

DRIVERS ED CLASSES

Seating is limited and on a first-come, first-served basis.

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

Friday, November 3rd, 2023

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

Extreme Makeover: Performance Edition

with Nancy Moran – Kennedy Room (Mezzanine Level / 2nd Floor)

As a performing artist, band, or songwriter, one of the best ways to connect your song with an audience is through LIVE performances. You can make an audience member FEEL what you are trying to communicate by how you deliver your song. But if you're not careful, you can confuse and bore your audience too! In this workshop, we will discuss fundamental, intermediate, and advanced skills to take your song delivery to the next level. If you'd like the possibility of having a makeover, bring a guitar, and be prepared to have some fun and change your thinking.

Introducing the Hear Back PRO and OCTO Hub

with Jody Hicks & Kim Tibbs – Logan Room (Mezzanine Level / 2nd Floor)

Welcome to the world of Hear Technologies! Want to learn about the Hear Back PRO and OCTO Hub Systems? Well, you are in luck as this class is for you! From how to set up your monitoring systems, down to how to utilize them within your DAW of choice, you'll gain valuable knowledge regarding how the Hear Back Monitoring Systems operate. Please join this class for an in-depth, up-close look at the Hear Back Monitoring Systems with Jody Hicks (PM/Technical Sales Engineer) and Kim Tibbs (Director of Sales at Hear Technologies and Industry Veteran). This exciting pair is sure to entertain you while informing you of the easy-to-use Hear Back Systems. Time-permitting, audience members will be able to ask questions as well as have one-on-one time to use each system.

Friday, November 3rd

Friday 3:00pm – 4:00pm:

Music Business in 10 Easy Lessons

with Ben McLane, Esq. – Midway Room (Mezzanine Level / 2nd Floor)

Ben McLane, Esq. will go over the 10 vital lessons he has learned from his entertainment law practice that 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). He will also engage in a Q&A session and discuss other relevant industry topics (time-permitting).

Song Structures That Sell

with Casey Hurowitz – La Guardia Room (Mezzanine Level / 2nd Floor)

Struggling to get more songs forwarded and attract the ears of A&R people? Many times, it's all about song structure and beginner songwriters (and some experienced folks!) often miss the basics. Verses? Pre-Choruses? Choruses? Bridges? What makes song sections different from each other and stand out? 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 start with some older songs and then go through more contemporary ones. Class participation is strongly encouraged!

Composing for Production Music Libraries: Techniques and Strategies

with Peter Neff – Kennedy Room (Mezzanine Level / 2nd Floor)

This class examines what makes for successful music library tracks. We'll cover topics such as: how to make your tracks edit-friendly, common structures, ways to increase your usages, and the various terminologies used in this field. Peter has composed hundreds of music library tracks, of which 100% of them have found placements in commercials, films, and over 5,000 episodes of television.

What is Hot in Music Production RIGHT NOW!... and How to Apply That to Your Productions

with Ronan Chris Murphy – The Theatre (Mezzanine Level / 2nd Floor)

The landscape of hit music production is constantly changing. In this workshop Ronan will help you spot the current trends in production and engineering, and share tips and tricks on how to use these techniques in your own production work.

Friday 6:00pm – 7:30pm:

Song, Career, and Production Bar

with James Kocian (Song), Liz Redwing (Career) and Ronan Chris Murphy (Production) – National Room (Mezzanine Level / 2nd Floor)

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 a CD or Mobile Device.

Friday, November 3rd

What To Do After TAXI Forwards Your Music!

with Greg Carrozza – Midway Room (Mezzanine Level / 2nd Floor)

Doing things right can create a trusted relationship with a music library - the kind of relationship that lasts for years, and gets you to the front of the line when it comes to having an open door with the library, getting music briefs sent directly to you, having your music requested for special projects, etc. In this class, Greg Carrozza (composer, producer, and successful TAXI member with over 500 placements) will discuss what to do after you get a TAXI forward, how to manage your expectations and attitude, how to deal with industry people when they contact you, how to be prepared for that, how to communicate, how to create deliverables, and more.

