



Conference Schedule

17:00 - 19:00 **EARLY REGISTRATION**
Berklee Valencia, Palau de les Arts Reina Sofía,
Avenida Profesor Lopez Piñeiro, 1

19:00 - 21:00 **OPENING COCKTAIL EVENT**
48 Gastro Club, Passeig de l'Albereda, 48
One free drink with conference badge

Saturday 6th of April 2019 - Aula Magistral

10:00 - 10:10 **WELCOME ANNOUNCEMENTS**
Speakers: Maria Martinez Iturriaga and Alexandre Perrin - Berklee Valencia

10:10 - 10:40 **OPENING KEYNOTE - CD BABY: WE WANT TO BE YOUR PARTNER IN BUILDING YOUR CAREER IN MUSIC**
Speaker: Tracy Maddux - CEO, CD Baby

Whether it's distribution, publishing administration or the tools of promote your music and build a fan base, CD Baby aims to be the most valued and trusted member of your team. How does the largest and leading distributor of independent music think about making its services indispensably valuable to the one million+ artists using its platforms? Attend this presentation and find out.

10:50 - 11:30 **CUTTING THROUGH THE NOISE**
Speaker: Kevin Breuner - VP Marketing, CD Baby

Today we're awash in new music. Not only that, there are countless OTHER forms of entertainment and distraction competing for your time. How do you capture a listener's attention? How do you earn and keep a diehard fanbase? In this talk, Kevin Breuner (CD Baby's VP of Marketing) will give tips on cutting through the noise with your music and avoiding common music marketing mistakes.

11:40 - 12:30

HOW TO BUILD A SUSTAINABLE MUSIC CAREER AND COLLECT ALL REVENUE STREAMS

Speaker: Emily White - Partner, Collective Entertainment

Longtime artist manager Emily White brings her new book to life in a compact keynote touching on all tenets for musicians to build a sustainable and long-term career. Additionally, White will cover all revenue streams artists must be collecting on to ensure they are not missing a single area of monetization.

12:40 - 13:30

NEW FORMS OF MONETIZATION FOR ARTISTS

*Panel moderated by Cherie Hu - Journalist, Billboard/Forbes
Emma McGann - CD Baby Artist & Mr. Bill - mau5trap Artist & Producer*

Mr. Bill has been a leader in the audio production world for years. Mr. Bill has toured North America and Australia with a live drummer, supported Beats Antique on multiple U.S. tours, and has played major festivals around the world. He scored the Nicolas Cage horror-comedy MOM AND DAD, and his techno side project ElectroCado was signed to deadmau5' mau5trap label for a multiple EP contract. Independent pop singer-songwriter Emma McGann prides herself on breaking down the traditional wall between the artist and fans. Award-nominated for her efforts with music and live streaming, Emma's colossal anthems of fearless, new-pop brilliance have earned her recognition from fierce female forces in the industry including Kylie Minogue, Nancy Sinatra and Beth Hart.

13:30 - 15:00

LUNCH BREAK

15:00 - 15:50

A BRAND NEW WAY TO MARKET YOUR MUSIC

Speaker: Jason Hobbs - The Found Group

The digital marketing landscape has changed; today paid media is an essential part of launching new music, selling concert tickets, and moving merch. But you don't want to just throw money into the digital void; you need an actual strategy, smart targeting, and the right tools. In this session, Jason Hobbs, a leading expert in the world of music promotion and advertising, will give you a behind-the-scenes look at how major artists deploy ad campaigns, share their message, and get results. Oh, and most importantly, how you can too!

16:00 - 16:50

MUSIC PR 101: WHAT IT IS AND WHY YOU NEED IT

Speaker: Kaytee Long - CEO, DIY Music PR

Frustrated your music isn't getting heard? Sounds like you need a music PR campaign in your life! Kaytee Long, owner of DIY Music PR, is here from Los Angeles to teach you the DIY method for your next new music release. You'll learn the ten assets needed to effectively build your brand, how to write a bio that will get you noticed, best practices for reaching out to music bloggers, what to include in your EPK, and a DIY PR campaign to-do list and timeline for your next release. You'll leave this session ready to reach out to your favorite music blog(s) ... and you won't even need to spend money on a publicist!

