

# TAXI Road Rally 2019

## Driver's Ed Classes

(Teachers' bios are located at the end of these class descriptions)

Friday, November 8<sup>th</sup>, 2019

11:15am – 12:15pm: Seating is limited and on a first-come, first-served basis.

- **Streaming Doesn't Pay, Now What? with Tony van Veen – Westchester Room (Lobby Level / 1st Floor)**  
The industry shift to streaming has devastated the independent artist's ability to earn income from their music. When it takes 300 streams to earn \$1, what is an artist to do? In this session Disc Makers CEO Tony van Veen discusses the financial realities of the modern streaming era and breaks down the ways artists can maximize their income today.
- **Composing for Production Music Libraries: Techniques and Strategies with Peter Neff – National Room (Mezzanine Level / 2<sup>nd</sup> Floor)** This class examines what makes for successful music library tracks. We'll cover topics such as how to make your track edit friendly, common structures, ways to increase your usage, and the various terminologies used in this field. Peter Neff has composed hundreds of music library tracks, of which 100% of them have found placement in commercials, film, and over 1800 episodes of television.
- **The Pursuit of Excellence: Determining Winners From Others with Bob Mete – Midway Room (Mezzanine Level / 2nd Floor)** This class will illustrate the traits and qualities that separate Winners from all others. We will discuss topics such as: Fear of Risk, Failure and Criticism, Making Commitments, Fear of Change, Problem Solving, Setting Goals, Dealing with Feedback, and Doing a Personal Inventory. The topics above will be demonstrated using examples from the sports and music industry. The class is fast paced and entertaining. Attendees will come away with a positive attitude toward work, their craft and their daily life.
- **Song Structures That Sell with Casey Hurowitz – Logan Room (Mezzanine Level / 2nd Floor)** Struggling to get more songs forwarded and attract the ears of A&R people? Often it's all about song structure and beginner songwriters (and some experienced folks!) often miss the basics. Verses? Pre-Choruses? Choruses? Bridges? Casey Hurowitz, who has had many music placements and songs signed with music libraries, will talk about all those sections from both a musical and lyrical point of view. The class will listen to examples of popular songs and discuss what makes them tick as far as structure. Casey will also try (time permitting) to take CDs from the class and play some songs for discussion. So bring CDs and lyric sheets! Class participation strongly encouraged!
- **How to Create an Effective EPK for Your Music with Dave Cool of Bandzoogle – La Guardia Room (Mezzanine Level / 2nd Floor)** One of the most important promotional tools for musicians is an electronic press kit. An EPK is your gateway to getting press, reviews, booking more shows, and more. But what makes an EPK effective? Join Dave Cool from Bandzoogle to find out how to create an EPK for your music that will impress media and bookers alike. During this class you'll learn what key elements should be in your EPK, where you should have your EPK, if and when to use an EPK specific platform, tips for sending your EPK to media and bookers, and more. Lots of additional resources will be shared throughout the class, plus there will be a Q&A to ask any questions you have.
- **Electronic Music Production 101 with Dr. Chrispy (AKA Chris Boshuizen) – Kennedy Room (Mezzanine Level / 2nd Floor)** Electronic music is all over the charts, but if you've never created it before, getting started can be daunting. In this hands-on introductory class, we will cover the basic terminology and techniques of EDM, like what is an 808, what is sidechaining, and what sounds you should buy. *Live in the class* we will take an acoustic rock track with a classic vibe, and recreate it as a high-energy, contemporary dance track, discussing each of the elements as we go. If you are new to electronic music and want to get the most out of the other EDM-focused sessions at the Road Rally, this workshop is the perfect place to start. By the time we are done, you should be ready to start creating your own electronic tracks, or be comfortable and confident working with any electronic producer.

## **Friday 11:15am – 12:15pm (continued):**

- **Advanced Production & Mixing (In Your Home Studio)** with **Multi-GRAMMY®** Award winning mixer **Rob Chiarelli and Ron Harris**– **The Theatre (Mezzanine Level / 2nd Floor)** This class will be hosted by multi-Grammy® award winner Rob Chiarelli and 20x platinum producer Ron Harris. This year, the focus will be on creating, producing and recording music in your home studio. If you are an artist, songwriter, producer or engineer and you want to take your recordings to the next level, this is the place to be. Topics will cover everything from production, arranging, recording and mixing to song arrangement, plugins, EQ, compression, vocal performances and yes ... even acoustics and sound treatment. Rob and Ron will answer all your questions and reveal the secrets that make will make your songs and recordings sound like a million bucks.