Friday 6:00pm – 7:30pm:

Metadata Mojo: Understanding and Getting the Most Out of Metadata

with Steve Barden – La Guardia Room (Mezzanine Level / 2nd Floor)

Submitting your tracks to a music library is only half the battle. You also need to submit the track's metadata. Metadata is one of the least understood, but probably the most important element for getting your music licensed. This class will break down the reasons why metadata is so important and how properly written metadata can improve your chances of having your music selected over others. Learn how to make your metadata stand out above the rest! Join veteran composer and author Steve Barden, for an in-depth look at metadata. Steve will also give away copies of his books to lucky participants. You don't want to miss this!

The Nashville Number System: What Is It and Why Should You Care?

with Fett – Kennedy Room (Mezzanine Level / 2nd Floor)

In this workshop veteran Nashville producer, Fett, illustrates the significance of the Nashville Number System as a powerful tool for both compositions and productions, and shows why it has become the lingua franca of Nashville's songwriters, live and in-studio musicians, and is rapidly spreading outside of Nashville. Some of the topics covered in this class include: how to "hear" your own and others' songs in a fresh way, gaining insight into how you write and structure your own songs, representing song structure, chords, rhythm and dynamics in a fast and easy-to-understand format, and how to express any song in any key with a single chart, that can then be used by the songwriter, artist, engineer, producer, and all musicians at a studio session or a live gig.

Demystifying the Cue

with Dean Krippaehne – The Theatre (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 "realer." I'll play

Friday, November 3rd



music examples of cues that worked well for me (and some that did not), and we'll discuss the reasons why. In addition, we'll 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 business including: royalties, networking, writer's block, and the future of music.

Saturday, November 4th, 2023

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

Know Who You Are (And Why It's Important!)

with Derek Nakamoto – Midway Room (Mezzanine Level / 2nd Floor)

A veteran producer and musical mastermind behind the careers of some of the most eclectic artists (Keiko Matsui, etc.), shares his experiences on the importance of finding your own unique voice, to positioning yourself uniquely in today's marketplace. If being different and having a unique voice in this world makes you feel alone, don't miss this interactive and highly impactful class with one of the most versatile and eclectic producers/arrangers working today.

What Is the Best Level for My Song on Spotify, Apple Music, and Other Streaming Services

with Chas Ferry – Logan Room (Mezzanine Level / 2nd Floor)

Know in advance how your music will sound in comparison to similar songs by major artists. Many people do not realize that all major streaming services use some form of loudness normalization to make all music play at the same level. Mastering engineer Chas Ferry, will explain how to properly compare your music to major artist releases on Spotify and Apple Music before you deliver it, and how you can get the best possible level without resorting to unnecessary compression.

Activate Your Inner Music Mogul: Mindsets for a Successful Music Career

with Nancy Moran – La Guardia 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 skills within you. You just need to tap into them! In this workshop, Nancy teaches you to do that by walking you through 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!

Saturday, November 4th

The Pursuit of Excellence - Determining Winners from Others

with Bob Mete – Kennedy Room (Mezzanine Level / 2nd Floor)

Determining Winners from Others is a one and a half-hour presentation that illustrates the traits and qualities that separate Winners from all others. During this presentation 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 go away with a positive attitude toward work, their craft, and their daily life.

DIY Acoustic Treatment for Home Studios

with Ronan Chris Murphy – The Theatre (Mezzanine Level / 2nd Floor)

Proper set-up and acoustic treatment can make dramatic improvements in the sound of studio space, but acoustics can often feel like dark art, and can sometimes be prohibitively expensive. Ronan will break down the most effective and affordable options for transforming your space into a great-sounding space that allows you to do your best mixing and mastering work.

