



# PANEL AND SEMINAR DESCRIPTIONS

## Thursday, May 30 (Afternoon Sessions)

### Taking Care of Business - It's Not Just About the Music

2:00–3:00pm (Main Ballroom)

**Tracey and Vance Marino**, authors of “Hey! That’s My Song,” explain the basics you need to know about how the music industry works. 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, where Michael will go into greater detail about income streams.

### 3 Tools to Take Your Songs From “Good” to “WOW!”

3:00–4:00pm (Main Ballroom)

In this hands-on workshop, **Jason Blume** will share his top three tips to make your melodies and lyrics as strong as they can be.

### Advanced Producers’ Tips and Tricks

3:00–4:00pm (Hau/Lehua)

**Richard Harris, Hunter Love, Josh Stephens**

Get up to date on recent music production dos, don'ts, tips, and tricks as these professional producers each open up their DAWs, showing us their production secrets, breaking down their creative process, and giving us advice for improving our own productions.

### So Where Exactly Do I Make the Money?

4:15-5:15pm (Main Ballroom)

**Michael Eames** (PEN Music Group) gives us an overview of all the various income streams that exist for musicians, songwriters and artists who release and/or perform music. Attendees will receive a handout with helpful term definitions, list of online resources, and an income flowchart. Pro tip: bring your notes from Tracey and Vance’s workshop to review and reference during this advanced music publishing discussion.

### Playlists and the Spotify Algorithm

5:15-6:15pm (Hau/Lehua)

Learn how to get on every type of Spotify playlist, plus Q&A with **Terris Kenlin** of Rise.

### The Art of Collaboration

5:15–6:15pm (Main Ballroom)

**Tracey and Vance Marino, Nitanee Paris, Pam Sheyne**

Why is collaboration so important in the music business, and what makes a good collaboration partner? Everything from how to find collaborators, to songwriting etiquette and what to do in an awkward writing room, how to discuss splits, and more.



# PANEL AND SEMINAR DESCRIPTIONS

## **Friday, May 31** **(Morning Sessions)**

### **The Artist's Path**

**8:00–9:00am** (Hau/Lehua)

**Tim Jack**, CEO of Rise, explores content, connection, and career growth through social media.

### **Make That Sh\*t Bang**

**8:00–9:00am** (Main Ballroom)

How loud should your music be in 2024? **Chaz Umamoto** of TheBrewz teaches how to future-proof your final assets and prepare your deliverables for pitching and streaming.

### **Uncle Braddahs Talk Story: Local Strategies for Local Writers**

**9:15–10:15am** (Main Ballroom)

***Anuhea, Brother Noland, John Cruz, Henry Kapon, Kenneth Makuakane***  
***Moderators: Kala'e and Kalena Parish***

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

### **Vocal Production**

**9:15–10:15am** (Hau/Lehua)

**Josh Stephens** of TheBrewz teaches songwriters who record at home how to improve their vocal tracks and what producers are expecting when you say you can produce your own vocals.



# PANEL AND SEMINAR DESCRIPTIONS

## Friday, May 31 (Afternoon Sessions)

### Leveling Up Your Artist Career

2:00-3:00pm (Main Ballroom)

*Anuhea, Pete Buck, David Ryan Harris, Steven Ray, Mike Sarge, Ralph Torre Franca*

*Moderator: Nitanee Paris*

Artists with successful careers are the ones who always figure out how to keep moving forward, whatever that next step may be. In this informative panel we will discuss strategies that successful indie artists can use to advance their career.

### Production Libraries

3:00-4:00pm (Main Ballroom)

*Jarred Causly, Tracey and Vance Marino*

*Moderator: Charles Brotman*

What are production libraries, how are library royalties earned, and how can songwriters get their music into a library?

### Start a Song With Jason Blume

3:00-4:00pm (Hau/Lehua)

In this workshop, **Jason Blume** will guide you through starting a song that incorporates melodic and lyric tools found over and over again in successful songs. Selected participants will have an opportunity to receive feedback on their title, concept, lyrics, rhythms, and melodies.

