



For Immediate Release: May 11, 2009 • Please include in your listings and announcements

NXNE Conference Schedule 2009

TOWN HALL

DATE: Thursday, June 18
DOORS: 2PM – 5PM
RUN TIME: 2:30PM – 4:30PM
LOCATION: Second City, 51 Mercer St

Moderator: Jake Gold, CEO/President, The Management Trust

State of the Industry 2009.

On the one hand, we have sweeping technological changes, a shrinking industry, and an economic downturn; on the other, we have unprecedented opportunity to market our music and our artists on an international scale. We have assembled company heads from all aspects of the industry to discuss how the challenges and opportunities we face are changing the way we do business today and beyond.

Panelists:

Denise Donlon, Executive Director, CBC Radio
Jodie Ferneyhough, Managing Director, Universal Music Publishing Canada
Bernie Finkelstein, President, Finkelstein Management
Paul Haagenson, President, Canada, West, Live Nation Canada
Mark Jowett, Vice President/Co-Founder, Nettwerk Music Group
Steve Kane, President, Warner Music Canada
Kevin Leflar, President, officialCOMMUNITY
Heather Ostertag, President/CEO, FACTOR
Jack Ross, Senior Vice President, The Agency Group
Chris Sisam, General Manager, Corus Radio Toronto
Chris Taylor, Owner, Taylor Mitsopoulos Klein Oballa

THE RIVOLI SESSIONS AT NXNE 2009
Presented by OMDC

“Like great live music can bring a bar to life, so too can great music pros bring life to a panel. NXNE shakes up your conference experience by putting the Artist back in the bar and takin’ the music to the streets”

Music Makes It Reunion [Invite Only] @ NXNE 09
Presented by the OMDC

DATE: Thursday, June 18

TIME: 5PM – 7PM

LOCATION: The Rivoli (Upstairs), 332 Queen St West

Host: OMDC and NXNE

Participants from the highly successful Music Makes It in December 2008 get together to discuss recent developments in the industry and establish new partnerships for '09. This event is Invite Only.

Music Supervisor Throwdown

DATE: Friday, June 19

TIME: 5PM – 6:15PM

LOCATION: The Rivoli (Upstairs), 332 Queen St West

Moderator: Bob Hunka, Hunkaheart

Panelists:

Andrea von Foerster, Firestarter Music;

John Bissell, Mothlight

Josh Marcy, Mophonics

Laura Webb, MTV

See and hear how the brains of music supervisors work: why do some favour strings for a fight scene when another chooses hard rock? Four, well versed international supervisors will dissect their own choices and defend their tastes in this interactive panel.

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Manager’s Panel (Sponsored by MMF)

DATE: Saturday, June 20

TIME: TBC

LOCATION: TBC

Moderator: Brian Heatherman, Cerberus Artist Mgmt Management

Confirmed Panelists:

Melissa Greiner, Mel's Rockpile

Roster: Holy Fuck, Ruby Jean and The Thoughtful Bees, Rebekah Higgs and Brian Borchardt

Ryhna Thompson, Envision Management

Roster: Kid Koala, Bell Orchestre, Two Fingers, Doubleclick, Sevens Project, MothersFathers, Amon Tobin

Andres Mendoza, Cuto

Roster: Alex Cuba

Judith Coombe, Starfish Entertainment

Roster: The Sadies, Skydiggers, Oh Susanna, Greg Keelor, The Swallows, Blue Rodeo, The Jim Cuddy Band

These managers are getting their bands on the road, into the studio and on your radar. Make no mistake this is not a job for the faint of heart but as the rules of the industry continue to change, the manager is the single most important partner in an artist’s career. Come and talk with these experts to find out how they are building their bands and their businesses.

CONFERENCE SCHEDULE
FRIDAY, JUNE 19TH
Hyatt Regency, 370 King St West

Show Me The Money (Funding Panel)

DATE: Friday, June 19th
LOCATION: Regency A
TIME: NOON – 1PM

Moderator: Catherine Bird, Catbird.ca

Panelists: Michael Murray, OAC
Rick Macmillan, SOCAN
Sean McManus, Manitoba Music
Russell Kelley, Canada Council

FACTOR aside, where else can I get my hands on some grant money? Find out more about national funders and other great organizations out there willing to give you money.

Promo 101 [Workshop]

DATE: Friday, June 19th
LOCATION: Regency B
TIME: NOON – 12:45PM

Hosts: Joanne Settingington & Richard Flohil

Learn about writing a good band bio, press releases and press kits, what should be contained in each, and how to use them. We will take you through the do's and don'ts about how to put together a killer package. [WORKSHOP]

Free Legal Advice!

DATE: Friday, June 19th
LOCATION: Regency C
TIME: NOON – 1PM

Moderator: Neville Quinlan, Peer Music

Panelists:

Stacey Mitsopoulos, B.A., LL.B. Taylor Mitsopoulos Klein Oballa

Glenn Litwak, Esq. Law Offices of Litwak & Havkin

Come armed with the questions you've always wanted to ask but didn't have the dough to pay for the answers, whether it's what to watch out for in a 360 deal or how to make the most of the synch contract you've been offered for an indie film.