17:00 - 17:50

CLOSING KEYNOTE - MUSICIANS, YOU SHOULD PUT YOUR PURPOSE OVER YOUR PRODUCT

Speaker: George Howard - Associate Professor, Berklee Boston

Founder and consultant George Howard discusses the importance of emphasizing Purpose over Product for musicians who act as entrepreneurs. The key takeaway will be to present ways of achieving a distinct and durable competitive advantage, resisting commoditization, and climbing the trough of despair.

20:00 – Midnight

OPEN MIC EVENING SHOWCASE

Radio City, Carrer de Santa Teresa, 19

Selected attendees & Berklee students will perform at our OPEN MIC event. Come by and enjoy these amazing performances! Free admission with conference badge. If you are a confirmed performer, please refer to the instructions that were sent to you prior to this event.

Sunday 7th of April 2019 - Berklee Valencia Campus

10:00 - 10:50

Library

MUSIC PUBLISHING: THE KEY TO GETTING ALL OF THE MONEY YOU ARE OWED

Speaker: Jon Bahr – VP of Creator Services - CD Baby

If your music is streamed or sold, you'd think all of the money you are owed automatically flows to you – but that isn't the case and music royalties require effort to be collected. If you're a songwriter, then your songs generate songwriting and publishing royalties you need to proactively get. When performed live, streamed, or purchased, your songs earn publishing money. Find out how Publishing Administration - like CD Baby Pro Publishing - is critical to you getting all of the money you're owed from streaming services, international download royalties, and more.

10:00 - 10:50

Sala E

#U FOR UNIQUENESS: STRATEGIES FOR ARTISTS TO ESTABLISH THEIR BRAND IDENTITY

Speaker: Jeanny Ricci - Strawboscopic

Your brand is how you set yourself apart from the numerous other artists jostling for the ears of the audience and those working in the industry and that can "make it happen". Getting heard in the music jungle of the digital era is very difficult and truth is that talent is not enough for success. To achieve any level of recognition, you have to do something more than playing your music: you need to define your unique identity, and then make the world know about it. Defining the Unique Factor that stands out from the crowd - aka: establishing your brand - is probably the most important stage of your career. The workshop is designed to give you an insight into the world of branding for musicians. We'll start with a case study to show how we work with artists and translate their sound into vision. Then we'll move on to a hands-on training session to lay the foundation of idea generation for branding your project. At the end of the workshop, free 1:1 mentoring session will be offered to registered attendees on a first come first served basis in Room B65 from 11 am to 12 pm.

10:00 - 10:50

A69

MAXIMISING INCOME THROUGH COLLECTIVE MANAGEMENT

Speaker: David Stopps, Director of PPL

Collective management is still a central mechanism for licensing and distributing income for Authors, Publishers, Performers and Phonogram Producers (Record Companies). We will discuss how collective management works and the importance of creating clean data registration to ensure maximum income. We will discuss why the music industry needs to create a reliable and accurate international repertoire data base, both for authors works, performer line up details and for accurate details of the recording copyright owner. We will cover the streaming dilemma wherein the making available right is changing everything. The future of collective management in sound recordings hinges on when linear distribution becomes non-linear/interactive distribution and the massive effect that definition has/will have on performers income. We will discuss compulsory licensing and how that concept is sculpting the collective management landscape. Also to be discussed will be the proportion of income that goes to digital services such as Youtube, Spotify and Apple Music, authors, publishers and phonogram producers and is the slicing of the pie fair?

10:00 - 10:50

Spanish Room
B63

¿QUÉ SON LAS RELACIONES PÚBLICAS Y POR QUÉ LAS NECESITAS?

Speaker: Kaytee Long - DIY PR Group

Durante esta sesión, vamos a hablar sobre las relaciones públicas, por qué son necesarias para tu carrera como músico independiente y cómo puedes hacer una campaña sin tener que pagar por un publicista.

Kaytee Long, dueña de DIY Music PR situada en Los Ángeles, va a enseñarte qué necesitas para hacer una campaña para tu próximo lanzamiento, cuáles son las herramientas más importantes para tener éxito, cómo escribir una biografía excepcional, qué necesitas incluir en un kit de prensa (EPK), y cuáles son los pasos a seguir para lanzar un álbum, sencillo o EP. Saldrás de la sesión listo para realizar una propuesta a los blogs de músicos, ¡Y ni siquiera tendrás que gastar dinero en un publicista!