Saturday 2:30pm – 3:30pm:

Get Started Producing in Pro Tools

with Frank D. Cook – Midway Room (Mezzanine Level / 2nd Floor)

This workshop will introduce you to the Pro Tools session structure, user interface, and basic recording, editing, and mixing workflow. You'll be introduced to the functions of the Edit, Transport, and Mix windows, as well as Pro Tools' edit modes and tools. We'll record audio, add music tracks and MIDI, apply signal processing, and create a final stereo bounce file. Along the way, we'll cover a variety of modifier behaviors and keyboard shortcuts that will dramatically increase efficiency for even the most seasoned Pro Tools user! We'll end the workshop with a Q&A period to answer all your burning questions. Handouts will be provided, summarizing key concepts so you don't forget the new techniques and shortcuts you've learned!

Introducing the Hear Back PRO and OCTO Hub

with Jody Hicks & Kim Tibbs – Logan Room (Mezzanine Level / 2nd Floor)

Welcome to the world of Hear Technologies! Want to learn about the Hear Back PRO and OCTO Hub Systems? Well, you are in luck as this class is for you! From how to set up your monitoring systems, down to how to utilize them within your DAW of choice, you'll gain valuable knowledge regarding how the Hear Back Monitoring Systems operate. Please join this class for an in-depth, up-close look at the Hear Back Monitoring Systems with Jody Hicks (PM/Technical Sales Engineer)



Saturday, November 4th

and Kim Tibbs (Director of Sales at Hear Technologies and Industry Veteran). This exciting pair is sure to entertain you while informing you of the easy-to-use Hear Back Systems. Time-permitting, audience members will be able to ask questions as well as have one-on-one time to use each system.

How to Know You Are Ready for Artist Management & How to Find the Right Manager

with Chris "Hot Rod" Long – La Guardia Room (Mezzanine Level / 2nd Floor)

Artist managers are always looking for new clients, but in 2023 it takes more than a pretty face and a good hook or two to get their attention. In this class we will discuss what you need to do to get yourself in a position to get the attention of management that can really help kick your career into high gear. What do you need to do in terms of writing, promoting, and playing live? What makes the most sense to focus your limited time and funds on based on your individual circumstances? When is the right time to look for a booking agent? Should you spend the money making a fancy video or hire a social media marketing manager? Should you ever hire a manager for a monthly salary? What do managers need you to be able to do to help them increase the odds of you finding success? An artist manager who has taken a TAXI member client from a small out of the way city to having a platinum-selling debut with three #1 singles - including the "Most Played Song of the Year" on Rock radio will let you know what you should do next depending on where you are in your career. There will be a short intro, but most of this class will be a Q&A session where you will be able to get direct answers to your own questions from an experienced manager, and maybe pick up a tip or two from the answers to others' questions.

Mixing Secrets of the Pros: The 5 Primary Mixing Tools

with Fett – Kennedy Room (Mezzanine Level / 2nd Floor)

Most self-producing, independent musicians, songwriters, and composers today are quite comfortable with recording. But for many, mixing can still be a daunting and sometimes overwhelming task. It's very often the result of not having a solid mixing approach or process to work from. In this class, Fett shares his mixing framework and techniques from his book, *Fett's Mixing Roadmap* and his online course, *Mixing Mastery*. He focuses particular attention on the bedrock of all mixes: The 5 Primary Mixing Tools.

Saturday 6:00pm – 7:30pm:

Song, Career, and Production Bar

**with Adam Zelkind (Song), Nancy Moran (Career) and Fett (Production)
– National Room (Mezzanine Level / 2nd Floor)**

These sessions are similar to the One-to-One Mentor Sessions, but open to TAXI members and guests. These mentoring sessions are free and available on a first-come, first-served basis. Please bring your Music on a CD or Mobile Device.

