

Sunday June 21, 2015

* Denotes AOV (Artist on the Verge)

11:00 am

Registration Opens at the Wyndham New Yorker Hotel

12:15 pm - 1:15 pm
Crystal Ballroom:

Do It Yourself 2015: In the new music business, artists are generally required to "break themselves." Defining what success means to you is the first step. Second, you need a strategy. Third, you need to be able to execute. How and when do you put together your team? When is it time to look for a manager or booking agent? How can you successfully promote and publicize your b(r)and. Publicists, Managers, Agents, and successful DIY artists discuss how to succeed on your own.

Conductor: Dick Huey (Founder, Toolshed)

Players: Emily White (Co-Founder, Whitesmith Entertainment), Ariel Hyatt (Founder, Cyber PR), Cassandra Kubinski (Singer/Songwriter), Han Kim (Artist Manager, Outerloop Management), Steele Saldutti (Songwriter, Producer, DIYer, Van-LadyLove)

1:45 pm - 2:45 pm
Crystal Ballroom:

The Four Agreements: A Practical Guide to Music Success: Management, Label, Publishing, and Internal Band Deal Agreements. To have a successful career you need to understand these four agreements. You will learn key terminology, negotiation points, what to look out for. Hear from managers, lawyers, booking agents, and publishers. If you are serious about your career, then this is a must-attend movement.

Conductor: Debbie Newman, Esq. (Consultant/Attorney, MUSICSTRAT)

Players: Mike Mowery (CEO, Outerloop Management), Jennifer Newman Sharpe (Attorney, JNS Law Offices; WIM), Steve Gordon (Entertainment Attorney, Steve Gordon Law), Robert Celestin, Esq. (RAC Law Offices)

3:15 pm - 4:15 pm
Crystal Ballroom:

Touring For Road Warriors: Hitting the road is full of excitement and challenges. How do you prepare, Budgeting, transportation issues, working with a booking agent and what, exactly is your manager's role? What technologies can assist you, where can you find a new audience, how do you land that coveted festival slot, and how to make more money? Everything you need to know, to make it on the road, will be explained.

Conductor: Dave Lory (President, DJL Live Music Productions)

Players: Jake Gold (President, The Management Trust), Martin Atkins (Chair - Music Business Department, SAE Chicago), Ross Michaels (Founder, Park Avenue Artists), Steve Ferguson (Agent, Paradigm Talent Agency), Shlomo Lipetz (National Program Director, City Winery)

4:45 pm - 6:00 pm
Crystal Ballroom:

Songwriting Masterclass: A live and engaging workshop from a songwriting legend. See and hear how Holly Knight transforms songwriting. Prepare to be inspired!
Conductor: Holly Knight (Songwriter/Music Producer, Holly Knight/Good Knight Songs)

6:30 pm Doors
Webster Hall

NMS Opening Night Red Carpet Event @ Webster Hall
125 E 11th St.

Monday June 22, 2015

8:00 am

Registration Opens at the Wyndham New Yorker Hotel

9:30 am
Grand Ballroom

Opening Remarks: Tom Silverman (Executive Director, New Music Seminar & Founder/CEO, Tommy Boy Entertainment)

10:15 am - 11:30 am
Grand Ballroom:
Presented by
Border City Media

Music Insights 20/20: The Future Revealed: These mystics of the music business, masters of analytics and soothsayers of sound share their projections and new visions for where the business is really going. Each will share images that illustrate a new revelation that they have individually unearthed from their respective data and analysis. Then they will challenge each other to go further in predicting alternative futures for the music business.
Conductor: Jay Frank (Owner/CEO, DigSin)
Players: Alex White (CEO, Next Big Sound), Russ Crupnick (Managing Partner, MusicWatch), Jim Lidestri (CEO, Border City Media), Will Page (Director of Economics, Spotify)

Sutton Place:

Music In Advertising; A Case Study: What makes music supervisors select a particular song? This Interactive 2-step

Movement begins with a creative brief sent to all NMS delegates. Delegates will suggest songs to be placed into a TV commercial and the Conductor will choose a few submissions to discuss live during the Movement. Get inside their heads on the psychology behind emotional needs and effective brand-connection, the six types of songs for sync, and what makes these music supervisors tick. Perhaps your selection will make the discussion.

