

FRIDAY 1 SEPTEMBER

	Studio A	The Brick Room	The Workshop
10:00am	Welcome from IMNZ & Music Commission		
10:10am 20 mins	The Market Today We present the latest NZ music market information and look at some of the trends of the music industries economic contribution.		
10:30am 60 min	Keynote: Alison Wenham (UK) interviewed by Lars Brandle (AU) The CEO of WIN (World Independent Network) will present her observations on the opportunities and issues for the global music sector. Alison will then be joined by Lars to discuss the evolution of the music industry since she founded AIM (Association of Independent Music UK) in 1998.		
11:30am	Break		
11:45am 50 mins	The Independent State of Chile: Nathaniel Sprague (CH), Victor Butron (CH), Oliver Knust (CH) chaired by Roberto Mukai (NZ/Brazil) Latin America has been called the music industry's next frontier, with the market being the fastest growing in the world at 12% last year. Chile is the sixth biggest country in the region, and firmly established as the home of a vibrant independent and DIY scene - from pop to indie and dance. Our guests discuss opportunities for NZ artists in this fascinating country.	Unlocking Australia: Andrew Stafford (AU), Catherine Haridy (AU), Maggie Collins (AU), Matthew Rogers (AU), Matt Walters (AU) chaired by Anthonie Tonnon The widely publicised issues in the Sydney live music scene may make you think Australia is becoming less music friendly - but for fans, nothing could be further from the truth. We discuss what is working in Australia today and what's new in their music market.	Spotlight on: Singapore with Keith Tan (SG) Singapore is a key gateway territory for those who want to become established in the Asia Pacific region. This island nation has a thriving music scene, with high levels of digital engagement and a fast growing live music sector. Keith will discuss how to approach this unique market.
12:35pm	Lunch Break		

<p>1:30pm 60 mins</p>	<p>Brave New Worlds - New Approaches to Releasing Music: Andrew Jervis (USA), Ben Swanson (USA), Bill Roe (USA), Jane Abernathy (USA), Stuart Meyer (USA) chaired by Mikee Tucker (NZ) Discussing fresh, innovative ways that labels and artists can get their music out to the great wider world, and have it make meaningful impacts & find their audience in 2017 and beyond.</p>	<p>Visas & Work Permits: Marshall Betts (USA), Sam Wald (AU) with Olivia Young (NZ) chaired by Caroline Stone (NZ) If you are going to work in other countries, there is a good chance you will need a visa or work permit. What is the process and time frame for getting it underway?</p>	
<p>2:30pm</p>	<p>Break</p>		
<p>3:00pm 50 mins</p>	<p>Listen To Me - Cutting Through The Noise: Andrew Stafford (AU), Lars Brandle (AU), Mel Brown (UK) chaired by Nicole Thomas (NZ) It is vastly easier to get your music out into the world these days - but how do you get it heard? Our two journalists and PR specialists discuss strategies to entice the media to pay attention to your releases and publicity.</p>	<p>Managing to Go Global: Maggie Collins (AU), Jake Friedman (USA), Keith Tan (SG), Paul Adams (USA) chaired by Teresa Patterson (NZ) Guiding an artist's career from domestic achievement to the world stage is the goal for many managers. Our panel will talk about the groundwork they undertake as managers to lay the foundations for their artists in offshore markets.</p>	<p>Spotlight On: Getting the Best from Bandcamp with Andrew Jervis (USA) and Will Evans (AU) Bandcamp is a direct-to-fan sales platform, which puts control in the artist's hands. It is widely used in New Zealand already - hear the tips on making the best use of the service.</p>
<p>4:00pm 50 mins</p>	<p>Let's Be Remarkable - Treating The Creative Process With The Reverence It Deserves: Graham Ashton (AU) with Jon Toogood (NZ), Marlon Gerbes (NZ) and Nicole Duckworth (NZ) The theme of this panel is to explore ways to create an emotional connection with your audience. It feels like now is the time in music when it's easiest to be competent and hardest to be remarkable. Let's be remarkable.</p>		

