

AGENDA

FRIDAY - SEPTEMBER 30TH

12:00 - 2:00PM	Preconference Panel: Getting Your Music in Ads, TV & Film (Chicago Cultural Center, 78 E Washington St. Chicago, IL), Room: Cassidy Theater, 2nd Floor.	Off-site (12min walk)
2:00 - 5:00PM	Registration OPEN @ The Congress Plaza Hotel	Rendezvous
3:00 - 4:00PM	Meet CD Baby's CEO, Tracy Maddux	Gold Room
4:00 - 5:00PM	Artist Genre Meet-ups	Great Hall (Balcony)
6:00 - 11:30PM	Open Mic & Meet-Up (The Bottom Lounge, 1375 W Lake St. Chicago, IL)	Off-site

SATURDAY - OCTOBER 1ST

8:00AM - 5:00PM	Registration OPEN	Rendezvous
9:15 - 10:15AM	KEYNOTE: Cutting Through the Noise (Kevin Breuner)	Great Hall
10:30 - 11:30AM	Do You Need a Label to Have a Major Career?	Great Hall
	Berklee Online: Marketing & Selling Music In An Engagement Economy	Buckingham
	Sweetwater Studios: Breaking Down the Mix	Windsor
	GigSalad: How to Market & Book Yourself Online	Oxford
11:45AM - 12:45PM	How to Find Success on Your Own Terms	Great Hall
	Berklee Online: How Songwriters Can Fight Back Against the Tide Of Frivolous Law & Copyright Abuse	Buckingham
	What it Takes to Get a Sync Placement	Windsor
	An Artist's Journey with Pandora: From Curation to Marketing Tools	Oxford
12:45 - 2:00PM	Lunch Break	

See detailed schedule (Pages 16-27) for CD Baby Headquarters mini-sessions & workshops.

SATURDAY - OCTOBER 1ST

2:00 - 3:00PM	KEYNOTE: Considering All Songs with Bob Boilen, Gaelynn Lea & Moderator - Dmitri Vietze	Great Hall
3:15 - 4:15PM	60 Ideas in 60 Minutes!	Great Hall
	Berklee Online: 20 Tools Uniting Your Artistry with Commercial Viability	Buckingham
	How to Make Serious Money from House Concerts	Windsor
	Lee Oskar: Create Melodies, Hook Lines & Enhance Your Music	Oxford
	Mentoring: Session 1 (See pg. 14 for details)	Gold Room
4:30 - 5:30PM	GigSalad: Give the People What They Want: Playing Covers with Dignity	Great Hall
	Death to The Day Job: Making the Transition From Hobbyist to Full-time Musician	Buckingham
	Why Music Publishing Is More Important Than Ever	Windsor
	Adva Mobile: Using Mobile Technology to Discover True Fans	Oxford
	Mentoring: Session 2 (See pg. 14 for details)	Gold Room
7:00 - 9:00PM	Live Band Makeover with Tom Jackson	Great Hall

SUNDAY - OCTOBER 2ND

8:30AM - 2:00PM	Registration OPEN	Rendezvous
9:15 - 10:15AM	SoundExchange: What It Is, Why It Pays, & How to Get Your Share	Great Hall
	How to Capture a Press Photo That Can't Be Ignored	Buckingham
	Steal These Tips For Success From Hip Hop	Windsor
	An Artist's Journey with Pandora: From Curation to Marketing Tools	Oxford

See detailed schedule (Pages 16-27) for CD Baby Headquarters mini-sessions & workshops.

SUNDAY - OCTOBER 2ND

10:30 - 11:30AM	Elevating Your Songwriting Craft	Great Hall
	Live DIY Musician Podcast: Authentic Artist Branding	Buckingham
	The Power of Direct-To-Fan Engagement - How to Build Relationships and Drive Revenue	Windsor
	Adva Mobile: Build a Fan Base with Mobile Contests	Oxford
	Mentoring: Session 3 (See pg. 15 for details)	Gold Room
11:45AM - 12:45PM	KEYNOTE: The Power of Independent Music in TV and Film by Alexandra Patsavas	Great Hall
12:45 - 1:45PM	Lunch Break	
1:45 - 2:45PM	Advanced Artist Strategies for YouTube	Great Hall
	What it Takes to Write for Commercials	Buckingham
	Pitching Your Music to Playlist Creators	Windsor
	Lee Oskar: Create Melodies, Hook Lines & Enhance Your Music	Oxford
	Mentoring: Session 4 (See pg. 15 for details)	Gold Room
3:00 - 4:00PM	KEYNOTE: How to Get Fans by Jack Conte	Great Hall
4:00 - 4:15PM	Closing	Great Hall
5:00 - 8:00PM	Post-Conference Party at Lagunitas Brewing Company (2607 W 17th St Chicago, IL 60608 by car: 15 mins; by transit: 34 mins)	Off-site