Conductor: Keith D'Arcy (Creative Licensing, Songs Music Publishing)

Players: Paul Greco (Director of Music and Radio, JWT), Lyle Shemer (Creative Director, JWT), Alex Mailman (Business Director, JWT)

10:15 am - 12:15 pm
Crystal Ballroom:

Music Xray's Live A&R Listening and Critique Sound Sessions: A&R Executives from the most important labels will critique music submitted by NMS delegates at this very popular session. See NMS website to find out how to have your music critiqued.

Conductor: Mike McCready (Co-Founder and CEO, Music Xray)

Players: Jeff Lanier (Label Manager, Chesky Records), Fred Hanba (A&R, Tommy Boy Entertainment), Derrick Aroh (A&R Scout, RCA Records), Keith Tucker (A&R Scout, Def Jam), Jenna Hally Rubenstein (Creative Director, Insieme Music Publishing), Taylor Flynn (Digital Marketing/ A&R Scout, Photo Finish Records)

11:45 am - 12:00 pm:
Grand Ballroom

Live Performance on The Patch Soundstage

12:15 pm - 12:30 pm
Grand Ballroom:

NMS Intensive: TBA

12:30 pm - 1:45 pm
Grand Ballroom:

Songwriter's Movement: Whether it's pop, EDM, hip hop, rock, R&B or country music...great songs always precede great records. What defines a "hit" in each genre and how can you maximize your chances of writing "the big one?" These successful songwriters share their secrets.

Conductor: Peter Asher (President, Peter Asher Management)

Players: Denis Leary (Actor/Songwriter, FX's Sex&Drugs&Rock&Roll), Jenna Andrews (Artist & Songwriter, Jenna Andrews), Alex Bilowitz (Producer & Songwriter), James Adam Shelley (Songwriter/Musician, American Authors), Jonnie Davis (SVP of A&R/Songwriter, Round Hill Music), Adam Pallin (Songwriter, ASTR), Holly Knight (Songwriter/Music Producer, Holly Knight/Good Knight Songs), Sean Douglas (Songwriter)

Sutton Place:

Vinyl Resurrection: Vinyl is the only format that has died and come back to life. Vinyl peaked in 1978, cassettes in 1989, CDs

in 2000; but only vinyl has experienced 50% growth in each of the last four years. What can we learn from this phenomenon?

Conductor: Michael Kurtz (Co-Founder, RSD)

Players: Mark Piro (Musical Curator/Head of Analog Spark, Analog Spark/Razor & Tie), Steve Sheldon (President, Rainbo Records), Nina Palmer (National Sales Director, Ross Ellis Printing), Bryan Burkert (Owner, The Sound Garden), Matthew Johnson (President, Fat Possum Records), Billy Fields (VP of Sales, Account Management, WEA)

Gramercy Park Suite:

International Open Forum: Mix, mingle, and meet your next business associate from another land. This discussion will touch up key challenges when crossing borders and how to work in new territories. This will be an open-forum discussion with leaders from different territories leading the discussion. Be prepared to speak up and be heard. Precursor to the Developing World Movement.

Players: Eric De Fontenay (Founder, MusicDish China), Jesper Thorsson (CEO, Export Music Sweden), Tapio Korjus (Owner, Rockadillo Records), Paul Cheetham (International Project Manager, Reeperbahn Festival)

2:00 pm - 2:20 pm

Gramercy Park Suite:

Meet SESAC and Rumblefish

2:00 pm - 2:15 pm:

Grand Ballroom

Live Performance on The Patch Soundstage

2:30 pm - 2:45 pm

Grand Ballroom:

NMS Intensive: "A Retrospective": Freddy DeMann (Co-Founder, Maverick Records) – Q&A with Larry LeBlanc (Journalist)

Crystal Ballroom:

NMS Intensive: "The Value of Music"

Conductor: Frank Luby (Co-Founder/CEO, Present Tense LLC)

2:45 pm - 4:00 pm

Grand Ballroom:

The Managers Movement: Should artists have a voice in the overall music business? Managers share their optimism and concerns about the direction of the new music business.