SATURDAY 2 SEPTEMBER

	Studio A	The Brick Room	The Workshop
<p>10:00am</p> <p>45 mins</p>	<p>Best Job Ever: Allysun Marshall (USA), Amine Ramer (USA) chaired by Sophie Burberry (NZ)</p> <p>Our synchronisation specialists take you through the some of their favourite work, explaining the process from pitch to placement. They'll discuss the myriad of factors that went into their placements, such as - how nimble do artists and rights holders need to be when a synch licensing person comes calling? What do they consider artist placement success?</p>		
<p>10:45am</p> <p>45 min</p>	<p>The Power of Playlists: Amine Ramer (USA), Charles Kirby-Welch (UK), Mel Brown (UK), Tom Mee (AU) chaired by Sarah Pearce (NZ)</p> <p>Music discovery for millions of fans is now directed through streaming platforms; being included on a high-profile playlist can expose you to millions of new fans and can change the course of an artist's career. Here we discuss the realities of this powerful force in music discovery and how to make playlists work for you, from different music market perspectives.</p>		
<p>11:30am</p>	<p>Break</p>		

<p>11:45am 45 mins</p>	<p>Booking A Booker: Jackie Nalpant (USA), Marshall Betts (USA), Sam Wald (AU), Travis Banko (AU) chaired by Mel Parsons (NZ)</p> <p>It's hard to get a live career underway overseas without the assistance, contacts and local knowledge of a booker - but how do you get one? The panel talk about how they find new live talent and how they connect with artists.</p>	<p>New Digital Trends: Andrew Jervis (USA), Charles Kirby-Welch (UK), Mel Brown (UK), Tom Mee (AU) chaired by Nicky Harrop (NZ)</p> <p>The digital music space is evolving at pace with new services emerging constantly. Our guests will discuss the new tools and apps they are excited about, give examples of artists making the best use of data, and examine what they see as the developing trends in the ever-changing digital landscape.</p>	<p>Spotlight On: Womens Public Speaking - workshop with Alison Wenham (UK)</p> <p>Alison will present a short-course version of her UK training programme on presentation skills and confidence development tips, specifically designed to assist for public speaking and seminars.</p> <p><i>Limited spaces available - please pre-register your interest at the Going Global Registration Desk.</i></p>
<p>12:30pm</p>	<p>Lunch Break</p>		
<p>1:30pm 60 mins</p>	<p>Internationalising a Great Independent Label: Ben Swanson (USA), Bill Roe (USA), Matthew Davis (NZ), Matthew Rogers (AU), Oliver Knust (CH) chaired by Alison Wenham (UK)</p> <p>Once you are established in your home territory, there is a big wide world out there full of opportunities and potential hazards. Our panel discusses the planning and partnerships you could consider when it's time for your business to go global.</p>	<p>SONGHUBS - On Collaboration: Catherine Haridy (AU), Paul Adams (USA), Possum Plows (NZ) chaired by Victoria Kelly (NZ)</p> <p>The C Word. It's becoming more common in New Zealand, but has not always been the norm. Our guests talk about the art of collaborating with other songwriters and producers to take your music to the next level on the world stage.</p>	
<p>2:30pm</p>	<p>Break</p>		
<p>3:00pm 50 mins</p>	<p>The Next Big Thing: Allysun Marshall (USA), Jackie Nalpant (USA), Jake Friedman (USA), Travis Banko (AU) chaired by Pennie Black (NZ)</p> <p>We're pretty forward-thinking here in NZ, and we're always curious about what's coming over the horizon - and whether we are going to be prepared. What's the next big thing? Where do you see the music market being in five years time, or ten years? Are new trends emerging in music delivery or live</p>	<p>The Heart of A&R: Ashley Page (NZ), Jane Abernathy (USA), Stuart Meyer (USA) chaired by Victoria Blood (NZ)</p> <p>It was traditionally the role of discovering and overseeing the development the artist - how has technology impacted this process? Has the digital age changed how A&R staff find bands - and how bands find them? We discuss what is at the heart of A&R in 2017.</p>	<p>Spotlight On: Deluge - Synthstrom Audible Demonstration with designer Rohan Hill & project manager Ian 'Blink' Jorgensen. Featuring a live performance from special guest, Anthonie Tonnon.</p> <p>Three years in the making, Deluge is a New Zealand designed and made all-in-one, stand-alone, portable synthesizer, sequencer and sampler designed for the creation, performance and improvisation of electronic music.</p>

	performance that should be addressed?		
4:00 pm 50 mins	Speed Networking		