Saturday, November 4th

Keywords and Metadata: Unlocking the Secrets to Success with Tracey & Vance Marino – Midway Room (Mezzanine Level / 2nd Floor)

You've already written and signed incredible music. So why aren't your expertly written and recorded songs finding success in the sync world? Why are you not receiving all of your royalties? With millions of songs created by millions of songwriters and artists, it's tough to get your music found and placed, let alone heard. How can your music rise above everyone else's? It's as easy as understanding and using metadata and keywords! You'll learn how to: describe your music to make it enticing for a music publisher, think like a sleep-deprived music supervisor searching for just the right song at 2:00 AM, prevent deal breakers and career killers, provide the necessary information to help you get paid, and much more. We'll also have a group discussion with music examples and explore how to describe them.

Voice and Performance Master Class with Steven Memel – La Guardia Room (Mezzanine Level / 2nd Floor)

In this class we will be going deep on the nuts and bolts of singing, as well as the skills needed to craft rock star performances. When you can combine a killer voice with a unique and breathtaking performance that comes from your most powerful essence, that's when the magic happens. But how do you get there consistently? What obstacles do you run into? Do you have technique issues? Suffer from performance anxiety? Why is that transcendent experience we all long for so difficult to achieve? In this workshop, filled with demonstrations, you'll get those and others of your most burning questions answered. So bring them all. Learn how to reach a level where being at your absolute best is something you can count on... consistently and without fail.

Creating Trailer Instrumentals that Build, Build, BUILD with Randon Purcell – Kennedy Room (Mezzanine Level / 2nd Floor)

Have you been told your track doesn't build enough to the climax, perhaps that your hits need to be bigger? Perhaps you've been told to add more layers, but you aren't sure what that means? If you want to improve your game when it comes to layering instruments and composing a track that builds and builds and builds, this is the class for you. In this class, Randon will walk through concrete examples of instrument and percussion layering to help you learn how to go from a soft intro to a massive backend in your compositions. Whether you compose drama, action, adventure, sci-fi, or horror music, these techniques will be useful to get your tracks hitting the mark for top-tier publishers.

Un-Date Your Songs with James Kocain – The Theatre (Mezzanine Level / 2nd Floor)

Most TAXI members quit because they never learned this crucial concept. We've all heard the dreaded phrase, "nice song, but not modern," or "this song is too dated for this pitch." As frustrating as it can be to get a rejection, these phrases cut particularly deep. In this clinic you'll learn what makes a song sound dated (it's not just the arrangement and production). Writing modern music can be done at ANY age - Boomers included! We get very attached to our songs. Much like someone who is head over heels in a dating relationship. Any critique of our precious creation leaves us feeling defensive, so you'll also learn why we need to break-up with our beloved songs, how and what it means to separate



Saturday, November 4th

who you are from what you do, and how to un-date your songs. So if you're ready to modernize your past songs and the songs you've yet to write, and you're tired of feeling the entire music industry is against you, be sure to attend this brand new class!

Sunday, November 5th, 2023

11:00am – 12:00pm: Seating limited, available on a first-come, first-served basis.

The Complete Marketing Process from A to Z

with Bobby Borg – Midway Room (Mezzanine Level / 2nd Floor)

In this competitive music marketplace overflowing with musicians struggling for attention, and services aiming to get your money, serious do-it-yourself musicians need structured advice more than ever from an artist that's lived through the business and succeeded. Presented for musicians by a veteran musician, this class is a strategic, step-by-step guide to producing a plan of attack for marketing one's music. Presented in a conversational tone, it reveals the complete marketing process using the same fundamental concepts used by top innovative companies, while always encouraging musicians to find their creative niche and uphold their artistic vision. It's about taking more control of your own destiny and doing the right things by professionally planning, strategizing, and executing a fully integrated, customized Marketing Plan of Attack.™ It will help you to save time and money, rise above all of the clutter, and eventually attract the attention of top industry pros. It's the perfect blend of left-brain and right-brain marketing.

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. You are severely underpaid in the early years, with the hope of being 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. Developing a long-term view with an underpinning of goals and values can help keep one in the game. Setting goals, time management, building trusted relationships, and dealing with rejection, in addition to many other topics, will be discussed. If you are new to production music, or a long-time pro, you will find a renewed sense of direction and focus from attending Chuck's presentation.