Conductor: Jason Flom (President, Lava Records)

Players: Rob Hitt (Manager, Crush Music), Paul Rosenberg (President of Shady Records/CEO, Goliath Artists), Jaddan Comerford (Owner, UNIFIED), Kevin Liles (Founder/CEO, KWL Management/Partner, 300 Entertainment), Jonathan Azu (Manager, Red Light Management), Adam Mersel (Artist Manager, KEMOSABE), Brian Hetherman (Chair, IMMF)

Crystal Ballroom:

Ad-Supported Music Streaming: How does ad-supported music streaming fit into the complex new music ecosystem? What is

its place relative to un-licensed and “pirate” sites on one side, and subscription sites on the other? American AM/FM radio generates \$16 billion a year. Can on-line ad-supported music services ultimately generate even greater ad-revenue?

Conductor: Theda Sandiford (VP of Commerce, Republic Records)

Players: Doug McVehil (SVP of Content and Programming, VEVO), Jonathan Dworkin (SVP Strategy & Business Development, MixRadio), Steve Savoca (Head Of Content, Spotify), Owen Grover (SVP / GM, iHeartRadio), Chris Phillips (Chief Product Officer, Pandora)

Sutton Place:

Artist Technology and Opportunities: The State of the Industry: This Movement explores some of the latest technologies and opportunities that are designed to help artists in a variety of ways: create more effectively, promote their music and brand, generate income, and even save money.

Conductor: Jon Vanhala (CEO, Crossfade Partners)

Players: Craig Swann (Founder, Looplabs), Bryan Calhoun (CoFounder, Freeform Development), Shamal Ranasinghe (Co-Founder, Fluence), Mantis Evar (Co-Founder/EVP, Indaba Music)

**4:00 pm - 5:00 pm
Gramercy Park Suite:**

Women in Music Open Forum: Presented by Women in Music: Women are still far from achieving gender parity in the music industry. Increasing amounts of women are working and taking on leadership roles in the music industry, yet so few hold upper management positions and the final decision making power to guide the industry’s future. Numerous studies have shown that businesses experience greater success when women are involved in the strategy development and decision-making at the top levels of an industry. At this crucial time, amidst so much transition, it is not only imperative that a woman’s voice be heard but that she be in the position of power to make positive improvements. But how do we get there? How do increasing amounts of women in music gain confidence in their own power to be leaders and take on the challenge? What skills do women need to advance this cause? And, what can the industry do as a whole to accelerate gender parity?

This meeting will be presented in a “town hall” fashion, which will allow the audience to provide their thoughts, opinions, suggestions, and solutions for a brighter future for women in the music industry.

Players: Diana Akin (Sr. Coordinator, Writer/Publisher Relations, SEASC), Neeta Ragoowansi (President, Women In Music), Ariel Hyatt (Founder, Cyber PR)

**4:15 pm - 4:30 pm:
Grand Ballroom**

Live Performance on The Patch Soundstage

4:45 pm - 5:00 pm
Grand Ballroom:

NMS Intensive: “Welcome to the Music Business - You’re Still Fucked”: Advice, humor, and tools to help you raise your game (not for the squeamish).
Conductor: Martin Atkins (Chair, Music Business Department, SAE Chicago)

Crystal Ballroom:

NMS Intensive: “The Future is Independent, The Future is Now”
Conductor: Charles Caldas (CEO, Merlin)

5:00 pm - 6:15 pm
Grand Ballroom:

Touring & Artist Development: As live performance increases in importance relative to record sales, concert promoters have become a bigger part of artist development than ever before. They invest in artists on tour; buying radio, print and online advertising that works to increase awareness of the artists. They have crucial data on ticket buyers that can help grow fans for developing artists. They create events that concentrate fans and build careers. Promoters, managers, agents and label representatives look at the live business and new opportunities for artist development.

Conductor: Chris Nilsson (President, 10th Street Ent.),
Players: Natalia Nastaskin (CEO/General Counsel, U.S.A, The Agency Group), Dean Raise (Artist Manager, C3 Presents), Clay Busch (General Manager, Danny Wimmer Presents), Harlan Frey (Senior Vice President of Touring, Atlantic Records), Heath Miller (Vice President, Webster Hall), Sam Alpert (VP, Marketing, AM Only), Christian McKnight (SVP Music, NY/NJ/PA, Live Nation)

Crystal Ballroom:

Independent Labels: The independent labels became organized 10 years ago with the founding of A2iM. A few years later, Merlin was founded. Independent labels control 35% of *sales* market share, and of *streaming* market share, probably more than that. As we enter Indie Week, we ask why independent labels continue to grow market share each year? Why are independent labels responsible for the birth of every new genre and a disproportionate share of the most important artists in history? Why might independent labels be a better choice for artists than majors?

