ashley Neumeister, Frank Palazzolo, Whitney Pilzer, Jackie Shuman, Naaman Snell (Moderator: Michael Eames)

This panel will explore what songwriters and artists need to understand about music supervision in order to get their music placed in TV, film, and advertising.

Artist & Producer Relations

3:15–4:30pm (Hau/Lehua)

Kristian Bush, Katy Davidson, Zach Sorgen, Chaz Umamoto, Adam Zelkind (Moderator: Charles Brotman)

This panel will help songwriters and producers understand the role of a producer, how they work with songwriters and artists, why it is important to work with a producer, what to expect from a producer, and how to navigate business/ownership issues between songwriters and producers.

The Pitch Panels

4:30–6:00pm (Hau/Lehua)

**David Fisher, Gabi Kochlani, Ashley Neumeister, Shannon Palazzolo, Pat Restaino, Naaman Snell
Kat Basolo, Michael Eames, Frank Palazzolo, Whitney Pilzer, Jake Sternberg, Jackie Shuman**

Time to apply everything you learned about pitching and music licensing! Attendees who submit their name at the beginning of this panel will be randomly selected to pitch a song to the panel for feedback in front of the group.

**you must bring music on a device with auxiliary plug-in capabilities in order to participate, and must be present when your name is called in order for your song to be played for the panel.