So You Want to Become a Media Composer?

with Adonis Aletras – Kennedy Room (Mezzanine Level / 2nd Floor)

Composing for media (film, TV, video games, trailers, etc.) is a very rewarding, yet challenging endeavor. There are several proven ways to break into the industry and sustain a career writing music for media projects. There are also numerous creative and business pitfalls to avoid, as well as many prerequisites that are expected from beginners and established composers alike. Join successful media composer Adonis Aletras - credits include: *Section 8* (AMC+), *The Price of Glee* (ID Discovery), *NASCAR Racing* (FOX Sports), etc. - for an in-depth and eye-opening discussion of what it takes to become a successful media composer.

Sunday, November 5th

Sunday 1:30pm – 3:00pm:**Listening & Feedback Session**

with Craig Pilo (Host, DJ, and Jazz), Chris "Hot Rod" Long (Rock and Singer/Songwriter), James Kocian (Christian, Top-40 Pop, Gospel, and Country), Ty Knox (Hip-Hop, Pop, and R&B Expert), and Steve Bloch (Country and Top-40 Pop)
– The Theatre (Mezzanine Level / 2nd Floor)

Note: These sessions are NOT for Film & TV music feedback. These sessions are for Songs for Labels, Publishers, and Artist feedback only! VERY IMPORTANT: You will be given 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 raffle ticket from a box and call the ticket number out for you to bring up your CD. If you're not in the room, your song won't get played. Members and guests may submit for these sessions. You must have a valid Road Rally 2023 badge to submit! Audio CDs only, please, no Mp3s! Lyric sheets should be rubber-banded on the outside of each CD. Sharpies and rubber bands will be next to drop boxes inside the ballroom. Session ends at 3:00pm.

Sunday 3:45pm - 5:00pm:**Intro to Music Publishing for Musicians**

with Bobby Borg and Michael Eames – Midway Room (Mezzanine Level / 2nd Floor)

Do certain aspects of music publishing still perplex you? Confused with how to divide percentages in a song with co-writers? Confused about the difference between artist/master royalties and music publishing royalties? Are you sure about everything you need to do as a DIY artist to not leave any money on the table? Bobby Borg and Michael Eames, authors of the book *Introduction to Music Publishing for Musicians*, will try to offer a breakdown of music publishing in simple terms so that it sticks to covering everything from the basics of copyright, to the four food groups of music publishing, to publishing companies, deals, pitching your music, and out-of-the-box synch placement opportunities. If there is time, they will also break down the basics of simple song structures that can help with placements, and may even critique a few audience member songs in a live listening session. Bobby and Michael have a great energy working together so you don't want to miss this special and fun presentation.



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Sonic Branding: Leverage Your Creative Skills to Make Brands "Sound" Branded

with Jeanna Isham – La Guardia Room (Mezzanine Level / 2nd Floor)

Sonic branding is not the same thing as "write like Taylor Swift," or "write something UPLIFTING and CINEMATIC." Sonic branding is not about your inspired musicality. Sonic branding focuses wholly on brand messaging. Could this mean the result is boring to you? There is a high probability. We as musicians need to be OK with that in order to serve the bigger purpose. It's not about us; it's about selling a brand. In this session, you'll learn to create for brands and products rather than for a production music library. Jeanna Isham (sonic strategist, sound designer, and owner of Dreamr Productions and Sound In Marketing Learning) digs deep into a whole industry that no one has really been paying attention to (yet); sonic branding. This is your chance to make sound on purpose.

Sunday 3:45pm - 5:00pm:

Live Feedback Masterclass

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, has music supervised over 175 films and TV shows, and has used songs from TAXI members numerous times over the last few years. Michael is going to do one of his popular live feedback classes at the Road Rally, and if your song is drawn randomly 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 SM57 Microphone (Value: \$100). Attend this class for your chance to win! Tickets will be given to each audience member for the prize drawing.