



# PANEL AND SEMINAR DESCRIPTIONS

## Thursday, June 20

### The Foundation: Music Business Basics

1–2:30pm (Main Ballroom)

As you head into three intense days of all things music, **Settle Meyer Law** attorney **Julia Brotman** will give a crash course on music business terminology, common practices, and the laws that govern the music you create. This workshop is essential for first-time Hawai'i Songwriting Festival attendees and it will also be a great refresher for those who are already somewhat familiar with music business basics.

### Producers' Tips and Tricks

1–2:30pm (Hau/Lehua)

**Jeffrey Brodsky, Simone Benyacar, and littleDNGR (Josh Bartholomew and Lisa Harriton)**

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.

### Forging your Path in the Current Music Industry

3:30–5pm (Hau/Lehua)

**Steven B. Ray, Shannon Quisenberry, Frank Palazzolo, Lindsey Ray, and David Fisher**  
**Moderator - Katy Davidson**

This panel sets the stage for the rest of the conference by introducing attendees to some of our staff members' different roles in the industry. By giving practical examples to help attendees understand the many different ways one can be "successful" in the music industry, this panel we inspire songwriters to think outside of the box and pursue their passion for music in an innovative way that best suits their creative and business style.

### All About Music Licensing

5–6pm (Hau/Lehua)

**Shannon Quisenberry, Ryan Wines, Chris Mollere, Danny Ayer, and Kayla Masnek**  
**Moderator - Michael Eames**

Elaborating on the information provided by Julia and the "forging your path" panel, this panel will lay the foundation for the more specific licensing discussions (i.e., trailers, libraries, pitch panel) that are coming later in the conference. 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.





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## Friday, June 21

### Record Like a Pro – Wherever You Are

9–10:15am (Kamani)

Award-winning recording studio engineer **Chris Pelonis** will share the secrets to capturing top quality recordings without breaking the bank. Production value and recording quality are often overlooked by indie artists in the DIY age of music, but these elements can actually determine whether a song becomes a viral indie sensation or never sees the light of day. With Chris's help, you can make small changes to your home studio that will make a huge difference in your recordings.

### A Deep Dive: Music Publishing and Royalty Collection

9–10:15am (Hau/Lehua)

**Rich Goldman, Heather Anderson, and Steven B. Ray (moderator - Michael Eames)**

This panel will discuss recent trends in international sub-publishing and royalty collections, the Music Modernization Act and other legislative developments, and new ways to maximize publishing revenue in the current music landscape. Pro tip: bring your notes from Julia's foundations workshop to review and reference during this advanced music publishing discussion.

### Producers: Bringing Magic to Your Music

1–2:30pm (Hau/Lehua)

**Hookman, Ken Caillat, Katy Davidson, Richard Harris, and Chance Peña**  
**Moderator – Michael Laskow**

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.

### Learn Three Lyric Techniques – And Start Using Them!

3:30–4:30pm (Hau/Lehua)

In this hands-on workshop, Jason Blume will teach a technique used by Taylor Swift, Elvis, Eminem, Britney, Katy Perry, Amy Winehouse and others – and you'll start a new song using it.

### Trailers & Promos: What Are They and How Do You Write Them?

3:30–4:30pm (Kamani)

**Simone Benyacar and Katy Gavillet (moderator – Kayla Masnek)**

Could your next song be used in a trailer for a block-buster movie? FOX Creative Director Katy Gavillet and music supervisor/composer Simone Benyacar will unlock the secrets of writing music for trailers and promos.

### How to Write a Song For A S\*\*\*\* B\*\*\* Commercial: Music x Advertising

4:30–6pm (Hau/Lehua)

HSF sponsor **Marmoset Music** has had an amazing track record in the world of music in media. Marmoset CEO **Ryan Wines**, music supervisor **Katy Davidson**, and writer/producer **Jeffrey Brodsky** will share their experience and wisdom about writing songs that work when paired with media in advertisements.



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## Saturday, June 22

### Take Your Songs from “Good” to “WOW!”

9–10:15am (Hau/Lehua)

Learn **Jason Blume’s** top “tricks” to make your melodies and lyrics jump out of the pack.

### Everything You Need to Know About Music Libraries

9–10:15am (Kamani)

What are Music libraries? Why might they be an income source for you? **Michael Laskow**, CEO and founder of **TAXI**, will cover the basics including: What are common Deal Types? Which libraries are right for your type of music? Can you submit songs or instrumentals? How much music do you need to produce to make a real income with music libraries? What genres should you produce in order to get more music signed and placed? Should you sign with more than one library? And more...

### Seven Steps to Stardom: Artist Development Strategies

1–2:30pm (Hau/Lehua)

**Ken Caillat, Nitanee Paris, Greg Holden, Lisa Harriton, and Brandon Colbein**  
**Moderator - Jeremy Bircher**

This panel, hosted by HSF sponsor **ArtistMax**, will discuss what it takes to be an effective collaborator. From artist development perspective, we will discuss what it takes to be an effective collaborator and how building relationships is critically important in an artist's career.

### Music Supervisors: The Pitch Panel

4–5:30pm (Hau/Lehua)

**Chris Mollere, Katy Gavillet, Frank Palazzolo, David Fisher, Rich Goldman, and Kayla Masnek**  
**Moderator - Michael Laskow**

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.

\*\*attendees must bring music on a device with auxiliary plug-in capabilities.