10:00 - 10:50
B65

OFFICE HOURS – BERKLEE

11:00 - 11:50
Library

THE DIY MUSICIAN PODCAST LIVE: HOW TO BUILD YOUR LIST AND MAKE A PROFIT BY GIVING AWAY YOUR MUSIC

Speakers: Kevin Breuner & Chris Robley – CD Baby

In this live taping of the DIY Musician Podcast, CD Baby's Kevin Breuner and Chris Robley compare notes on how they launched and managed their "Free + Shipping & Handling" campaigns to give away their newest CDs for free — while STILL making a profit, building their email lists, and converting casual listeners into fans. Concepts in this discussion can be applied to ANY sales or marketing funnel for your music, not just a traditional "Free + Shipping" offer.

11:00 - 11:50
Sala E

HOW TO BUILD A SUSTAINABLE MUSIC CAREER AND COLLECT ALL REVENUE STREAMS, THE WORKSHOP

Speaker: Emily White - Partner, Collective Entertainment

Longtime artist manager Emily White brings her new book to life in a compact keynote touching on all tenets for musicians to build a sustainable and long-term career. Additionally, White will cover all revenue streams artists must be collecting on to ensure they are not missing a single area of monetization.

11:00 – 11:50
A69

HOW TO GET A SLOT ON A SHOWCASE FESTIVAL

Speaker: Rebecca Hallifax, The Great Escape Festival

Playing a set at a showcase music festival can be a big deal for a solo musician or a band. This sort of live outing not only gets you in front of an audience of industry but can be a great networking opportunity, enabling you to potentially meet the vital contact who could play a pivotal role in taking your career up a notch. Artist liaison for several music major festivals, Rebecca will share with you some tips to prepare yourself and your music to the application process.

11:00 - 11:50
Spanish Room
B63

CÓMO PREPARAR TU MÚSICA PARA UN LANZAMIENTO EXITOSO

Speaker: Erika Parr - CD Baby

Hay una gran diferencia entre hacer que tu música esté disponible y hacer que tu música se conecte. Miles de nuevos álbumes y singles están siendo "lanzados" todos los días. Pero, ¿cómo asegurarte de que TU PRÓXIMO LANZAMIENTO tenga un impacto? En esta charla vas a poder escuchar a Cristina Cano y Erika Parr de CD Baby, sobre lo que ellas han visto funcionar (¡y fallar!) con los cientos de nuevos lanzamientos que ayudan a distribuir todos los días. Te irás sabiendo cómo preparar mejor tu música para un lanzamiento exitoso y dónde evitar errores catastróficos.

11:00 - 11:50
AKSS
Recording Studio

RECORDING WORKSHOP: DEMYSTIFYING MICROPHONES AND RECORDING TECHNIQUES

Speaker: Liz Teutsch - Berklee Valencia

Placing the right microphone in the right place could mean the difference between magic and musical mayhem. Liz Teutsch will bring her in-depth knowledge of production, recording, and miking techniques to

this workshop. This will be an interactive experience where we record a live musician and will cover the basics of microphone types, polar patterns, and techniques for recording both acoustic guitar and vocals.

11:00 - 11:50
B05

FACEBOOK ADS MANAGER FOR MUSICIANS

Speaker: Andrea Marin – Berklee Valencia

You need to start promoting your next concert, the release of your album or your new music video but you worry about how to spend your money wisely on social media. Facebook and Instagram are great tools for reaching your audience, but first, you need to have some things clear. We'll talk about some of the intricacies of Facebook Ads Manager, some things that you should be doing already and some tips to start getting things done.

11:00 - 11:50
B65

OFFICE HOURS – STRAWBOSCOPIC

Jeanny Ricci - Strawboscopic

12:00 - 12:50
Library

WHAT EVERY INDIE ARTIST NEEDS TO KNOW ABOUT THE LAW

Speaker: Joel Andrew - CD Baby

Band agreements. Label contracts. Trademark. Copyright. Publishing splits. Independent musicians want to make music, not get lost in a labyrinth of legal considerations; but truly understanding your rights will play a big part in how successfully you grow your career and audience. In this session, touring musician Will Kunkle and CD Baby's General Counsel Joel Andrew provide a solid introduction to the legal areas where artists commonly struggle. Light on terminology; heavily focused on YOUR needs as an artist.

