



PANEL AND SEMINAR DESCRIPTIONS

Thursday, October 20

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

1:00–2:00pm (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.

Licensing Your Music: What Do Indie Artists Need to Know?

3:00–4:30pm (Main Ballroom)

Kristina Benson, David Fisher, Lynn Grossman, Brian Hall, Ryan Wines
Moderator: Nitanee Paris

Panelists will discuss the many ways that music is licensed, the role that their companies play in the process, the ways they each consume music, and recent trends in music licensing that will help attendees get more licensing deals.

A Master Class With Jason Blume

3:00–4:30pm (Hau/Lehua)

There are reasons why some songs resonate with millions of listeners - and others fail to do so; reasons why some songs get a "YES" from decision-makers - and others don't. In this class Jason Blume will teach concrete tools to:

1. burn your melodies into listeners' brains, and
2. create lyrics that DEMAND attention.

You CAN take your songs to the next level.

Music Publishing Tips & Tricks: Strategies To Maximize Your Income

4:30-6:00pm (Main Ballroom)

Gilles Godard, Rich Goldman, Lynn Grossman, Steven Ray
Moderator: Michael Eames

This panel 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, October 21

How to Get Lucky

8:45–10:15am (Main Ballroom)

Hit songwriter and author **Jason Blume** shares the steps he took – and the decisions he made – that led to more than 50 million album sales, an Emmy Award, and a song on a Grammy nominated album. Topics include: rewriting, how (and why) to get the right staff-writing deal, the importance of collaboration, getting feedback, writing “up,” being prepared when the door opens, learning from rejections, and more.

Learn the steps you can take to tilt the odds in your favor!

Advanced Producers’ Tips and Tricks

8:45–10:15am (Hau/Lehua)

Graham Barton, Richard Harris, Erik Janson (Moderator: Chaz Umamoto)

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.

Choose Your Own ADventure: Part 1

1:00–2:30pm (Hau/Lehua)

Madeline Dowling, Graham Barton, Ryan Wines

Part one of a 2-day, 2-part workshop focused on revealing the inner-workings of music licensing for brands and ads. We'll guide attendees through every detail of the creative process, ultimately giving every attendee the opportunity to submit songs to be featured, discussed and dissected for this simulated experience.

Playlists and The Spotify Algorithm

3:30–4:20pm (Hau/Lehua)

Terris Meisenheimer shares how the streaming algorithms work, and what artists need to know about music playlists, marketing, and virality.

The Art of Music Supervision

3:30–4:20pm (Main Ballroom)

Madeline Dowling, David Fisher, Whitney Pilzer, Catherine Wharton

Moderator: Jonathan McHugh

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.

Indie Artist Development Strategies

4:30–6:00pm (Main Ballroom)

Jordyn Dodd, Kimie Miner, Mike Sarge, Farnell Newton, Justin Young

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



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Saturday, October 22

Local Strategies for Hawaii-Based Songwriters

8:00–9:00am (Main Ballroom)

Brother Noland, John Cruz, Kimie Miner, Ark Woods (Moderator: Evan Khay)

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

Hookman's Production Tips for Cinematic Sound

8:00–9:00am (Hau/Lehua)

With over 100 sync placements, **Hookman** will teach production techniques that give your songs the cinematic sound hard to resist by music supervisors. Learn how to use big hooks, space, dynamics, and more, to give yourself a better chance to get placements.

The Producers: Bringing Magic to Your Music

9:05–10:15am (Hau/Lehua)

Hookman, Brian Hall, Richard Harris, Chaz Umamoto

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.

Marketing Your Music Online

1:00–2:30pm (Hau/Lehua)

Gilles Godard, Rich Goldman, Chris Drago, Terris Meisenheimer

Moderator: Mike Sarge

With tens of thousands of tracks released each week, how can artists increase their visibility and fan base? This panel will discuss ways that artists can market their music online and increase their streaming numbers.

The Pitch Panels

4:30–6:00pm (Hau/Lehua)

Kristina Benson, Rich Goldman, Lynn Grossman, Jonathan McHugh, Catherine Wharton

Madeline Dowling, Michael Eames, David Fisher, Gilles Godard, Whitney Pilzer

Moderators: Tracey and Vance Marino

Time to apply everything you learned about pitching and music licensing at the conference! 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.