PANEL AND SEMINAR DESCRIPTIONS

Thursday, September 10

Music Industry 101

2:00–2:45pm (Hapuna Ballroom)

Entertainment attorney ***Julia Brotman*** will provide an overview of music industry terminology and briefly explain different royalty streams and the rights associated with music creation. This will be an important foundation class for anyone who is new to the music business or needs a refresher - and if this is too basic for you, head over to Michael and Jamie's session in Hau/Lehua at the same time for a more advanced music publishing discussion.

The Foreign Money You Didn't Know You Have

2:00–2:45pm (Hau/Lehua)

If you already know the basics, ***Michael Eames*** will dive into the complicated and ever-changing world of international royalty collections. How are international collections different than the US? If you are seeing traction in a certain country or region, what should you do to maximize your royalty collections there? What are neighboring rights and how to ensure you're collecting everything on the table?

How to Get Your Song in a Super Bowl Commercial (Part 1)

2:50–3:50pm (Hapuna Ballroom)

Jennie Armon, Farnell Newton, Nellie Rajabi, Marilynn Wexler (Moderator: Ryan Wines)

In Part 1, panelists will dissect real Super Bowl projects, providing a peek behind the curtain at the actual briefs (targeted requests or guidelines detailing the exact type of music sought for the project), the process, and the work involved in creating and placing the music that was used in the ads. At the end of the panel, attendees will receive five new Super Bowl-esque briefs, and will be invited to submit their music to be played and reviewed in Part 2.

Part 2 will be a "demo derby" style playback of all the music submitted for the briefs distributed at the end of Part 1. The panel will play and critique as many submissions as possible. The "winners" will be celebrated (complete with Marmoset swag for prizes!) and panelists will actively be scouting new artists to sign to Marmoset's roster!

Advanced Producer Sessions

2:50–3:50pm (Hau/Lehua)

Whether you're a seasoned producer, self-produced artist, or songwriter, the world of music production is constantly changing. Learn some tips and tricks from professional producers ***Imua Garza, Liz Sharpe, and Josh Stephens*** as they each open up a session for you to see what they're doing to make their tracks stand out.

Using AI: Can You? Should You? And What To Avoid

4:00–5:00pm (Hapuna Ballroom)

Kristian Bush, Wendy Day, Michael Eames, Bill Meyer, Jerry Wonda (Moderator: Richard Harris)

There is a lot of buzz in the music industry about generative AI, and the technology is changing quickly. What does it all mean, and what is the current legal landscape? As a music creator, should you be threatened by generative AI? Should you use it? And if so, how? Can you register songs created using generative AI? Who owns it? Answer these questions and more as we dive into this hot topic in today's music industry. (Note: this panel will primarily focus on the use of generative AI and its outputs. Issues involving AI companies using music to train AI models will be discussed in Bill Meyer and Scott Settle's session on Saturday)

PANEL AND SEMINAR DESCRIPTIONS

Thursday, September 10 (cont.)

Cowriting Session: Fly on the Wall

4:00–5:00pm (Hau/Lehua)

Nitanee Paris, Zach Sorgen, Garrison Starr (Narrator: Charles Brotman)

This session is a demonstration to show you how to get started in a co-writing session. The panelists will co-write live in front of the audience so you can see how the pros do it, with some commentary and tips added along the way. This is a great opportunity for attendees to see what a professional co-writing session looks like, and will leave you feeling inspired to connect with collaborators and start co-writing today!

Artist Placements: Finding Homes For Your Songs

5:15–6:00pm (Hapuna Ballroom)

Bailey Bryan, J. Lauryn, Akira Hori, Zach Sorgen, Ralph Torrefranca (Moderator: Pam Sheyne)

Many songwriters dream of their songs being released by their favorite artist. But how do you really get an artist placement these days? Panelists will discuss the process and current practices surrounding artist pitches and how some of their recent “success stories” have come about. The songwriters on this panel are also artists in their own right, and will share how they find balance between their own artist projects and writing for others.