Conductor: Portia Sabin (President, Kill Rock Stars Records)
Players: Tony Brummel (Founder, Victory Records), Ed Vetri (CEO, Wind-Up Records), Andreas Katsambas (CEO, The End Records), Nick Catchdubs (Co-Founder, Fool's Gold Records), Patricia Chin (Founder, VP Records)

Sutton Place:

“The Situation” A live reality show about the music business: A label, distributor, manager, marketing company are releasing a project. Creating a marketing plan, reacting to changes in the artist and management situations while maximizing exposure and monetization for the project are the challenges. The scenario will suddenly change several times during the session and participants will have to react and work with the change to

bring the project home.

Conductor: Dan Cohen (VP of Marketing, Caroline)

Players: Jim Roppo (EVP of Marketing & Commerce, Republic Records), David Macias (President, Thirty Tigers), Rosie Lopez (President, Tommy Boy Records), Chris Atlas (SVP of Marketing, Def Jam Recordings), Vickie Starr (Co-Owner, Girlie Action Media & Management), Mathieu Drouin (Co-Founder, Crystal Math Music)

7:00 pm - 9:00 pm
Gibson Showroom,
Studio 5

421 West 54th St.

How to Train Your Computer to be a Songwriting Producer:

Come join a private in-studio session at the Gibson Showroom NYC: In a world of zeros and ones, where does the computer fit into traditional songwriting? Songwriter/producer, Mark Hudson, ("Living on the Edge," Aerosmith - amongst other hits) and digital pioneer, Craig Anderton, along with Jimmy R. Landry will interactively cover new approaches to songwriting for the modern-day musician.

Conductor: Mark Hudson (Producer/Songwriter - Aerosmith, Ringo Starr, Ozzy Osbourne, Hanson)

Players: Craig Anderton (Songwriter, Chief Magic Officer, Gibson Brands, Jimmy R. Landry (Artist Relations - Gibson Brands/Cakewalk Divisions, Producer, Mixer, Songwriter)

8:00 pm - 12:00 am
Downtown NYC

**New Music Nights Festival @ Cake Shop, The Delancey,
Drom, and Pianos**

Tuesday June 23, 2015

9:00 am

Registration Opens

10:00 am - 12:00 pm
Crystal Ballroom:

Music Xray's Live A&R Listening and Critique Sound Sessions: A&R Executives from the most important labels will critique music submitted by NMS delegates at this very popular session. See NMS website to find out how to have your music critiqued.

Conductor: Mike McCready (Co-Founder and CEO, Music Xray)

Players: Fred Hanba (A&R, Tommy Boy Entertainment), Keith Tucker (A&R Scout, Def Jam), Orlando Wharton (A&R, Atlantic Records), Katie Garcia (A&R and Events, Secretly Group), Tony Girakhoo (Head of A&R, G-Unit Records), Theo Aronson (Founder, Ooh La La Records), Kino Childrey (Head, The Initiative Group), Eric McLellan (Director of A&R, Sire Records)

10:15 am - 11:30 am
Grand Ballroom:

Subscription Music – Getting to the 100 million subscribers:

The leaders of the exploding music subscription sector explain why music subscription will drive exposure and revenues for artists and their investors in a way that records never could. How can the music industry get behind the subscription wave and accelerate the consumer adoption of subscription music?