12:00 - 12:50
Sala E

LEVERAGE YOUTUBE TO ACCELERATE YOUR CAREER IN THE MUSIC INDUSTRY

Speaker: Gereon Sommerburg - Cloudkid YouTube Channel

With 300 hours of content being uploaded to Youtube every minute, it's definitely not the easiest platform to grow on as an independent artist. I will show you the behind the scenes of Youtube, explain the algorithm and show you tips, tricks and optimizations you can directly implement to grow an audience and actually get your content seen on the platform. You will not only learn how to build your own channel but also how to turn the platform into an additional revenue stream for your music career.

12:00 - 12:50
A69

EMOTIONAL INTELLIGENCE FOR MUSICIANS

Speaker: Rosana Corbacho - SheSaidSo

What does it take to be a musician? Hours of training, great strategy, courage, patience, ambition, determination, etc. Musical careers often start at a very early age who grow up and build their personalities together with their profession. This session will identify ways you can maintain a healthy life/work balance as a creative professional. Emotional intelligence training is key to achieve self-awareness, optimized performance, health, and wellbeing.

12:00 - 12:50
AKSS

RECORDING WORKSHOP: DEMYSTIFYING MICROPHONES AND RECORDING TECHNIQUES

Recording Studio

Speaker: Liz Teutsch - Berklee Valencia

Placing the right microphone in the right place could mean the difference between magic and musical mayhem. Liz Teutsch will bring her in-depth knowledge of production, recording, and miking techniques to this workshop. This will be an interactive experience where we record a live musician and will cover the basics of microphone types, polar patterns, and techniques for recording both acoustic guitar and vocals.

12:00 - 12:50

Tech Lab

B05

HOW I WROTE A TUNE WITH DEADMAU5

Speaker: Mr. Bill - mau5trap/Berklee Valencia

In 2017, Mr. Bill was contacted on Twitter by electronic music megaman 'deadmau5'. In this workshop, I'm going to lay out exactly how that happened & run through the collaboration process that ensued!

12:00 - 12:50

B63

CÓMO GIRAR EN ESPAÑA, LA PERSPECTIVA DE UN PROMOTOR ESPAÑOL

Speaker: Nacho Molto - Serious Fan Music

En esta sesión aprenderá la perspectiva de los promotores de conciertos y el tipo de expectativas que tienen con respecto a los artistas, cuál debería ser la motivación de un promotor musical, cómo es su acto de fe y que es lo que le distingue del resto del sector.

12:00 - 12:50

B65

OFFICE HOURS - CD BABY

CD Baby Staff

14:30 - 15:20

Library

HOW TO PREPARE YOUR MUSIC FOR A SUCCESSFUL RELEASE

CD Baby Panel

There's a big difference between making your music available and making your music connect. Thousands of new albums and singles are being "released" every day. But how do you make sure YOUR NEXT RELEASE will have an impact? In this discussion, you'll hear from CD Baby's Kevin Breuner, Cristina Cano, Erika Parr, and Chris Robley about what they see working (and failing) with the hundreds of new releases they help distribute every day. You'll walk away knowing how to best prepare your music for a successful launch, and where to avoid catastrophic mistakes.

14:30 - 15:20

Sala E

BREAKING INTO THE MARKET - HOW TO DECIDE WHEN TO SAY YES

Speaker: Paul Pacifico - Association of Independent Music

We are constantly taught what a 'good deal' looks like and educated to avoid 'bad deals' - that's great when you are already successful but what does 'good' look like when you are starting out? You can't do business until you start to say 'yes' - so when and how do you begin without compromising your future and how do you make a 'bad' deal 'good'?

14:30 - 15:20

A69

MUSIC AND GAMING: THE NEW FRONTIER FOR MUSICIANS

Speaker: Cherie Hu - Journalist, Billboard/Forbes

From users staging a copycat U2 concert from scratch in Second Life, to Drake breaking live-streaming viewership records on Twitch, to Minecraft crowdsourcing designs for its two in-game music festivals Coachella and Fire, to EDM artist Marshmello performing a groundbreaking set for 10 million users in Fortnite, the gaming industry have played a direct role in scaling musical concerts, livestreams and other fan experiences for over 15 years. There remain many significant opportunities for both major music corporations and independent artists to partner with gaming companies, and to learn from the latter's approach to user engagement, product development and technological adaptation. Navigating this space is also much easier said than done, requiring a nuanced understanding of a diverse gaming demographic that takes authenticity and UX seriously. This talk will give a higher-level overview of successful music-gaming partnerships from recent history, and the role that emerging trends in technology, business and society will play in shaping these partnerships in 2019 and beyond.