Note: You do NOT need to play an instrument to benefit from this class--OR to write successful songs!

### What is Sync, and How to Stay Authentic in Sync

4:15-5:15pm (Hau/Lehua)

*Jarred Causly, Brian Hall, Greg Holden, Farnell Newton, Garrison Starr, Madonna Wade-Reed*

*Moderator: Nitanee Paris*

If you find yourself asking "what is sync?" or thinking "sync isn't for me," then this panel is for you! Artists and music supervisors will engage in a candid discussion about what the sync world is all about. How to be successful in sync while staying true to your artist identity? Is it necessary to write *for* sync, or can your artist songs be sync-able? If you want your artist songs to sync, what are some concepts to keep in mind while you are creating music?

### Are You Leaving Money on the Table? Earn Mechanicals for Streaming!

5:15-6:15pm (Main Ballroom)

*Jamie Dominguez, Michael Eames, Jessica Toon, Kala'e Parish*

What is the new Mechanical Licensing Collective (the MLC), and what should you be doing in order to collect all your mechanical royalties from streaming services?



# PANEL AND SEMINAR DESCRIPTIONS

## **Saturday, June 1** **(Morning Sessions)**

### **Metadata, Metadata, Metadata!**

**8:00–9:00am** (Hau/Lehua)

***David Fisher, Drew Henmi, Whitney Pilzer***

***Moderator: Chaz Umamoto***

What is metadata and why is it so important to embed it into your music before sending your music out? How do you actually input metadata? What do music supervisors and licensing agencies expect to see?

### **Artist and Producer Relations**

**9:15–10:15am** (Main Ballroom)

***Anuheha, Brian Hall, Richard Harris, Greg Holden, Chaz Umamoto***

***Moderator Charles Brotman***

When does an artist need a producer? What should the producer's role be? What kind of production deals are available? How does an artist find a producer that fits their style and goals? This panel will explore these and other questions that artists often ask when it comes to working with a producer.

### **Sync Psych for Songwriters and Producers**

**9:15–10:15am** (Hau/Lehua)

***Graham Barton*** and ***Grif Wakeman*** of Sync Beast dive deep into the psychology of tracks that sync and how they attract big brand placement opportunities. This workshop gives you an interactive look “under the hood” at techniques you can use to shift the odds of the sync game in your favor.



# PANEL AND SEMINAR DESCRIPTIONS

## **Friday, May 31** **(Afternoon Sessions)**

### **How to License Your Music**

**2:10-3:10pm** (Hau/Lehua)

***Jarred Causly, David Fisher, Kylee Olson, Whitney Pilzer, Madonna Wade-Reed***

***Moderator: Michael Eames***

If you are an artist with music that is ready to pitch for licensing, what do you do? How do you find licensing agencies and/ or music supervisors? Who do you pitch to? What are the do's and don'ts regarding sending music and pitching etiquette?

### **Decoding the Creative Direction**

**3:20-4:20pm** (Hau/Lehua)

***Graham Barton, Farnell Newton, Bob Werner***

Graham Barton, Farnell Newton, and Bob Werner: Sometimes a client's music brief is super clear and specific, and sometimes it's... well... NOT. Whether you're pitching songs for an opportunity, writing a new custom demo for a client, or creating a batch of tracks with sync potential in mind, translation is a foundational skill to practice -- "What the heck are they really asking for?" In Marmoset's "Decoding The Creative Direction" workshop we'll dig into real music briefs from advertising clients and practice identifying the key points, thinking about unique ways to meet their needs and how to deliver something that stands out. Then we'll compare our notes with the songs that actually won those same projects!

### **The Pitch Panels**

**4:30-6:00pm** (Hau/Lehua)

***Pete Buck, Michael Eames, Farnell Newton, Kylee Olson, Madonna Wade-Reed***

***Jarred Causly, David Fisher, Whitney Pilzer, Ralph Torrefranca, Bob Werner***

***Moderators: Charles Brotman and Nitanee Paris***

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.