Conductor: Robert Levine (Journalist, Robert Levine)

Players: Julie Swidler (Executive Vice President, Business Affairs & General Counsel, Sony Music Entertainment), Vania Schlogel (Chief Investment Officer, Tidal HiFi), Simon Wheeler (Director of Digital, Beggars Group), Sami Valkonen (Head of International Music Partnerships, Google Play), David Frear (CFO, SiriusXM), Katie Schlosser (Director of Label Relations North America, Spotify)

Sutton Place:

Can Derivative Works Double Music Revenues? Derivative Works comprise at least 50% of all music-publishing revenues and are already responsible for huge revenues in the recording industry. Of all YouTube music revenue, *user generated videos* generate the majority of revenue. Music sample use has driven the hip hop movement for 35 years and has generated hundreds of millions of dollars for artists and rights owners. More than 60% of YouTube music revenue comes from derivative works. New formats for stem-mixes are now being introduced that will further expand the world of derivative works.

How can the music industry look at derivative works as a giant new revenue center by embracing this opportunity rather than ignoring it or rejecting it?

Conductor: Sophia Chang (SVP A&R Operations, Island Records)

Players: Larry Mills (CEO, We Are The Hits), Ian Allen (VP Business Affairs Admin, Business & Legal, Universal Music Group), Mark Summers (CEO, Scorccio), Ronny Krieger (Head of Content, Native Instruments), Gil Aronow (EVP, Business & Legal Affairs, Commercial Music Group)

Herald Square:

SOUNDEXCHANGE SUMMIT

SX 101 / “Money in Your Pocket” - What every artist and rights owner needs to understand about performance royalties!

SoundExchange is the independent nonprofit performance rights organization that collects and distributes digital performance royalties to all artists and copyright holders - a new channel of revenue in the ever-evolving music entertainment space! Last year over 773M was distributed to artists and rights owners worldwide. If your music is currently streamed on any non-interactive digital service you likely have money waiting. However, you MUST be registered with SoundExchange in order to receive your share of royalties due. Stop by the SX 101 “Money in Your Pocket” panel and you’ll:

- Discover details on the fastest growing revenue stream in music
- The Learn how SoundExchange can collect your performance royalties WORLDWIDE

- Find out how quickly and easily you can register (it's free!)
- Understand the benefits of membership
- Obtain the latest details on advocacy – SoundExchange work tirelessly for fairness and a brighter future for music. You can help also...learn how by attending!

Players: Sean Glover (Director of Royalty Administration, SoundExchange), Scott Berenson (Director, Claims Department, SoundExchange)

11:30 am - 12:30 pm
Gramercy Park Suite

Leveraging The Relationship: Artist and Brand Alignment:

With the shifting paradigm of the music industry and how artists engage with fans, the importance of relationship management is more imperative than ever. What's the protocol for artists approaching companies and brands, and once that relationship is established how can it be leveraged for the benefit of both? This panel will dive into strategic plans for artists looking for endorsements and partnerships, while also dissecting past examples that have resulted in success.

Conductor: Jimmy Landry (Head of Artist and Public Relations, Gibson Brands)

Players: Perry Greenspan (Director of Strategy, Platinum Rye Entertainment), Elliot A. Resnick, Esq. (Attorney at Law, SAHWH, LLP), Aimee Berger (Founder/Partner CampIified/ItACampThing, Primary Wave Entertainment), Amaechi Uzoigwe (Manager, RUN THE JEWELS), Ryan Fitch (VP Sync Licensing & Brand Partnerships, MAC Presents)

11:45 am - 12:00 pm:
Grand Ballroom

Live Performance on The Patch Soundstage

12:15 pm - 12:30 pm
Grand Ballroom:

NMS Intensive: Frank Johnson (CEO, MediaNet)

Crystal Ballroom:

NMS Intensive: TBA

12:30 pm - 1:45 pm
Grand Ballroom:

Label Heads: The Music, The Media, The Money: This year, the industry will see 50% of net revenue from non-sales sources! Influential label heads discuss their excitement about new music and new artists . . . and how they are adapting to *new media* for music & artist exposure and new revenue centers.

Conductor: Ralph Simon (CEO/Founder, Mobilum Global, Founder of the Mobile Entertainment Forum Mobile - Americas)

Players: Tom Corson (President & COO, RCA Records), Avery Lipman (Founder/President, Republic Records), Craig Kallman (Chairman & CEO, Atlantic Records), Steve Bartels (CEO, Def Jam), Dave Hansen (General Manager, Epitaph, ANTI- Records), Emmanuel de Buretel (Founder & CEO, Because Group)

Crystal Ballroom:

Radio: Despite the continued growth of online music penetration, radio's ability to expose and break new music remains unchallenged. How do they do it? What, exactly, does radio understand better than any new media when it comes to making new music familiar and discovering hits?