14:30 - 15:20

Spanish Room

B63

CÓMO FUNCIONAN LOS DERECHOS DE AUTOR Y LICENCIAS DE MÚSICA EN LA UNIÓN EUROPEA

Speaker: Tano Darías - Berklee Valencia

Aunque el lado legal de la industria musical pueda ser un poco intimidante, es muy importante entenderlo, especialmente en el mundo digital de hoy. Esta sesión se enfocará en cómo las leyes musicales funcionaban en el pasado, cómo funcionan actualmente, y los cambios futuros que deberías tener en cuenta. Será presentada por Victoriano Darías, antiguo asesor legal de la Agrupación Europea de Sociedades de Autores y Compositores (GESAC), ahora profesor en Berklee Valencia, dónde enseña clases sobre "Los aspectos legales de la industria musical".

14:30 - 15:20
B05

VIDEO PRODUCTION MASTERCLASS

Speaker: Jon Forsyth - Berklee Valencia

What's the best way to start on your next music video? How can you make it as professional as possible, even without a budget? Learn some of the fundamental techniques of music video production that anyone can use to take their music video to the next level. This workshop will be led by Jon Forsyth, author of "The DIY Guide to Music Video Production" (Hal Leonard, pub., coming in late 2019) and assistant professor at Berklee Valencia, who created the music video production courses in Boston and Valencia and has been teaching them since 2014.

14:30 - 15:20
B65

OFFICE HOURS - She Said So

Rosana Corbacho - She Said So

15:30 - 16:20
Library

THE TRUTH ABOUT SPOTIFY PLAYLISTS

Speaker: Chris Robley - CD Baby

Playlists are all the rage, and they can have a huge impact on your music's success. But there are a lot of misconceptions that cause artists to focus on the wrong things. What's really important, and what's just hype? In this session, CD Baby's Chris Robley will dispel the myths and give you a clear picture of how to build your playlisting presence from the ground up.

15:30 - 16:20
Sala E

HOW MUSIC LICENSING AND COPYRIGHTS WORK IN THE EU

Speaker: Tano Darías - Berklee Valencia

Understanding music law might sound intimidating, but it's a necessity in today's digital world. This session will focus on how music business law used to work, how it currently works, and what changes you should be aware of in both the EU and the U.S. This session will be led by Tonya Butler and Tano Darías, both experts in the field of entertainment law.

15:30 - 16:20
A69

HOW TO TARGET YOUR FANS BY BUILDING A CAMPAIGN WITH SHOW.CO ADS BUILDER

Speaker: Jason Hobbs - The Found Group

Building an intelligent advertising campaign from scratch isn't easy, but Show.co has made the complex world of advertising a lot simpler for you. In this session, Jason Hobbs will guide you step-by-step through the process of setting up an effective audio or banner ad campaign that reaches the right music fans on big streaming platforms like Spotify and iHeart Radio, as well as influential music websites like RollingStone.com and Stereogum.com. Bring your computer, a few ideas about your target audience, and let's get to work!

15:30 - 16:20
B05

VIDEO PRODUCTION MASTERCLASS

Speakers: Jon Forsyth - Berklee Valencia

Learn some of the tricks and secrets of video production, and find out how to ensure your YouTube channel reflects your brand. This interactive workshop will be led by Jon Forsyth, owner of the video production company Video Jester, which creates music videos, promotional and event videos, and short documentaries.

15:30 - 16:20

B63

CD BABY: PREGUNTAS Y RESPUESTAS EN ESPAÑOL

Speaker: Erika Parr, Cristina Cano - CD Baby

15:30 - 16:20

B65

OFFICE HOURS - CLOUDKID

Speaker: Gereon Sommerberg - Cloudkid

20:00 - 23:00

CLOSING NETWORKING EVENT

Matisse Club - Carrer Campoamor, 60

Join us for a networking event that will include performances by Berklee students. Get to know the conference attendees even better and enjoy some wonderful music on your last day.



 