## **Friday, November 8<sup>th</sup>, 2019**

### **1:00pm – 2:00pm: Seating is limited and on a first-come, first-served basis.**

- **How to Secure the Bag: Exploring Untapped Revenue** with **Shari Hoffman, CEO of Transparence Entertainment Group** – **Concourse Ballroom (Mezzanine Level / 2nd Floor)** According to industry, sources artists have been losing out on billions of dollars globally due to inaccurate metadata, whether it's for one song or fifty! Today, music creators wear multiple hats while juggling the business of music. Due to this pressure, the importance of metadata implementation is lost, royalties that may be due are unattainable, and access to information about how and where users are listening to music is limited. When music is streamed, downloaded, broadcast or played live, there are royalties to be collected for the actual performance in a sound recording payable to copyright owners & performers as well as those for songwriters & publishers. Explore untapped revenues you likely aren't collecting and how to secure your fair share. Money Sounds Good, Right?

## **Friday, November 8<sup>th</sup>, 2019**

### **3:00pm – 4:00pm: Seating is limited and on a first-come, first-served basis.**

- **Modern Artist Development: Building a Fanbase with Sydney Alston** – **Westchester Room (Lobby Level / 1st Floor)** After the songs are picked and the music is recorded, how can I get my music out to the public and build a strong fan base? Modern Artist Development is all about how to present your work when it's done and how to build and maintain a fanbase and monetize your efforts. In this session we will delve into topics like: How to grow a live audience from an empty room to packed house; How you use social media, text messaging, and email to engage with your fans and get them to help you spread the word; How to best spend your marketing money to get the most out of your release or concert; and how to use your fanbase as leverage for sponsorships and product.
- **"Sounds" Like a Winner** with **Darlene Koldenhoven** – **National Room (Mezzanine Level / 2nd Floor)** Learn how to capture that winning vocal "Sound" from Darlene, who brings her many years of experience and expertise on working from 'both sides of the glass' as she addresses the solutions in technique and dual communication to achieve that 'platinum' vocal sound. Focusing on the voice, vocal production, and the voice/ear/brain connections, this class is full of inside information and sound advice to help you achieve your goals as a singer, songwriter, or producer working with singers. Did you know that the singer will only 'sing' the frequencies that their ears can hear and that the ear provides the food for the brain? Learn what frequencies will boost creativity, motivation, quick thinking and a strong memory and which ones will help be a better singer, speaker, and songwriter. Learn how to tune your ear, tune your voice, and tune yourself to become a more powerful singer, speaker, songwriter, musician, performer, producer, and engineer. Her many accolades and book with 7 CDs, Tune Your Voice: Singing and the Mind's Musical Ear, that is endorsed by everyone from Juilliard to "American Idol," says it all ... Stop by for a listen.
- **"Just Get Out There" – How To Be Your Own Successful Artist/Songwriter Entrepreneur 'Start Up'** with **Gilli Moon** – **Midway Room (Mezzanine Level / 2nd Floor)** In this new dawn of the music business, achieving success means being an Artist that is unique, in charge of your own destiny and entrepreneurial. Gilli shares her experience, strategies, tips and tools on getting out there as an Artist and Songwriter and maintaining a self-sustaining, successful career as your own entrepreneurial music business 'startup'. If you want to own your own destiny, be known and successful, on your terms, as an in-charge independent artist and/or songwriter, this class is for you.

## **Friday 3:00pm – 4:00pm (continued):**

- **Activate Your Inner Music Mogul: Mindsets And Strategies for a Successful Career** with **Nancy Moran** – **Logan Room (Mezzanine Level / 2nd Floor)** The difference between highly successful artists, composers, producers and writers and their struggling counterparts is rarely talent. The difference is that the highly successful ones have learned to access their entrepreneurial skills—or what artist development coach, Nancy Moran, calls their “inner music mogul”—to keep them on track, attract opportunities, and propel them to the top of their market. The good news is that YOU already have these same entrepreneurial skills within you. You just need to tap into them! In this workshop, Nancy teaches you to do that by walking you through specific strategies, techniques, mindsets and concepts that she uses regularly with her own, successful Music Mogul Academy clients. Be prepared to write and participate because this workshop is about YOU. You’ve got the talent. Now, let your inner music mogul show you what you can do with it!
- **Virtual Orchestration for Songwriters and Producers** with **Martin Tichy** for **ILIO – La Guardia Room (Mezzanine Level / 2nd Floor)** If you’re new to working with orchestral sounds and arrangements on the computer and want to get your feet wet, this is the course for you. Martin Tichy, who specializes in orchestral music production, not only with his background as a violin player and composer, but also as Vienna Symphonic Library’s long-time Marketing Manager, will share tips and tricks to quickly achieve great sounding string and orchestra arrangements for your tracks. Topics include how to use shortcuts without a steep learning curve, what tools you need when you’re on a budget, technical basics, placement and reverberation, how to create lively and emotional phrasings, and which beginner’s mistakes and pitfalls you can easily avoid. Join this class and you’ll be able to make educated decisions on how to integrate realistic sounding symphonic instruments into your music!
- **Using Metadata to Get More Placements and Earn More Income** with **Joe Brandt** – **Kennedy Room (Mezzanine Level / 2nd Floor)** Metadata might not be the most exciting aspect of the music industry, but it’s *critical* if you want music supervisors and editors to use your music and get your information on the Cue Sheets that your Performing Rights Organization use to pay you! Now, it’s exciting, isn’t it? Learn what Metadata is, where to put it, and which information is the most important!
- **TBA– The Theatre (Mezzanine Level / 2nd Floor)**

## **Friday, November 8<sup>th</sup>, 2019**

**6:00pm – 7:30pm: Seating is limited and on a first-come, first-served basis.**

- **Song, Career, and Production Bar** – **National Room (Mezzanine Level / 2nd Floor)** with **James Kocian (Song)**, and **Derek Nakamoto (Production)**. These sessions are similar to the One-to-One Mentor Sessions, but open to TAXI members *and* guests. They’re free and on a first-come, first-served basis. **Please bring your Music on CD or Mobile Device.**
- **Rhymecology: The Art of Rhyming** with **Jeff Walker** – **Midway Room (Mezzanine Level / 2nd Floor)** Whether you are a rhyming expert or just testing the waters, The Rhymecologist will help you step up your lyric writing in just one fun session. The Hip-Hop based Rhymecology techniques will improve songwriting in any genre and give you a unique edge to stand out. This interactive class will expand your creative writing tool kit through a multitude of exercises and tools as you learn about the power of multi-syllabic rhyming, wordplay and other secrets. Bring a pen and notebook and create “on-the-spot” rhymes with the group. (Seriously, bring pen/paper).

## **Friday 6:00pm – 7:30pm (continued):**

- **Give "Frightless" Performances Every Time You Sing!** with **Steven Memel – Logan Room (Mezzanine Level / 2nd Floor)** Wouldn't it be great if when we were born they handed us a manual on how to operate this thing called "you?" Well they didn't. Staying in the dark about what's happening when you get anxious and uptight leaves you wide open to negative self-judgment, self-criticism and other yucky stuff that makes the situation worse. Learn techniques and strategies on what to do to turn that around, and find out how "it's not your fault, but it is your responsibility." Steven Memel will take you through the ins and outs of operating your mind and emotions so that they support you rather than undermine you. Be there! You'll be glad you were!
- **Getting the Most From Your Music: Producing the Same Song for Multiple Genres** with **Fett – La Guardia Room (Mezzanine Level / 2nd Floor)** In today's music world, you want to minimize your effort, cost and time spent, while giving your music its maximum potential for different placements – and chances for success. One way to do that is to consciously – from the beginning – produce a single song for multiple genres, rather than re-recording the same material at separate times and in different circumstances. It takes some careful planning and forethought, but the results are well worth it. In this real-world case study, using a "Production & Session Map" and other tools, veteran Nashville engineer/producer, Fett, walks you through the entire process from "worktape" to final masters for 3 different genres, all using different subsets of material from a single recording session. Multiple, real-world audio examples are used for illustration, so you can hear first-hand how the process works.
- **Demystifying the Cue** with **Dean Krippaehne – Kennedy Room (Mezzanine Level / 2nd Floor)** Gain insight into writing, recording and producing quality music for Film and TV and learn the secret tips, tricks and strategies pros use to create music cues quickly. Discover the difference between writing a "song" and creating a "mood." Learn what music libraries and supervisors are looking for and how to get your music into their ballpark. We'll also talk about how to instantly make your productions sound "bigger" and get your virtual instruments sounding more "real." I'll play music examples of cues that worked well for me (and some that did not) and we'll discuss the reasons why. We'll also address why "radio" lyrics don't work well on TV and how to better craft your lyrics for those money-making placements. Lastly, we will take a look at a few other aspects of the biz including: Royalties, networking, writer's block, and the future of music.
- **TBA– The Theatre (Mezzanine Level / 2nd Floor)**

## **Friday, November 8<sup>th</sup>, 2019**

**6:30pm – 8:00pm: Seating is limited and on a first-come, first-served basis.**

- **Artist Showcase!** with **MusicPro Insurance – Concourse Ballroom (Mezzanine Level / 2nd Floor)** Come join MusicPro Insurance's sponsored artist showcase. MusicPro is offering a limited number of slots for "short sets" to acts who might benefit from a performance attended by other artists and music industry professionals.

## Saturday, November 9<sup>th</sup>, 2019

9:15am – 10:30am: Seating is limited and on a first-come, first-served basis.

- **Modern Artist Development: Building a Fanbase with Sydney Alston – Westchester Room (Lobby Level / 1st Floor)** After the songs are picked and the music is recorded, how can I get my music out to the public and build a strong fan base? Modern Artist Development is all about how to present your work when it's done and how to build and maintain a fanbase and monetize your efforts. In this session we will delve into topics like: How to grow a live audience from an empty room to packed house; How you use social media, text messaging, and email to engage with your fans and get them to help you spread the word; How to best spend your marketing money to get the most out of your release or concert; and how to use your fanbase as leverage for sponsorships and product.
- **The Dos & Don'ts of Co-writing with Cliff Goldmacher – National Room (Mezzanine Level / 2nd Floor)** Get an insider's perspective on the process of songwriting collaboration from a veteran of over a thousand co-writes. Some of the topics covered in this workshop: • The advantages and disadvantages of co-writing • What to do before, during and after your co-writing session • Co-writing etiquette • The business side of collaboration.
- **Power Marketing For The DIY Musician with Bobby Borg – Midway Room (Mezzanine Level / 2nd Floor)** Are you looking for a systematic approach to getting to that next level of your career? Do you want to make music that matters, and music that gets heard? Are you confused by all of the fly-by-night companies and tools that flood the marketplace? Then this engaging presentation of practical ideas is for you! A former major label, Indie, and DIY recording/touring musician turned artist advocate, Bobby Borg clearly reinterprets tried-and-tested marketing concepts used by the most successful and innovative companies, and breaks them down into powerful steps that you can immediately use to set your career on the right course. This down-to-earth, fun, and uplifting gathering will leave you supercharged with new ideas that help you to attract the attention of those that can help you by first helping yourself. Feedback and critique methods will also be examined using a few select audience members. Bring your music and get heard first.
- **Sample-Based Orchestral Arrangements – Listening Session with Martin Tichy for ILIO – Logan (Mezzanine Level / 2nd Floor)** In this class Martin Tichy invites you to bring recordings of your songs and instrumentals that contain orchestral instruments for honest and constructive feedback. This could be a string arrangement for a song, a hybrid underscore or an epic orchestral trailer – just anything that includes instruments of the orchestra. Using your examples, Martin will reveal a lot of tricks of the trade to create authentic orchestrations, from intimate string quartets to blaring brass sections to large-scale orchestras. Finally, you'll receive valuable recommendations for educating yourself on your journey to better virtual orchestrations! Bring a CD or your phone for playing back your music.
- **How to Start Selling Fan Subscriptions with Dave Cool of Bandzoogle – La Guardia Room (Mezzanine Level / 2nd Floor)** As a musician, it's important to diversify your revenue streams to support your career. One way to generate a new income stream is by offering fan subscriptions, or memberships. Join Bandzoogle's Dave Cool to find out how you can generate recurring revenue with subscriptions and deepen your connection with your biggest fans. During this class you'll learn how selling fan subscriptions can benefit your career, why you should sell subscriptions through your own website, where subscriptions fit into your career with selling and streaming your music, how to decide the rewards for your fans, and how to promote subscriptions to your fans. Lots of additional resources will be shared throughout the class, and there will be several Q&A breaks to ask any questions you have.
- **Know Who You Are (And Why It's Important!) with Derek Nakamoto – Kennedy Room (Mezzanine Level / 2nd Floor)** Veteran producer and musical mastermind behind the careers of some of the most eclectic artists (Keiko Matsui, etc.) shares his secrets on positioning yourself uniquely in today's marketplace. If you want to be the next Beyonce, you should avoid this class at all cost. But if you don't mind being different and have a unique voice in this world, don't miss this interactive and highly impactful class with one of the most versatile and eclectic producers/arrangers working today.

## **Saturday 9:15am – 10:30am (continued):**

- **What It Takes To Succeed as a Songwriter in Today's Environment** with **Barry DeVorzon** of **MasterWriter – The Theatre (Mezzanine Level / 2nd Floor)** Music and the music business are constantly changing, but some of the rules that lead to success are still pretty much the same. Hit songwriter and CEO of MasterWriter will discuss those golden rules and the opportunities in the music business, as it exists today. He will also share an interesting story or two and briefly demonstrate why MasterWriter is the songwriter's best friend. Barry is a Road Rally favorite. **You'll learn a lot, and you can win a free license to MasterWriter by just attending.**

## **Saturday, November 9<sup>th</sup>, 2019**

### **2:30pm – 3:30pm: Seating is limited and on a first-come, first-served basis.**

- **"Thank God I Never Made It": Achieving Happiness Without Chart-Topping Success** with **Tony van Veen – Westchester "A" Room (Lobby Level / 1st Floor)** Disillusioned musicians abound, but it doesn't have to be that way. Recognition metrics like chart position and social stats can kill the joy in your creative life and lead to discouragement and artistic paralysis. Yet each of us has our own unique vision of where our art can take us, one that relies on very different measures and victories. Bring your perspective (and your frustrations) to this interactive session where Disc Makers CEO Tony Van Veen explores with you how an ambitious DIY artist today can find creative freedom, engagement, and enjoyment on their own terms by discovering their personal definition of success.
- **Hit The Road: How To Get Your Road Ready Act Out On The Circuit** with **Ryan Gaughan – National Room (Mezzanine Level / 2nd Floor)** As an artist, gigging and marketing are essential yet frustrating part of the business. This class will dive deep into proven strategies to jump-start your local impact, taking those principles regionally, nationally and even internationally. Covering the entire booking process from initial contact with a talent buyer all the way to effective and up to date promotional tools will be covered. After this class you will have the fundamentals to work effectively towards booking, promoting and making a living playing live and using social media marketing skills. There will be plenty of time allotted for Q&A, and entertaining stories from the road pointing out successes and failures every DIY artist should look for. All from a teacher active in the international, DIY booking world. Building a solid fan base with social media whether you are just starting or a vet trying to get more fans.
- **Music Business In 10 Easy Lessons** with **Ben McLane – Midway Room (Mezzanine Level / 2nd Floor)** Ben will go over the 10 vital lessons he has learned every entry level and professional musician or executive should know to survive and thrive in the music business (which are laid out in his recent book "Music Business In 10 Easy Lessons" available on Amazon), as well as go over other relevant related industry topics and Q&A.
- **10 Essential Elements You Need To Book Better Gigs** with **Nancy Moran – Logan (Mezzanine Level / 2nd Floor)** As a performing singer/songwriter or band, one of the best ways to increase your fan base, raise your profile, and get your music heard is to perform in front of a live audience. And with online CD and download sales declining, it's also a great way to make money and boost your income. But let's be serious. There are GOOD gigs...and not-so-good gigs. And the competition is tough for those good gigs! In this class, veteran touring artist and Artist Development Coach, Nancy Moran will identify the 10 Essential Elements that you need to set yourself apart from thousands of other bands and artists. By the end of this interactive session, you'll know where you are succeeding, just getting by, and/or where you need to put in more time and effort. Happy Gigging!
- **Intro To Recording In Pro Tools** with **Jenna Drey and Mihai Boloni – La Guardia Room (Mezzanine Level / 2nd Floor)** Want to learn how to record vocals and music in Pro Tools? From setting up your microphones, recording vocals and instruments, punch-ins and overdubs, to creating comps, this class will show you how you can improve your music by improving your recording technique. This class is led by Pro Tools Expert Instructor Mihai Boloni, who has over 17yrs of experience working with singers, songwriters, and musicians, an Audio Engineer and Music Producer. Learn how to use fundamental production techniques in Pro Tools used by music professionals across the industry. All attendees will be provided link for Avid's Free Basic Version of Pro Tools for your own personal use.

## **Saturday 2:30pm – 3:30pm (continued):**

- **Don't Get Screwed! How to Protect Yourself as an Independent Musician** with **Erin M. Jacobson, Esq. – Kennedy Room (Mezzanine Level / 2nd Floor)** An explanation of the most common types of ways independent musicians and songwriters get screwed and how to protect yourself before it happens. This class will include real examples from artist's careers, as well as a discussion on what contracts are necessary to prevent these scenarios, along with an opportunity for Q&A with music attorney Erin Jacobson.
- **Rock, Country, Christian, Singer/Songwriter Listening & Feedback Session** with **Chris "Hot Rod" Long, James Kocian, and Paul Marshall – The Theatre (Mezzanine Level / 2nd Floor)**. Please come join Chris "Hot Rod" Long (Rock A&R Expert and Artist Manager), James Kocian (Multi-Genre Songwriting and Production Expert), and Paul Marshall (Country Songwriting Expert). **Please note:** We will now be giving you one raffle ticket as you enter the Theatre just before each session begins. You **must** have your raffle ticket at the *beginning* of each session. Latecomers will **NOT** be able to get a ticket out of fairness to the people who got there on time. To choose songs for the panel, we will pull a random ticket from a box and call the ticket number out for you to bring up your CD. Members *and* guests may submit for these sessions. **Audio CDs only, please, no Mp3s!** Lyric sheets should be rubber-banded on outside of CD. Sharpies and rubber bands will be next to drop boxes inside the ballroom. **You must have a valid Road Rally 2019 badge to submit! Note: These sessions are NOT for Film & TV music feedback. These sessions are for Label, Publisher, and Artist feedback only!**

## **Saturday, November 9<sup>th</sup>, 2019**

### **5:30pm – 7:00pm: Seating is limited and on a first-come, first-served basis**

- **Song, Career, and Production Bar** with **Chris Long, Ronan Chris Murphy, and Liz Redwing – National Room (Mezzanine Level / 2nd Floor)**. Please join Chris Long (Song), Ronan Chris Murphy (Production), and Liz Redwing (Career). These sessions are similar to the One-to-One Mentor Sessions, but open to TAXI members *and* guests. They're free and on a first-come, first-served basis. **Please bring your Music on CD or Mobile Device.**
- **Are Your Contemporary Christian Songs Really Contemporary?** with **James Kocian – Midway Room (Mezzanine Level / 2<sup>nd</sup> Floor)** Find out how to turn your songs into material that works in today's Christian market. Lyrics, melody, and production have to all be working together for your songs to be competitive. You'll learn what the latest trends and techniques are, and time permitting, James will listen to some of your songs and give feedback in the class!
- **Invincible Singing for Stage & Studio** with **Steven Memel – Logan Room (Mezzanine Level / 2nd Floor)** A tap on the shoulder from the gods of singing is usually what we hope for when we walk on stage. You may be rolling the dice like that every time or maybe you feel pretty dang confident. But no matter what you feel, you *know* there's something more. Something transcendent. Something inside that's hard to express, but when you hit it, you feel 80 feet tall. What would you feel like if you knew, beyond the shadow of a doubt that you could do that each and every time? That your voice would soar and your performance would take your audience into that "could hear a pin drop" silence or send them "over the top" into a wild frenzy of screams and cheers. Steven Memel says that can be true for you! Join this fun and exciting session to find out how.
- **Women In The Studio: Roles and Critical Skills** with **Fett – La Guardia Room (Mezzanine Level / 2nd Floor)** Do you work with women in the studio? Did you know that women and men have different hearing, and each bring unique perspective to the music production process? Did you know that women are increasingly becoming a major force in the audio industry? Are you a woman who wants to improve your recording and production chops? Using audio examples of some of today's leaders in the field (who just happen to be women), veteran Nashville producer/engineer, Fett (host of the Empowering Women In Audio live events), discusses two primary areas that are pertinent to women in audio production: 1) the changing role of women in the studio today; and 2) specific, critical skills that are required to compete. A list of audio resources for women is included. Whether you're experienced or just starting out, if you have an interest in recording and production, this class is for you.

## **Saturday 5:30pm – 7:00pm (continued):**

- **Reverse Engineering Instrumental Cues** with **Dean Krippaehne – Kennedy Room (Mezzanine Level / 2nd Floor)** Learn how to build simple yet effective instrumental cues that can create real income! Listen to examples and discover the detailed recipes for some of the most sought after and commonly used instrumental cues in the market today. In this workshop we will talk about common cue formulas, genre specific progressions, stereotypical instrumentation, chord structure, style parameters and more. You will learn how to listen to a piece of music in any genre, deconstruct its various elements (chord, melody, vibe, instrumentation, FX and mix) and reconstruct those elements creating your own original piece of music. We will also explore lyric vernacular and vocal vibe on a few songs for those who write and record vocal cues. Gain insight to “lift,” “underscore,” “rhythm interplay,” “real instruments vs. virtual instruments,” and uncover the secret to decoding the basic DNA of cue writing.
- **TBA** with **TBA – The Theatre (Mezzanine Level / 2nd Floor)**

## **Sunday, November 10<sup>th</sup>, 2019**

### **11:00am – 12:00pm: Seating is limited and on a first-come, first-served basis**

- **Marketing For The DIY Musician** with **Bobby Borg – Midway Room (Mezzanine Level / 2nd Floor)** Are you looking for a systematic approach to getting to that next level of your career? Do you want to make music that matters, and music that gets heard? Are you confused by all of the fly-by-night companies and tools that flood the marketplace? Then this engaging presentation of practical ideas is for you! A former major label, Indie, and DIY recording/touring musician turned artist advocate, Bobby Borg clearly reinterprets tried-and-tested marketing concepts used by the most successful and innovative companies, and breaks them down into powerful steps that you can immediately use to set your career on the right course. This down-to-earth, fun, and uplifting gathering will leave you supercharged with new ideas that help you to attract the attention of those that can help you by first helping yourself. Feedback and critique methods will also be examined using a few select audience members. Bring your music and get heard first.
- **The Musician's Profit Path: The 5 Stage Blueprint To Create Massive Growth In Your Fan Base & Sustainable Income For Your Music Career** with **Bree Noble – Logan Room (Mezzanine Level / 2nd Floor)** Whether you're a struggling, unknown artist just starting out or a seasoned pro, this session will give you a clear understanding of the actions that will actually move the needle in your career and set you on the path to profitability. Determine what to focus on and what NOT to focus on so you avoid wasting time and money or being paralyzed by overwhelm and doubt. We'll also address the common emotional and mental obstacles that can weight you down and keep you from making progress. With this blueprint, the path ahead as an artist with seem less daunting and more do-able!
- **“Building A Catalog Is A Marathon, Not A Sprint”** with **Chuck Schlacter – La Guardia Room (Mezzanine Level / 2nd Floor)** Creating a catalog of music takes many years of hard work. A composer is severely underpaid in the early years, but hopes to be well paid at a future date. Many people quit before they reach the "critical mass" of music in the marketplace to generate an income stream. Chuck will discuss how he has stayed focused and on track to develop a catalog of 1,500+ music cues over the last ten years. Setting goals, time management, building trust relationships and dealing with rejection are among the many topics that will be discussed. If you are new to production music or a longtime pro, you will find a renewed sense of direction and focus.
- **Make Your Legacy Catalogue Sing: How to Increase Your Income, Reclaim Your Rights, and Plan for the Future** with **Erin M. Jacobson, Esq. – Kennedy Room (Mezzanine Level / 2nd Floor)** Join Erin known as “The Music Industry Lawyer”, as she shares her experience with assessing the state of older catalogues, reclaiming ownership of copyrights, and revitalizing catalogue activity and income in today’s music marketplace. This is an essential presentation for all legacy artists and songwriters, as well as their heirs, to learn how to take back control of their catalogue, recharge and sustain its income earning potential, and maintain the legacy of the music now and forever.



## Sunday 11:00am – 12:00pm (continued):

- **Live Feedback Master Class with Michael Lloyd – The Theatre (Mezzanine Level / 2nd Floor)** Legendary Producer Michael Lloyd has made more than 100 Gold and Platinum Records, produced countless hit singles, music supervised over 175 films and TV shows, and has used songs from TAXI members numerous times over the last few years. This is the second time Michael is going to do a live feedback class at the Road Rally, and if you're lucky enough to get your CD drawn randomly from the box during that session, you're going to be learning from a true master of the craft. Blow him away, and you never know what could happen. This is a class you do not want to miss! **Michael will be giving away a Shure SM 57 Microphone (Value: \$100). Attend this class for your chance to win.**

## Sunday, November 10th

### 3:45pm - 5:00pm: Seating is limited and on a first-come, first-served basis.

- **Co-Writing Hits for the Christian Market with James Kocian – Midway Room (Mezzanine Level / 2nd Floor)** Much like the hits in the secular parts of the music industry, many, if not most hits in today's CCM market are crafted by multiple songwriters. If you subscribe to the "two heads are better than one" theory, but don't know how to find or collaborate with other like-minded songwriters, James Kocian will show you how to do that, and why the results are often better than flying solo.
- **Effective Collaboration for Songwriters with Richard Harris, Pam Sheyne, and Chen Neeman – Logan Room (Mezzanine Level / 2nd Floor)** Two heads are almost always better than one. Most of today's hits are collaborations, and you'll find multiple creators on much of the music used in the world of sync as well. Join hit songwriters Richard Harris, Pam Sheyne, and Chen Neeman and learn how to make your collaborations highly effective, creatively fulfilling, and the most productive they can possibly be!
- **How To Know If You Are Ready For a Manager Class with Chris “Hot Rod” Long and Joe Brandt – La Guardia Room (Mezzanine Level / 2nd Floor)** Why do some artists get great management and others do not? What can I do to make sure I am doing what needs to be done to attract the attention of management? How can I use the internet- social media blogs and spotify to grow my fanbase and put up the numbers that managers and labels need to see?
- **Advanced Music Production In Pro Tools with Jenna Drey and Mihai Boloni – Kennedy Room (Mezzanine Level / 2nd Floor)** This class is perfect for singers, songwriters, and musicians looking to take their music production to the next level. Learn how to use Synthesizers and MIDI, Samples, Advanced Signal flow, and Mixing techniques in Pro Tools. You'll learn how your favorite albums are made and how you can apply those same techniques to your songs. More than just a technical overview, this class explores the creative reasoning behind modern music production. This class is led by Pro Tools Expert Instructor Mihai Boloni, who has over 17yrs of experience working with singers, songwriters, and musicians, an Audio Engineer and Music Producer. All attendees will be provided link for Avid's Free Basic Version of Pro Tools for your own personal use.
- **Urban, Pop, Jazz, & EDM Listening & Feedback Session with Suzan Koc, Jon Asher, Ron Harris, and Terry Wollman – The Theatre (Mezzanine Level / 2nd Floor)** Come join Suzan Koc (Pop Publishing Executive), Jon Asher (Hit Songwriter, Producer and EDM Expert), Ron Harris (Multi-Platinum Producer/A&R) and Terry Wollman (Jazz A&R and Manager) in this Listening and Feedback session. Please note: We will now be giving you one raffle ticket as you enter the Theatre just before each session begins. You **must** have your raffle ticket at the *beginning* of each session. Latecomers will **NOT** be able to get a ticket out of fairness to the people who got there on time. To choose songs for the panel, we will pull a random ticket from a box and call the ticket number out for you to bring up your CD. Members *and* guests may submit for these sessions. **Audio CDs only, please, no Mp3s!** Lyric sheets should be rubber-banded on outside of CD. Sharpies and rubber bands will be next to drop boxes inside the ballroom. **You must have a valid Road Rally 2019 badge to submit! Note: These sessions are NOT for Film & TV music feedback. These sessions are for Label, Publisher, and Artist feedback only!**