SOCAN - Breaking the UK with Born Ruffians: A case study of an independent Canadian band and how they have found success across the pond.

DATE: Friday, June 19th

LOCATION: Regency B

TIME: NOON – 1PM

Moderator: Rodney Murphy (SOCAN)

Panelists:

Mitch Derosier, Born Ruffians

Leila Hebden, Dote Management

Lucy Dickens, International Talent Booking UK

Leila Hebden, Dote Management

The UK market can be a tough one to crack. Assembling a tour, getting press and selling a bit of music/merchandise across the pond may seem impossible. BUT - With a little help from a few friends here and abroad you can do it! At this SOCAN event, a panel of experts from the Born Ruffians camp will talk of their experience, both good and bad, in the UK. Learn how to plan and book a UK tour, get your band in the UK press, and how to sell your music and merchandise in the very lucrative and music mad UK market.

New Opportunities In Radio + TV

DATE: Friday, June 19th

LOCATION: Regency A

TIME: 1:30PM – 2:30PM

Moderator: TBA

Panelists:

Raja Khanna, BiteTV/AUX

Steve Parker, CRTC

Andreanne Sasseville, SIRIUS Satellite Radio CANADA

Kai Black, CBC Radio 2

New indie-friendly radio and TV stations are popping up around the country. Come here to find out how to get broadcast airplay.

Media Training [Workshop]

DATE: Friday, June 19th

LOCATION: Regency B

TIME: 1PM – 1:45PM

Moderator: Joanne Settington, Indoor Recess

Panelists:

Tonni Maryuma, Epitaph Records

Josh Ostroff, AOL

Sarah Liss, CBC / Eye Weekly

Robert Ostfield, andpop.com

Johnny Hockin, MTV

Lights, camera, action! Your new publicist just got you a bunch of interviews with newspapers, radio, and television. Learn from real-life examples on what to talk about, what to wear, and how to portray yourself and your band in the best possible light. [WORKSHOP]

Against The Odds

DATE: Friday, June 19th

LOCATION: Regency C

TIME: 1:30PM – 2:30PM

Moderator: TBA

Panelists:

Michelle Cable, Panache Booking

Roster: Monotonix, Health, Passion Pit, Mika Miko, etc.

Sean Carlson

Roster: Promoter, FUCK YEAH Fest, whiz kid.

Henry Owings, Chunklet Magazine

Sometimes our heroes come from the most unlikely places. This is a panel of unique artists and entrepreneurs who will show you how diversity is your competitive advantage and that you CAN take your niche to the mainstream.

DEMO DERBY Presented by Songwriters Association of Canada [SAC]

DATE: Friday, June 19th

LOCATION: Regency D

TIME: 1:30PM – 3PM

Moderator: Don Quarles, Executive Director

Panelists:

Josh Feingold, SESAC

David Moncarz, Producer/ Engineer, Whirlwind Sound

Blair Packham, Artist

Eddie Phoon, USA Songwriting Competition

John Whynot, Producer

Drop off your tunes at the SAC Box at Registration in the Hyatt Thursday from Noon till 6PM or before 1:30PM on Friday June 19th at the SAC Booth in the Hyatt for a chance to get your music critiqued by some of the industries key players.

Getting The Gig [Workshop]

DATE: Friday, June 19th

LOCATION: Regency B

TIME: 2PM – 2:45PM

Moderator: TBC

Panelists:

Jeff Cohen, Owner, The Horseshoe Tavern

Ralph James, The Agency Group

Bernard Kearney, Owner The Starlight/Jane Bond

Getting the gig: what to send, how to pitch, and how to behave once you've got the green light.

******2:30PM – 3:30PM BREAK******

Music + brands

DATE: Friday, June 19th

LOCATION: Regency A

TIME: 4PM – 5PM

Moderator: Ian Danzig, Exclaim! Magazine

Panelists:

Karl Flanders, Saatchi & Saatchi (Toyota)

John McCann, Fred Perry

Laura-Lee Mast, Bacardi

Are Bacardi and Red Bull the new record label? Find how big companies are cross promoting with music.

How to Slay an Audience [Workshop]

DATE: Friday, June 19th

LOCATION: Regency B

TIME: 4PM – 5PM

This workshop will be hosted by artists who share their experience and answer questions about how to sculpt a show and capture an audience's attention. We want to explore the factors that go into performance decisions like what kind of show, venue or audience it is. Talk about banter! How much is too much? Or too little? How do you direct the audience to your merch without sounding like a carnival barker? The most important – How do you leave a great impression...after all a dull show is definitely worse than a bad one.

Publishing Basics [Part 1]

DATE: Friday, June 19th

LOCATION: Regency C

TIME: 4PM – 5PM

Moderator: David Baxter, Artist/Producer/Publisher

Panelists:

Cheryl Link, Peer Music

Maggie Martin, EMI

Rodney Murphy, SOCAN

Veronica Syrtash, CMRRA

Some say this is where the money is, some warn you never to give up your publishing no matter what. And what is a synchronization right, anyway? And should I be sharing my songwriting royalties with my band members? Get a grip on the publishing basics once and for all.