Independent Music Distribution

5:15–6:00pm (Hau/Lehua)

Greg Holden, Farnell Newton, Garrison Starr, Chaz Umamoto (Moderator: Kalena Parish)

Once your music is recorded and ready to share with the world, how do you actually do it? What are the pros and cons of platforms like Distrokid, CD Baby, and Tunecore, and how do you choose which one to use? This panel will coach you on the process of releasing music as an indie artist and help you avoid common mistakes so you can make the most of your music and releases.

PANEL AND SEMINAR DESCRIPTIONS

Friday, September 11

(Morning Sessions)

Metadata

8:00–8:45am (Hapuna Ballroom)

FM Cossey, Michael Eames, Frank Palazzolo (Moderator: Charles Brotman)

Metadata isn't sexy, but it is critical if you want your music to easily be accessed, found, pitched, and licensed. This session will show in real-time how to enter metadata, with direct commentary from music supervisor Frank Palazzolo and publishing rep Amy Roberts to help the audience understand how to manage their metadata and why it's so important.

Vocal Production

8:00–8:45am (Hau/Lehua)

Josh Stephens teaches songwriters and top-liners who record at home how to improve their vocal tracks and what producers are expecting when you say you can produce your own vocals. This will be technical, hands-on, and extremely valuable for vocalists who want to level up and get hired for more recording projects.

Children's Music

8:00–8:45am (Breezeway)

This session will be a casual, talk-story opportunity with ***J. Lauryn***, giving attendees an opportunity to hear about her career in children's music, ask questions, and get advice about writing tips and business strategies in the world of children's music.

Marketing Yourself and Your Music

9:00–9:45am (Hapuna Ballroom)

Wendy Day shares her insights and expertise on how to market and promote yourself and your music in 2026, offering actionable advice that you can apply to your career immediately. Spotify says that 100,000 artists a week are uploaded to their platform. How will you stand out from everyone else?

Toplining Demonstration

9:00–9:45am (Hau/Lehua)

Bailey Bryan, Jordyn Dodd, J. Lauryn

What is "toplining" and how do you do it well? This workshop explains the role of topliners in the current music industry and provides tips on how to improve your toplining skills through a real-time demonstration of a toplining session.

HARA and The Recording Academy: Membership and Awards

9:00–9:45am (Breezeway)

Time Ann Dolan, Manager of The Recording Academy (the Grammys) Pacific Northwest Chapter, ***Kalena Parish***, President of the Hawai'i Academy of Recording Arts (HARA), and ***Kainani Kahaunaele***, who serves on boards of both organizations, will share information about their respective organizations, including benefits of membership, the process and requirements to become members, and how to become eligible and nominated for their coveted awards.

PANEL AND SEMINAR DESCRIPTIONS

Friday, September 11

(Afternoon Sessions)

What Kind of Producer Do I Need?

2:00–2:45pm (Hapuna Ballroom)

Kristian Bush, Imua Garza, Liz Sharpe, Josh Stephens, Jerry Wonda (Moderator: Garrison Starr)

When does an artist need a producer? What should the producer's role be? What kind of production deals are available, and how do I know what is right for me? 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 - or should ask - when it comes to working with a producer.

The Domestic Money You Didn't Know You Have

2:00–2:45pm (Hau/Lehua)

After the basics covered in Julia's Music Industry 101 class, this one's for you! ***Michael Eames and Jamie Dominguez*** will take a deeper dive into the nuances of music publishing rights and royalty streams in the United States, including performing rights societies (PROs), the Mechanical Licensing Collective (MLC), social media sites, Soundexchange and more!

Writing Stronger Songs: The Craft of Lyric, Melody, and Rhythm

2:50–3:35pm (Hapuna Ballroom)

What makes a good song connect, and what can you do to make your songs stronger? International hit songwriters ***Pamela Sheyne and Richard Harris*** break down the essential craft of songwriting, exploring how lyric, melody and rhythm work together to create songs that resonate. Through practical tools, real-world examples and decades of professional songwriting experience, Pam and Richard will share techniques you can apply immediately to strengthen your own songs.

