

# NARM/A2IM Music Business Crash Course

*Sponsored by AFM, AFTRA, NARAS, RIAA, Rightsflow, SoundExchange and TAG Strategic*

A must for independent music labels, artists, technology companies and students to remain current in the the transforming music economy, this year's NARM/A2IM Music Business Crash Course will focus on how independent artists and labels have greater access in the emerging digital world. The next level of promotion and sales is now, more than ever, possible and can happen in the independent sector as the playing field is being leveled via the numerous promotional channels and the ability to do direct-to-fan marketing and commerce. However, there are a new set of complex rules you need to learn to get ahead. As Thomas Friedman of the New York Times wrote in his book in 2005, the world is now flat! Everyone who embraces the digital model and learns the rules now has access to a global market for both promotion and sales and can compete.

|                   |                                                                                                                                                                                                                                                       |                   |                                                                                                                                                                                                                                                                                                                                                       |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Friday, May 14    |                                                                                                                                                                                                                                                       | 3:45-4 PM         | Break                                                                                                                                                                                                                                                                                                                                                 |
| 8:30-9:10 AM      | <b>The Music Landscape: Curriculum Overview</b><br><i>Where the music industry has been, where it is now, and where it's going.</i>                                                                                                                   | 4-5 PM            | <b>Outsourcing For Knowledge &amp; Profits So You Can Focus On A&amp;R &amp; Marketing</b><br><i>A look at how to create and run your label on a cost-effective basis, this session explores whether you as an artist or label should hire your own internal staff or avail yourselves of external resources to create a project-by-project team.</i> |
| 9:15-9:45 AM      | <b>Artist Economics: What Artists &amp; Labels Both Need To Know</b>                                                                                                                                                                                  |                   |                                                                                                                                                                                                                                                                                                                                                       |
| 9:45-10 AM        | Break                                                                                                                                                                                                                                                 |                   |                                                                                                                                                                                                                                                                                                                                                       |
| 10-10:30 AM       | <b>Artist Economics: What Artists &amp; Labels Both Need To Know, Continued ...</b>                                                                                                                                                                   | 5-5:30 PM         | <b>Open Q&amp;A &amp; Close of Day 1</b>                                                                                                                                                                                                                                                                                                              |
| 10:30-11:15 AM    | <b>Artist Panel: What I Wish I Had Known</b><br><i>A look at some key things every artist should watch out for.</i>                                                                                                                                   | Saturday, May 15  |                                                                                                                                                                                                                                                                                                                                                       |
| 11:15-11:30 AM    | Break                                                                                                                                                                                                                                                 | 8:30-9:30 AM      | <b>Keynote: The Digital World</b>                                                                                                                                                                                                                                                                                                                     |
| 11:30 AM-12:30 PM | <b>Publishing &amp; Licensing Income: How To Expand Income Beyond Recorded Music</b><br><i>A look at alternative income streams to music sales ... some you may have already thought of, and some you may not have.</i>                               | 9:30-10:30 AM     | <b>Going To Market: Digital &amp; Mobile</b><br><i>This session answers the question of how to get your music into digital stores, and — just as importantly — how to get spotlighted so you're not lost in the crowd.</i>                                                                                                                            |
| 12:30-1:15 PM     | Lunch Break                                                                                                                                                                                                                                           | 10:30-10:45 AM    | Break                                                                                                                                                                                                                                                                                                                                                 |
| 1:15-2:30 PM      | <b>Label Economics: So You Want To Be A Music Mogul ...</b><br><i>Here's the basics of what every future label head needs to know.</i>                                                                                                                | 10:45-11:30 AM    | <b>Going To Market: Physical</b><br><i>This session will help you understand how to get your product in the physical store, and how to capture consumer attention.</i>                                                                                                                                                                                |
| 2:30-2:45 PM      | Break                                                                                                                                                                                                                                                 | 11:30-11:45 AM    | Break                                                                                                                                                                                                                                                                                                                                                 |
| 2:45-3 PM         | Open Q&A                                                                                                                                                                                                                                              | 11:45 AM-12:30 PM | <b>Social Networks &amp; Traditional Promotions: Promotion For Pay, Both Ways!</b><br><i>This panel answers the questions of how to 1. get played at radio, and 2. inexpensively navigate through the glut of annual releases to get noticed via promotions that results in performance income and music sales for labels and artists.</i>            |
| 3-3:45 PM         | <b>Label Panel: The Bottom Line Counts, Too!</b><br><i>Industry vets will discuss the trials and tribulations of starting out in the music business, telling you what they did wrong and what they would do today if they could do it over again.</i> | 12:30 PM          | <b>Conclusion of Crash Course</b>                                                                                                                                                                                                                                                                                                                     |