The NXNE Music Meeting

DATE: Friday, June 19th

LOCATION: Regency D

TIME: 4PM – 5PM

Host: Sean Coakley, Songlines/AAA Radio Tracker

Come find out how music decisions are made by some of the most important gatekeepers at radio, television, film and advertising. They [and you] will listen to 10 songs selected from the NXNE Top 60 Tip Sheet and score them for potential on their stations, shows, films or commercials. Host Sean Coakley [Songlines, USA] will moderate and a roving mic will prowl the floor for your input.

CONFERENCE SCHEDULE
Saturday, JUNE 20TH
Hyatt Regency, 370 King St West

Internet Marketing

DATE: Saturday, June 20th
LOCATION: Regency A
TIME: NOON –1PM

Today's top blogs and cool sites change faster than ever. Get the latest info on all the top sites and how to make the most of them.

Fab 5 Freddy Interviews GZA [Wu-Tang Clan]

DATE: Saturday, June 20th
LOCATION: Regency B/C
TIME: 1PM – 2:30PM

Arguably hip-hop's most important group, Wu-Tang Clan founded one of the most recognized posses and brought the New York rap scene to worldwide attention. Explore their rise to fame with founding member GZA as he sits down with American Hip hop historian and former graffiti artist Fab 5 Freddy.

Post Touring Income

DATE: Saturday, June 20th
LOCATION: Regency A
TIME: 2PM –3PM

Moderator: Greg Johnston, Peer Music

Panelists:

Jason Plumb, Artist
Lizzie Marcy, Chiat/Day
Ian Lefevure, Artist [hundreds and Thousands]
Marco Defelice, [Ex-SuperGarage], SilentJoe [producer/supervisor]

At some point, most musicians tire of the road. How can you keep the income flowing when the tour bus wheels stop turning? Find out how to break into writing/performing for commercials, TV, film, games, and more.

Record Label DIY

DATE: Saturday, June 20th

LOCATION: Regency B

TIME: 3 – 4:30PM

Moderator: Jessie Stein, You've Changed Records

Panelists:

Anna-Marie Reilly Gautam, Little Miss Know-It-All

Kortney Borden, ACTRA

Rodney Murphy, SOCAN

Victoria Shepherd, AVLA

Veronica Syrtash, CMRRA

You've made a record and you have no idea what you need to do next to take it to market. We'll show you how by answering: how do you register your songs with SOCAN? What does the AVLA actually do? What are neighbouring rights royalties and how do I get them? How do I get the rights to put a cover song on my album? How do I get digital distribution? Can I go direct to iTunes? What are IRSC codes? Do I need to incorporate my company? How do I get a barcode?

DEMO DERBY Presented by Urban Music Association of Canada [UMAC]

DATE: Saturday, June 20th

LOCATION: Regency D

TIME: 2PM – 3:30PM

Moderator: Will Strickland, UMAC

FACTOR

DATE: Saturday, June 20th

LOCATION: Regency A

TIME: 3:30PM – 4:30PM

Host: Carolyn Richardson, GM of FACTOR

Nuts and bolts of grant writing. Our friends from FACTOR will be on hand to show you how to build a budget + how to write a marketing plan. This is a hands-on workshop which will go through a recording grant and a touring/showcase grant. [WORKSHOP]

Publishing Basics [Part 2]

DATE: Saturday, June 20th

LOCATION: Regency D

TIME: 3:30PM – 4:30PM

Some say this is where the money is, some warn you never to give up your publishing no matter what. And what is a synchronization right, anyway? And should I be sharing my songwriting royalties with my band members? Get a grip on the publishing basics once and for all.

15 Years, 500 Bands, 50 Stages, 30 Films, 25 Panels, 5 Days. The **North by Northeast Music & Film Festival and Conference (NXNE)** runs June 17-June 21, 2009 in Toronto. The Music Festival is recognized worldwide as the place for fans to see breakout performances at intimate venues and for musicians to get vital international exposure. Alumni include **Feist, The Dears, New York Dolls, Ron Sexsmith, K'naan, Jason Collett, Television, Sheek Louch, and The Soundtrack of Our Lives.** The Film Festival features the most compelling music-related films, shorts and documentaries from around the world, and the Conference puts music insiders and veterans alongside the next generation of innovators defining the industry for the digital age. Past Conference speakers include **Stewart Copeland, Rob Halford, Don Letts, Johnny Rotten and Thomas Dolby.** Fans can attend the festival with **5-day or 1-day wristbands, Priority Passes or VIP Super Passes**; prices range from \$25 - \$250. Visit www.nxne.com to buy passes & wristbands and for more festival info. Be sure to check out **NXNE** on Facebook, MySpace, and YouTube, and follow **NXNE** on Twitter.

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