



Agenda, Day 1

Friday, August 25th

9:30 - 5:00	Registration Open	Entrance Hall
9:30 - 10:15	Artist Meetup	Legends Hallway
10:30 - 10:50	Welcome to the DIY Musician Conference with Tracy Maddux	Ballroom
11:00 - 12:00	Find and Build an Audience Online and then Make Money From It	Ballroom
	Good Publicity: Why You Need It and How You Get It	Legends A/B
	SoundExchange: What It Is, Why It Pays, and How Independents Can Get Their Share	Legends C
	Publishing 101	Music Row 5
	YouTube Monetization and Content ID	CD Baby HQ
12:15 - 1:15	How To Make It in the New Music Business	Ballroom
	Artist Managers: When You Need One and How to be Your Own Until Then	Legends A/B
	House Concert Legalities: Insights From a Singing Lawyer	Legends C
	Kickstarter: How To Plan, Execute, and Fulfill Your Kickstarter Music Project to Maximum Success	Music Row 5
	Belmont University: When to Use a Private Studio vs. Commercial Studio	Music Row 1

12:15 - 1:15	Building Your Presence on Spotify	CD Baby HQ
1:15 - 2:15	Lunch Break	
2:15 - 3:15	Keynote: Love, Trouble, and Indie Success with Mary Gauthier and Kevin Breuner	Ballroom
	CD Baby Office Hours	CD Baby HQ
3:30 - 4:30	How I Did It: Owning Your YouTube Audience	Ballroom
	A Songwriter's Path: Understanding Publishing and Working in the Creator Community	Legends A/B
	Making Your Band Photos Work For You	Legends C
	Merch Cat: Making Music Merchandise Work for You: Merch Basics	Music Row 5
	The Promo Tools You May Not Know You Have!	CD Baby HQ
	Mentoring Session 1	Legends Hallway
4:45 - 5:45	Creating a Great Show Without a Band	Ballroom
	From Clubs to Parties: How to Start Getting Paid Gigs	Legends A/B
	The DIY Musician as an Entrepreneur	Legends C
	YouTube: Creator Support	Music Row 5
	CD Baby Office Hours	CD Baby HQ
	Mentoring Session 2	Legends Hallway
6:30 - 11:00	Open Mic at BB King's Blues Club	152 2nd Ave N, Nashville, TN 37201



Agenda, Day 2

Saturday, August 26th

9:00 - 5:00	Registration Open	Entrance Hall
9:30 - 10:30	Keynote: Making YouTube Music Work for You	Ballroom
	CD Baby Office Hours	CD Baby HQ
10:45 - 11:45	Influence and Attention - The Keys to Building an Audience on Instagram	Ballroom
	How I Did It: Indie Is Better and Crowdfunding \$125K	Legends A/B
	Berklee Online: Music Marketing in a Direct-to-Fan World	Legends C
	GigSalad: Be Unforgettable - How to Attract More Clients Online	Music Row 5
	YouTube Monetization and Content ID	CD Baby HQ
12:00 - 1:00	Earning \$74,000 Using Facebook Live	Ballroom
	The Secret To Authentic Branding (and How It Can Boost Your Career)	Legends A/B
	Berklee Online: What Is Copyright, and What Do I Have a Right to Copy?	Legends C
	Kickstarter: How To Plan, Execute, and Fulfill Your Kickstarter Music Project to Maximum Success	Music Row 5
	Building Your Presence on Spotify	CD Baby HQ

1:00 - 2:00	Lunch Break	
	Artist Meetup	Legends Hallway
2:00 - 3:00	The Anatomy of a Major Music Marketing Campaign	Ballroom
	Get Booked at Local Venues	Legends A/B
	Berklee Online: 10 Secret Techniques for Writing Hit Songs	Legends C
	Merch Cat: Making Music Merchandise Work for You: Merch Strategy	Music Row 5
	Putting Your Music to Work	CD Baby HQ
	Mentoring Session 3	Legends Hallway
3:15 - 4:15	The Song Pitch Session	Ballroom
	Book Tours and Sell Tickets with Streaming Data	Legends A/B
	Preparing Your Music for a Successful Release	Legends C
	Your Blueprint for Production and Mixing	Music Row 5
	CD Baby Office Hours	CD Baby HQ
	Mentoring Session 4	Legends Hallway
4:30 - 6:30	Keynote: Live Band Makeover with Tom Jackson	Ballroom
	CD Baby Office Hours	CD Baby HQ
7:30 - 12:30	Showcase at The Cannery Ballroom featuring JEFF the Brotherhood, Hillbilly Casino, The Blow, Alex Winston, and AHI	1 Cannery Row, Nashville, TN 37203



Agenda, Day 3

Sunday, August 27th

9:00 - 11:45	Registration Open	Entrance Hall
9:30 - 10:30	Get Your Music on Spotify Playlists	Ballroom
	Building an Artist's Team to Handle Business	Legends A/B
	Authentic Artist Marketing in Hip-Hop	Legends C
	GigSalad: Communicate Successfully and Build Better Client Relationships	Music Row 5
	The Promo Tools You May Not Know You Have!	CD Baby HQ
	Mentoring Session 5	Legends Hallway
10:45 - 11:45	Three Methods of Successful Tour Booking and Tour Management	Ballroom
	How I Did It: Getting on the Charts and Using SoundCloud to Earn \$25,000	Legends A/B
	Copyright Registration Workshop	Legends C
	Live DIY Musician Podcast: Why You NEVER Have to Tour...Ever.	Music Row 5
	Putting Your Music to Work	CD Baby HQ
	Mentoring Session 6	Legends Hallway

12:00 - 1:00	Keynote: "Your Song Changed My Life" with Bob Boilen and Pokey LaFarge	Ballroom
	CD Baby Office Hours	CD Baby HQ
1:00 - 1:30	Closing	Ballroom
3:00 - 5:00	Recording Workshop at Ocean Way Studio (Pre-Registration required)	1200 17 th Ave S, Nashville, TN 37212
7:00 - 11:00	After-Party at Tin Roof Broadway sponsored by Viral Music Media	316 Broadway, Nashville, TN 37201