# MUSIC BUSINESS CRASH COURSE

Sponsored by:



## REGISTRATION FORM

1. NARM members and non-members may register for the Crash Course. You do not need to register for the Convention in order to register for the Crash Course; however, if you do register for the full Convention, the Crash Course is free. Register online at <http://2010crashcourse.eventbrite.com> or use this form to register via fax. Please allow two (2) weeks for processing if registering via fax.
2. Seating is limited and will be assigned on a first-come, first-served basis.
3. If you have special needs connected with the Americans With Disabilities Act (ADA) of 1990, please notify NARM.
4. Please type or print all information legibly and keep a copy of this form for your records.
5. Questions, please contact Bill Storck ([storck@narm.com](mailto:storck@narm.com) or 800.365.6276).

**REGISTRATION FEES**

**Industry Professionals, Non-Members: \$99**

**A2IM Members: \$49**

**Artists/Students: \$29**

### REGISTRANTS (Please print or type.)

1. \_\_\_\_\_ \$ \_\_\_\_\_  
 First and Last Name Title  
 \_\_\_\_\_  
 First Name for Badge E-mail (Required)

Registration Fee

Are you a NARM Member?  Y  N  
 Are you an A2IM Member?  Y  N  
 How did you hear about this Crash Course?  
 \_\_\_\_\_

### CONTACT INFORMATION

Company Contact \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 City, State/Province \_\_\_\_\_  
 ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

### Hotel Room Rates & Booking Instructions

Reserve your sleeping room at the Hilton Chicago by visiting [www.narm.com/hotelreservations](http://www.narm.com/hotelreservations) or by calling hotel reservations directly at 312.922.4400. Mention that you are a NARM Convention attendee to receive the discounted rate. The discounted hotel room rate will only be available until April 20 when any unused rooms are returned to the Hilton Chicago.

All guest rooms and suites are subject to the current room occupancy tax of 15.4%. For full room deposit refunds, cancellations must be issued 72 hours prior to your scheduled date of arrival.

#### Hilton Chicago

720 S. Michigan Ave. • Chicago, IL 60605  
 Phone: 312.922.4400 • Fax: 312.922.5240

Single/Double Room Rate: \$205

A portion of all room rates is used to offset meeting costs.

**All attendees must reserve their own hotel rooms at the Hilton Chicago, NARM's 2010 headquarters hotel. To receive the special NARM discount room rate, visit [www.narm.com/hotelreservations](http://www.narm.com/hotelreservations) or call 312.922.4400.**

#### FOR OFFICE USE ONLY

Batch # \_\_\_\_\_ Mem # \_\_\_\_\_ Check # \_\_\_\_\_  
 Reg \_\_\_\_\_ Rm Dep \_\_\_\_\_ Late Fees \_\_\_\_\_  
 Total \_\_\_\_\_

### PAYMENT INFORMATION

My check made payable to NARM is enclosed.  
 Please charge my  VISA  MasterCard  American Express  
 Card in Name of \_\_\_\_\_  
 Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Verification Code (3-Digit V-Code on Back of Card) \_\_\_\_\_  
 Signature \_\_\_\_\_

#### Questions?

Programming - contact A2IM's Rich Bengloff at [rich.bengloff@a2im.org](mailto:rich.bengloff@a2im.org).  
 Registration - contact NARM's Bill Storck at [storck@narm.com](mailto:storck@narm.com).