Conductor: Daniel Glass (Founder and President, Glassnote Entertainment)

Players: Clay Hunnicutt (EVP + GM of National Programming Platforms, iHeartMedia), Michael Martin (SVP, Programming and Music Initiatives, CBS Radio), Peter Szabo (SVP, Head of Music & US Ad Sales, Shazam), John Dickey (EVP, Content & Programming, Cumulus Media), Anya Grundmann (Executive Director of NPR Music/VP of NPR Programming), Steve Blatter (SVP/GM, Music Programming, Sirius XM)

Herald Square:

SOUNDEXCHANGE SUMMIT

Does Living in the Past Provide a Vision for the Future? – a trip down memory lane. Part nostalgic, part educational – all fun! The music industry can be very cyclical... there's a lot to be learned from successes and failures of the past. Come and hear a number of your favorite artists reflect back on stories related to classic performances and memorable times from the 70's, 80's and 90's – hear how business has dramatically changed, or has it?

Conductor: David Spero (Founder, David Spero Management)

Players: Gunnar Nelson (Musician, Singer, & Songwriter), Josh Solomon (Musician, The Empty Pockets), Blake Morgan (Artist Manager)

**2:00 pm - 2:15 pm:
Grand Ballroom**

Live Performance on The Patch Soundstage

**2:30 pm - 2:45 pm
Grand Ballroom:**

NMS Intensive: "Hi-Res Audio: So What?"

Conductor: Craig Anderton (Executive Vice President, Evangelist, Gibson)

Crystal Ballroom:

NMS Intensive: TBA

**2:45 pm - 4:00 pm
Grand Ballroom:**

Perfecting Production: How producers become producers. These producers will talk about how and why their biggest successes came out of the studio. More importantly they will also share what didn't work and why.

Conductor: Rani Hancock (RCA)

Players: Mark Beaven (Manager/Producer, AAM Inc), Justin Smith (DJ & Producer, Just Blaze), Jimmy Douglass (Producer, Jimmy Douglass), Bryan Fryzel (Producer, Frequency), Elliot

Scheiner (Producer, Trackma Prod), Frank Filipetti (Producer, Earwhacks Ltd.)

**Crystal Ballroom:
Presented by: Vevo**

Building A Video Strategy: Videos continue to grow in importance: YouTube and Vevo continue to grow while Facebook, Instagram video, Vine, and Twitter magnify the impact of those videos. Today's world requires a video strategy for every song released and maybe for albums as well. How do you develop a video strategy that will continue to grow your fanbase and your brand?

Conductor: Dan Ghosh-Roy (Head of Marketing & Digital Strategy, PledgeMusic)

Players: Jay Frank (Owner/CEO, DigSin), Jonathan Daniel (Co-Owner / Founder, Crush Music), Jill Kaplan (Producer, Video Production + Content, Columbia Records), Jon Baltz (Vice President/Co-Founder, InDMusic)

Sutton Place:

The Developing World: Music Explosion: The population of the top 30 music markets in the world is 1 billion. The average per capita contribution of music-driven revenue to the music biz is \$13 a year. It is estimated that more than 3 billion people are capable of generating new revenue for the music business by 2020. How can we prepare for the move from a regional industry to a global one? What will this new world look like?

Conductor: Ralph Simon (CEO/Founder, Mobilum Global, Founder of the Mobile Entertainment Forum Mobile - Americas)

Players: Michael Abbattista (Global Head of Telecom/ISP Partnerships, Spotify), Julien Simon (VP, Music Rights and Label Relations, Deezer), Prashant Bahadur (SVP, Strategy, The Orchard), Paramdeep Singh (Co-Founder & Executive Chairman, Saavn), Ed Peto (Managing Director, Outdustry Group), Ademola Ogundele (CEO, Notjustok LLC), Emmanuel Zunz (Founder, ONErpm)

Herald Square:

SOUNDEXCHANGE SUMMIT

Legal Eagles:

From the Blurred Lines case to Taylor Swift copyrighting her lyrics, entertainment law has never been more interesting and meaningful to artists, producers, and labels. This expert panel of legal eagles will discuss hot topics, their impact to the music industry and the importance of artists being vigilant in their own careers.

