



## **CANADIAN SONG CONFERENCE 2020 SCHEDULE**

All panels require pre-registration. Register on the '2020 Canadian Song Conference (Online)' facebook page (<https://www.facebook.com/events/921758788249708/>), or on the Music PEI website (<https://www.musicpei.com/canadian-song-conference/>).

### **WEDNESDAY, MAY 20<sup>th</sup>**

**2:00 – 3:00 – Song-to-Scene** – Hosted via Zoom. Pre-register to participate.

Join Michael Perlmutter and a group of hand-picked music supervisors for a demonstration of how music can be placed in film, tv, and other media. This sync demo will include examples of how music can affect a scene, discussion on what makes a song 'syncable,' and best practices for artists working to get music placements.

**Panelists:** Michael Perlmutter, Amine Ramer, Natasha Duprey, Joe Rudge, Dondrea Erauw

**3:15 – 4:15 – Revenue Streams** – Hosted via Zoom. Pre-register to participate.

John McPhee (Paper Lions), Joss Dumas (Bandit), and Vince Degiorgio (CYMBA Music Publishing) will discuss strategies to establish multiple revenue streams for your music, alongside best practices for doing so within the current environment.

**Panelists:** John McPhee, Joss Dumas, Vince Degiorgio

### **THURSDAY, MAY 21<sup>st</sup>**

**2:00 – 3:00 – Listening Session #1** – Hosted via Zoom.

Selected artists will present samples of their music to the delegates in 10 minute sessions.

**Listening Session Artists:** Music PEI artists

**3:15 – 4:15 – Marketing and Strategy** – Hosted via Zoom. Pre-register to participate.

Join this discussion between marketing experts and music industry professionals Tony Tarleton (Acronym Records), Michelle Concesion (Market Monkeys) and Lauren Tutty (Lauren Tutty Promotions) for an in-depth overview of how artists can work to expand their reach and maximize the impact of their marketing and distribution. Topics will include discussion of how to use radio-tracking to build your audience, how to coordinate your strategies for marketing and distribution, how to promote, and how to use sponsored ads effectively on digital platforms.

**Panelists:** Michelle Concesion, Tony Tarleton, Lauren Tutty



**FRIDAY, MAY 22<sup>nd</sup>**

**2:00 – 3:00 – Listening Session #2** – Hosted via Zoom.

Selected artists will present samples of their music to the delegates in 10 minute sessions.

**Listening Session Artists:** Music PEI artists

**3:15 – 4:15 – Pitching to Music Supervisors** – Hosted via Zoom. Pre-register to participate.

Music supervisors Evelin Garcia (Ignition), John Rowley (J. Rowley Music) and Ben Chan (Last Gang/Entertainment One) will guide participants through strategies for music placement in film, tv, trailers, etc. They will discuss topics such as the advantages to finding a rep for your music, how to approach music supervisors, and strategies for artists who do not have an exclusive publishing deal.

**Panelists:** Evelin Garcia, John Rowley, Ben Chan

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**BREAK FOR SATURDAY AND SUNDAY, MAY 23<sup>rd</sup> – 24<sup>th</sup>**

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**MONDAY, MAY 25<sup>th</sup>**

**2:00 – 3:20 – Listening Session # 3** – Hosted via Zoom.

CSC artist pairs will present samples of their music to the delegates in 20 minute sessions.

**Listening Session Artists:** Canadian Song Conference Artists (4 artist pairs)

**3:30 – 4:30 – Ask Bob Anything!** – Hosted via Zoom. Pre-register to participate.

Join us for this panel with world-famous producer, songwriter, arranger, and engineer, Bob Ezrin. Bob is best known for his work with Alice Cooper, Kiss, Pink Floyd, Taylor Swift, and many other hugely successful artists, and he was inducted into the Canadian Music Hall of Fame in 2004. The format for the panel will be a Q&A, moderated by Music PEI.

**Panelist:** Bob Ezrin

**TUESDAY, MAY 26<sup>th</sup>**

**2:00 – 3:00 – Listening Session # 4** – Hosted via Zoom.

CSC artist pairs will present samples of their music to the delegates in 20 minute sessions.

**Listening Session Artists:** Canadian Song Conference Artists (3 artist pairs)

**3:15 – 4:15 – 1-on-1 Meetings** – Hosted via Zoom.

Pre-scheduled meetings between individual artists and delegates.

**7:00 – 8:00 – Music PEI Networking Party**