Don't Sleep On Production Music Libraries!

2:50–3:35pm (Hau/Lehua)

JC Dwyer, Nitanee Paris, Olivia Taphorn, Adam Zelkind (Moderator: Charles Brotman)

What are production libraries, how are library royalties earned, and how can songwriters get their music into a library? This is a growing area as sync budgets are shrinking and music supervisors are looking for more blanket deals and cost effective options. Learn how to diversify your income streams by working with production music libraries.

Sharing Culturally Rooted Music With the World

3:45–4:45pm (Hapuna Ballroom)

John Cruz, Imua Garza, Kainani Kahaunaele, Lehua Kalima, Ken Makuakane, Jerry Wonda (Moderator: Kalena Parish)

It's not always easy to find "mainstream" success when you release music that is culturally rooted. How, from both a creative and business perspective, can you effectively and responsibly make regional music more accessible to the broader public? This panel will also explore issues of cultural appropriation and the boundary between honor and disrespect. How do we build a career celebrating and sharing cultural music and do it in a way that is *pono*?

PANEL AND SEMINAR DESCRIPTIONS

Friday, September 11

(Afternoon Sessions Cont.)

What Makes Music Syncable?

3:45–4:45pm (Hau/Lehua)

Jennie Armon, Lava Hong, Justin Kamps, Frank Palazzolo, Shannon Palazzolo, Amy Roberts (Moderator: Whitney Pilzer)

What are recent trends in the sync world, and what should you keep in mind when writing songs to increase your chances of landing placements? If your music is ready to pitch…what do you do next? Hear from the music supervisors and licensing reps who are placing music every day to learn how you can grow and improve in this area.

Interactive Cowriting Workshop

5:00–6:00pm (Hapuna Ballroom)

Bring your notepads and guitars, and get ready to meet your new collaborators! ***Maelan Abran and Nitanee Paris*** will lead this interactive cowriting session where the audience will be divided into groups and begin cowriting to a shared prompt. Songwriting groups from this workshop are encouraged to perform their songs at open mic tonight (and will get to jump the line!)

How to Get Your Song in a Super Bowl Commercial (Part 2)

5:00–6:00pm (Hau/Lehua)

Jennie Armon, Farnell Newton, Nellie Rajabi, Marilynn Wexler (Moderator: Ryan Wines)

This panel will be a continuation of Part 1 from yesterday. If you didn't attend Part 1 you are still welcome to attend Part 2 to hear the songs submitted and feedback they receive, but we ask that only folks who attended Part 1 submit songs since they will know from their participation in Part 1 what the briefs are.

Part 2 will be a "demo derby" style playback of all the music submitted for the briefs distributed at the end of Part 1. The panel will play and critique as many submissions as possible. The "winners" will be celebrated (complete with Marmoset swag for prizes!) and panelists will actively be scouting new artists to sign to Marmoset's roster!

PANEL AND SEMINAR DESCRIPTIONS

Saturday, September 12

(Morning Sessions)

What Makes the Local Music Industry Unique

8:00–8:45am (Hapuna Ballroom)

John Cruz, Imua Garza, Lehua Kalima, Ken Makuakane, Kala'e Parish, Chaz Umamoto (Moderator: Kalena Parish)

Local songwriters and artists know that living and working in Hawai'i presents unique obstacles and opportunities. This panel features local artists who have launched and maintained successful music careers - come hear them talk story and share their mana'o. This panel provides an important and valuable local perspective, giving the audience a raw, intimate look at what makes the music industry in Hawai'i special and the challenges that come along with it.

You Recorded That In a Bathtub?! Home Recording Tips & Techniques

8:00–8:45am (Hau/Lehua)

Josh Stephens shares practical, hands-on tips for getting started or improving your home recordings on a budget. He'll show examples of impressive music made in unconventional locations or using cheap equipment, recommended setups for those wanting to get started, and cover the basics of affordable acoustic treatment, so that you can always put your best sound forward no matter where you are or what you have.