Conductor: Jay Rosenthal, Esq. (Partner, Mitchell Silberberg & Knupp)

Players: Ken Anderson, Esq. (Special Counsel, Sheppard Mullens), Danielle Aguirre, Esq. (General Council & SVP, Business Affairs, NMPA), Christine Lepera, Esq. (Partner, Mitchell Silberberg & Knupp)

**4:15 pm - 4:45 pm
Gramercy Park Suite:**

Meet BMI

4:15 pm - 4:30 pm:
Grand Ballroom

Live Performance on The Patch Soundstage

4:45 pm - 5:00 pm
Grand Ballroom:

NMS Intensive: Farrah Bezner (Marketing Director, North America, Halls & Candy)

Crystal Ballroom:

NMS Intensive: "The Hit Life": Surviving the music business but with your life intact."
Conductor: Billy Mann (CEO/Entrepreneur, Green & Bloom/TOPL1NE)

5:00 pm - 6:15 pm
Grand Ballroom:

The A&R Movement: Where is music headed? The young guns of A&R discuss the future of music and what they look for before signing an artist. This Movement will also review the Top 3 Artists from the NMS "Artist on the Verge Project," where the winner (as voted upon by the NMS delegates) will win marketing, promotion, musical equipment and services valued around \$50,000.

Conductor: Michael Goldstone (Founder, Mom + Pop Records)
Players: Kristina Grossmann (A&R Director, Republic Records), Ziggy Chareton (Manager of A&R, Island Records), Natalia Romiszewski (A&R, Lava Records), Chloe Weise (A&R Coordinator, RCA Records), Orlando Wharton (A&R, Atlantic Records), Noah Preston (VP of A&R, Def Jam Recordings), Clio Massey (Director of A&R, Sony ATV)

Crystal Ballroom:

Music Publishers Movement: The US Copyright office has made recommendations for overhauling copyright law. Publishers want to pull out of performing rights associations. The DOJ is considering changes to the consent decree ruling. Indie, major and label-owned music publishers discuss what the changes might mean to the business, the catalog game and the process of developing new writers.

Conductor: Billy Mann (CEO/Entrepreneur, Green & Bloom/TOPL1NE)

Players: Neil Gillis (President, Round Hill Music), Richard Stumpf (Founder/CEO, Atlas Publishing), Victor Zaraya (COO, Razor & Tie), Laura Margolin (Publishing Coordinator, Glassnote Records), John Rudolph (Strategic and M&A Advisor, Music Analytics)

Sutton Place:

Music Distribution: The role of the music distributor is changing radically. Once merely a pick, pack & ship, billing & collection operation - new distributor functions may include a whole suite of

services to support labels and, in some instances, in many countries.

Conductor(s): Jem Aswad (Contributing Editor, Billboard Magazine), Ed Christman (Reporter, Billboard Magazine)

Players: Dominic Pandiscia (President, Caroline), Tor Hansen (Co-Owner, YepRoc, RedEye), Brad Navin (CEO, The Orchard), Joe Cuello (CCO, TuneCore), Jay Boberg (Chairman, Isolation Network, Inc./INGrooves), Mike Healy (Executive Vice President, Music & Distribution, Entertainment One U.S. LP), Kenny Weagly (SVP, A&R and Label Services, ADA Worldwide)

Herald Square:

SOUNDEXCHANGE SUMMIT

Advocacy and Becoming Your Own Advocate:

From Fair Play Fair Pay Act to the Protecting the Rights of Musicians Act, the Judiciary Committee in Congress has to pivotal bills that would be very beneficial to the entire music industry. SoundExchange's Julia Massimino the Global Vice President of Public Policy will break down the bills, how you can get involved and why it is essential that you do.

Conductor: Julia Massimino (VP, Global Public Policy, SoundExchange)

6:30 pm:
Grand Ballroom:

Artist on the Verge Awards

6:45 pm:
Grand Ballroom:

Final Remarks

8:00 pm:

The party continues downtown for New Music Nights featuring the NMS Artist on the Verge Performers and other exciting new acts. See Festival Schedule handouts for set times.