

TAXI Road Rally 2018

Driver's Ed Classes

(Teachers' bios are located at the end of these class descriptions)

Friday, November 2nd, 2018

10:30am – 12:00pm: Seating is limited and on a first-come, first-served basis.

- **The Pursuit of Excellence: Determining Winners From Others** with **Bob Mete – National Room (Mezzanine Level / 2nd Floor)** This class will illustrate the traits and qualities that separate Winners from all others. We will discuss topics such as: Fear of Risk, Failure and Criticism, Making Commitments, Fear of Change, Problem Solving, Setting Goals, Dealing with Feedback, and Doing a Personal Inventory. The topics above will be demonstrated using examples from the sports and music industry. The class is fast paced and entertaining. Attendees will come away with a positive attitude toward work, their craft and their daily life.
- **Metadata Explained! How Using Metadata Will Get You & Your Music Noticed** with **Michelle Lockey – Midway Room (Mezzanine Level / 2nd Floor)** Look professional and increase your odds of getting a placement by understanding WHAT metadata is and HOW to use it properly! Learn why having the appropriate metadata for your music is vitally important for making your music visible within an industry professional's catalog as well as for your own purposes. This class will define what metadata is, what types of metadata you need, how to title your files as well as embed the data properly into your music files. Learn how to use the data when submitting to Music libraries and Music Supervisors. We will also discuss metadata tagging software/services & the best Internet sites for sharing music with industry professionals.
- **Song Structures That Sell** with **Casey Hurowitz – