



ROAD RALLY SCHEDULE OVERVIEW

Includes Ballroom Panels, Drivers Ed Classes, Mentor Sessions, Sponsored Sessions, & Song Listening Sessions

FRIDAY, NOV. 4TH	GRAND BALLROOM	Concourse Ballroom	Westchester	O'Hare/Orly	National	Midway	Logan	LaGuardia	Kennedy	The Theatre
9:00 AM	Opening Remarks with Legendary Record Producer Michael Lloyd									
9:05 AM	Welcome to the Road Rally Michael Laskow									
9:15 AM - 10:45 AM	Keynote Interview with Michelle Bell									
11:00 AM - 12:30 PM	How Music Supervisors Choose and Use Music with Mason Cooper & Jim Thacker									
11:15 AM - 12:15 PM				One-to-One Session	Promoting Your Music in the Streaming Era with Sydney Alston	Vocals for Film & TV with Juliet Lyons		Lyric Writing Fundamentals - The Big Picture with Cliff Goldmacher	Nuts and Bolts of Singing with Steven Memel – Kennedy Room	
12:45 PM - 2:45 PM		Eat & Greet Luncheon #1								
3:00 PM - 4:00 PM	WTF is an NFT: New Income for Your Music or Oversold Hype? with Tony van Veen, Bill Starkov, Ryan Gaines, and Cheryl B. Engelhardt			One-to-One Session	What is Hot in Music Production RIGHT NOW! And How to Apply That to Your Productions with Ronan Chris Murphy	Staying the Course and Enjoying The Journey with Chuck Schlacter	AKG by Harman	Intro To Recording In Pro Tools with Mihai Boloni & Jenna Drey from Pro Tools	Extreme Makeover: Performance Edition with Nancy Moran	MONEY BALL: Production, Mixing, Songwriting and Money Collection in the World of Sync Music with 4x GRAMMY® Award- winner Rob Chiarelli, Multi-platinum producer Ron Harris and Special Guest Nate & Kaelie Highfield
4:15 PM - 5:45 PM	Film & TV Song Pitch and Feedback Panel with Stephanie Reid, Mason Cooper, Ryan Gaines, and Tanvi Patel									
6:00 PM - 7:30 PM	Creating and Licensing Film Trailers and TV Promos with Randon Purcell Ends at 7pm				Song, Career, and Production Bar with James Kocian, Liz Redwing and Ronan Chris Murphy	Power Marketing For The DIY Musician with Bobby Borg		Know Who You Are (And Why It's Important!) with Derek Nakamoto	Women In The Studio: Roles and Critical Skills with Fett	Demystifying the Cue with Dean Krippaehne
8:30 PM - 11:30 PM		Jam Room								Open Mic



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SATURDAY, NOV. 5TH	GRAND BALLROOM	Concourse Ballroom	Westchester	O'Hare/Orly	National	Midway	Logan	LaGuardia	Kennedy	The Theatre
9:15 AM - 10:30 AM	Instrumental Pitch and Feedback Panel with Jeff Freundlich, Chuck Henry, and Pedro Costa				The 5 Steps To Go From "Feast or Famine" To A Profitable And Sustainable Career with Bree Noble	Song Structures That Sell with Charles (Casey) Hurowitz		Activate Your Inner Music Mogul: Mindsets For a Successful Music Career with Nancy Moran	The Pursuit of Excellence - Determining Winners from Others with Bob Mete	Music in Video Games: Its Creation and Implementation with Ronan Chris Murphy
10:45 AM - 11:45 AM	The Hidden Techniques Hit Songs Reveal – Are You Using Them? with Robin Frederick			One-to-One Session						
12:15 PM - 2:15 PM		Eat & Greet Luncheon #2								
12:30 PM - 1:30 PM										How to Make Full-Time Income with Custom Songs, Keynote Concerts, & VIP Private Concerts with Tiamo DeVettori of Musicpreneur Academy (Sponsored Session)
2:30 PM - 3:30 PM	Instrumental Cue Immersive			One-to-One Session	Composing for Production Music Libraries: Techniques and Strategies with Peter Neff	The Do's and Don'ts of Co-writing with Cliff Goldmacher	Modern Artist Development with Sydney Alston	Mortgage Tips for Artists & Creative Entrepreneurs with Alejandro Szita	Advanced Music Production In Pro Tools with Mihai Boloni & Jenna Drey	Serving the Song: A Studio Musician's Guide for Bringing the Record to Life with Sean Giovanni, David Dorn, Justin Schipper, and Miles McPherson
3:45 PM - 5:15 PM	Don't Make These Career-Killing Mistakes with Greg Carrozza, Michael Eames, Jeff Freundlich, and Craig Pilo									
5:30 PM - 7:00 PM		MusicPro Café Showcase with MusicPro Insurance. Performers include Will Derryberry, Chloe Watson, Koi Ka-dense, Danni Stefanetti, and more. (Sponsored Session) 6:00 PM - 7:00 PM			Song, Career, and Production Bar with Adam Zelkind, Sean Giovanni, Nancy Moran and Fett	Publishing Basics - Collaborating, Releasing, Collecting, and Pitching with Bobby Borg & Michael Eames		So You Want to Become a Media Composer? with Adonis Aletras	Give "Frightless" Performances Every Time You Sing! with Steven Memel	Un-Date Your Songs with James Kocian
8:30 PM - 11:30 PM		Jam Room								Open Mic



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SUNDAY, NOV. 6TH	GRAND BALLROOM	Concourse Ballroom	Westchester	O'Hare/Orly	National	Midway	Logan	LaGuardia	Kennedy	The Theatre
9:30 AM - 10:45 AM	Instrumental Cue Review with Dean Krippaehne, Steve Barden, Craig Pilo and Joe Brandt									
11:00 AM - 12:00 PM	Success: This is How I Did It with Matthew Vander Boegh, Chuck Henry, Andrew Jordan, and John Pearson				Is Your Song Ready for Hit-Radio and Licensing? with Mark Zubek	Metadata Magic: Standing Out in the Catalog! with Dave Kropf		Old Folks Boogie: Why Age Is An Asset in Today's Music Industry with Fett	Everything You Wanted To Know About The Music Biz But Were Too Afraid To Ask with Jeff Freundlich	Listening & Feedback Session with Craig Pilo, Chris Long, James Kocian, Mike Dupree, Sean Giovanni ENDS AT 12:30PM
2:15 PM - 3:30 PM	How to Score Scoring Gigs with Adonis Aletras and Erez Koskas									
3:45 PM - 5:00 PM	Delivering Your Tracks to Music Libraries Like a Pro with Greg Carrozza and Dave Kropf				Fail Forward with James Kocian	Scoring TV Shows: Q & A Session with Composer with Michael Kruk		The Musician's Success Cycle: The Only Formula You Need, No Matter Where You Are with Cheryl Engelhardt	How to Know You Are Ready for Artist Management & How to Find the Right Manager with Chris "Hot Rod" Long	Live Feedback Master Class with Michael Lloyd
5:15 PM - 6:30 PM	The Happy Ending Pitch Panel with Michael Lloyd, Rob Chiarelli, Ron Harris, Pedro Costa and Andrea Torchia									