

2023 ASU Popular Music Industry Career Conference

March 25, 2023

9 a.m. – 6 p.m.

Fusion on First

Downtown Phoenix campus

9-10 a.m.

9:30 a.m. - Keynote Welcome

10-11 a.m.

- Booking and Promoting Your First Tour
Panel: Jesse Teer, Robbie Pfeffer, Alex Gilbert
- Entrepreneurship in the Music Industry: Through the Lens of a Record Company
Panel: Jeff Freundlich, Dave Hilker, Keagan Stromberg
- Synth Petting Zoo

11 a.m.-12 p.m.

- Music Supervisors Round Table
Panel: Christine Greene Roe, Qiana Connley, Janet Lopez
- Building Your Artist Team
Panel: Kelly Walsh, Alex Gilbert, Kyle Dehn, Chip Schutzman
- Synth Petting Zoo
- Latin Jam

12-2 p.m.

Lunch / Performances / Networking at the Crescent Ballroom

1-2 p.m.

- Synth Petting Zoo

2-3 p.m.

- Fireside Chat with Eddie Blackmon
Eddie Blackmon
- Music Editing with Steve Griffen
Masterclass: Steve Griffen
- Synth Petting Zoo

3-4 p.m.

- So You Want to be a Producer
Panel: Camden Bench, Erin Barra, Tuo Clark, Cahleb Branch
- The Artist Hustle
Panel: Truvone, Jesse Teer, Mouse Powell
- So You Want to Handle Your Own Publishing?
Masterclass: Michael Promer
- Venture Devils Creative Enterprises: Unlocking ASU Music Resources to Grow your Music Venture
Masterclass: Edson Entrepreneurship & Innovation
- Synth Petting Zoo

4-5 p.m.

- Flow: How Creative and Emotional Energy Flows Through the Music Business
Masterclass: Patrick Ermlich
- Diversity, Equity and Inclusion in the Music Industry
Masterclass: Qiana Conley
- The Walk Out Music of Stone Cold Steve Austin
Masterclass: Christi Jay Wells
- Synth Petting Zoo

5-6 p.m.

- The Future of the Phoenix Music Industry
Panel: Psyko Steve, Ed Masley
- Injury Prevention for Instrumentalists
Masterclass: Alma Ramirez
- The Phoenix Underground
Panel: Sam An, Michael Castaneda, Caleb Dailey
- So You Want to Release on Vinyl?
Masterclass: Mary Pappenhausen
- Synth Petting Zoo

7-9 p.m.

Dinner/Network

Descriptions:

Booking and Promoting Your First Tour: Join a panel of the industry's top Music Supervisors as they discuss a wide range of subjects including how music is used in film/tv, how to approach a music supervisor with your music, synch licensing, and careers in music supervision.

Entrepreneurship in the Music Industry: Through the Lens of a Record Company: Fervor Records Jeff Freudlich and Dave Hilker provide their perspective on entrepreneurship in the music industry through the lens of a record label. We'll showcase the elements of entrepreneurship in a music career, how to leverage the entrepreneurial mindset when launching your artistic venture, the art of great songwriting, and how to navigate finding a label.

Music Supervisors Round Table: Join a panel of the industry's top Music Supervisors as they discuss a wide range of subjects including how music is used in film/tv, how to approach a music supervisor with your music, synch licensing, and careers in music supervision.

Building Your Artist Team: Building an artist team is an art - this panel will discuss the who, what, why and when of pulling together artist team members such as managers, agents, publicists, and labels.

Fireside Chat with Eddie Blackmon: Eddie Blackmon went from ASU alum to an array of high profile industry positions which include: working with G.O.O.D. Music at its beginning stages, to the Director of Marketing for Island Def Jam, managing John Legend's company Homeschool Entertainment, and is the current VP of A&R for AWAL. We'll get to hear about his journey in an intimate conversation with the man himself.

Music Editing with Steve Griffen: Join Emmy-nominated Music Editor Steve Griffen with an interactive audio/visual demonstration in music editing for film and television. Steve will also discuss skills sets for music editing, share career stories and more.

So You Want to be a Producer: This panel will explore the different ways to break into music production, how to develop a career as a music producer, what the life of a music producer really looks like, and the role producers play within the industry.

The Artist Hustle: The artist hustle is real, but the realities of it are often a mystery to those of us who aspire to it. This panel will be an honest conversation about lifestyle, income sources, measuring success and the many variables that play into the life of being an artist.

So You Want to Handle Your Own Publishing? This Masterclass is an overview of key music business & copyright knowledge a self published writer needs to have. Topics will include copyright basics, meta data management, US collections & registrations best practises, licensing and creative collaboration.

Venture Devils Creative Enterprises: Unlocking ASU Music Resources to Grow your Music Venture: Launching your music career? The Edson Entrepreneurship + Innovation Institute (Edson E+I) meets you where you are with tailored resources that lift your artistic vision into a viable venture. Join Tracy Lea, Director of Venture Development at Edson E+I, to learn how to join Venture Devils in the growing creative community. Venture Devils support over 1000 student, faculty, and ASU-affiliated ventures in all stages of development and industries through dedicated mentorship, seed funding, entrepreneurial training, and Place-based Innovation Spaces (PBIS).

Flow: How Creative and Emotional Energy Flows Through the Music Business: For those venturing into the music business, this discussion will provide an uncommon and clear depiction of how to navigate the labyrinth of music business relationships, knowing when to invest your energy in them, and overcoming the inevitable obstacles, particularly those stemming from within.

Diversity, Equity and Inclusion in the Music Industry: Join Mako Ward from the School of Social Transformation and Qiana Conley from the Recording Academy in conversation about contemporary leaders and business strategies unique to diverse, equitable & inclusive identities in the music industry.

The Walk Out Music of Stone Cold Steve Austin: This masterclass demonstrates some of the research techniques musicologists use in their professional life. The focus will be professional wrestlers' entrance themes, specifically the walkout music for "Stone Cold" Steve Austin and its connections with Rage Against the Machine and '90s nü metal.

The Future of the Phoenix Music Industry: With Maricopa county now being the 5th most populous in the nation, the huge influx of people to the valley, and our proximity to Los Angeles, Phoenix is primed for cultural development. In this conversation we'll explore what the future of the Phoenix music industry looks like and how we might help to shape it.

Injury Prevention for Instrumentalists: We will discuss common injuries (tendonitis/ back pain) that happen when practicing and performing, and best practices to prevent them.

The Phoenix Underground: Panelists in the Phoenix Underground discussion will share their perspectives on navigating the music industry as independent musicians, share their personal history with the Phoenix underground music scene, and discuss the overlap between underground and mainstream music.

So You Want to Release on Vinyl? The process of getting records made on Vinyl, CD and Cassette in 2023 is no easy feat, but taking the right steps and planning ahead can help tremendously and lead to significant sales for independent artists. A review of the current record making process, timelines and examples of Zia Records Exclusive release schedules presented by Mary Papenhausen.