Music for Video Games

8:00–8:45am (Breezeway)

This session will be a casual, talk-story opportunity with ***Lava Hong and Olivia Taphorn***, both with extensive experience placing music in video games. The licensing structure and music creation process for video game placements can be quite different than other areas of sync. This is an opportunity for attendees to learn more about the world of video game music and get some writing tips and business advice from these video game licensing pros.

Protecting Yourself and Your Intellectual Property

9:00–9:45am (Hapuna Ballroom)

Julia Brotman, Bill Meyer, and Scott Settle of Settle Meyer Law will lead this discussion about how to protect yourself, your intellectual property, and your business interests as your career in the music industry grows. Topics will include how to know when you need a lawyer, copyright and trademark protection, forming an entity and how to protect yourself and your assets, and Hawai'i income tax benefits that apply to music creators. There will also be a follow-up discussion to Thursday's AI panel here, addressing whether AI companies have the right to use your music to train their AI models and what to do if your music was listed in The Atlantic's IP watchdog database released earlier this summer.

Haku Mele With Kainani Kahaunaele

9:00–9:45am (Hau/Lehua)

What makes a song Hawaiian? Journey into the Hawaiian worldview with award-winning Haku Mele (Hawaiian Songwriter), ***Kainani Kahaunaele***, concerning the poetic connections between people, land, nature, relationships, and the gods. We will explore classic, contemporary, and original Hawaiian mele (chants and songs), underscoring the importance of Hawaiian language proficiency and "mele language" or poetic proficiency.

K-Pop Placement Hunters

9:00–9:45am (Breezeway)

This session will be a casual, talk-story opportunity with ***J. Lauryn, Liz Sharpe, and Zach Sorgen***, who have each been successful writing music for K-Pop artists in recent years. What is different about writing for K-Pop from a business and creative standpoint? How did they get into this world and what advice do they have for attendees who want to pursue a career in K-Pop?

PANEL AND SEMINAR DESCRIPTIONS

Saturday, September 12

(Afternoon Sessions)

The Gatekeepers: How to Get Your Music Repped

2:00–3:00pm (Hau/Lehua)

Akira Hori, Farnell Newton, Amy Roberts, Liz Sharpe, Ralph Torrefranca, Chaz Umamoto (Moderator: Shannon Palazzolo)

Many songwriters dream of "getting signed," but what does that really mean, and how do you actually do it? Music executives will discuss the wide variety of representation deal structures you may encounter, how to know what kind of deal and company might be the best fit for you, and tips on how to secure these kinds of opportunities.

The Pitch Panel (Part 1)

3:05–3:50pm (Hau/Lehua)

Jennie Armon, Akira Hori, Frank Palazzolo, Whitney Pilzer, Amy Roberts, Olivia Taphorn

Time to apply everything you learned about pitching, publishing, and music licensing! Attendees who submit their song via DISCO *with proper metadata!* will be randomly selected to pitch a song to the panel for feedback in front of the group. DISCO upload link will be provided in the QR code on your name badge. **One submission per person only and you must be present when your name is called in order for your song to be played for the panel**.

Stories and Stems: A Career Retrospective With Jerry Wonda

4:00–5:00pm (Hau/Lehua)

In this keynote interview with Jenn Wright, we will hear some of the incredible stories from Jerry Wonda's career and he will break down some of his most famous and iconic tracks.

The Pitch Panel (Part 2)

5:15–6:00pm (Hau/Lehua)

Lava Hong, Justin Kamps, Farnell Newton, Shannon Palazzolo, Liz Sharpe, Ralph Torrefranca

Time to apply everything you learned about pitching, publishing, and music licensing! Attendees who submit their song via DISCO *with metadata!* will be randomly selected to pitch a song to the panel for feedback in front of the group. DISCO upload link will be provided in the QR code on your name badge. **One submission per person only and you must be present when your name is called in order for your song to be played for the panel**.

**Note: Part 2 of the pitch panel will be a continuation of Part 1. If your song was NOT played during Part 1, it's still on the playlist and could be chosen during Part 2, and there is no need to resubmit. If your song WAS played during Part 1, you already had your turn and won't be called again.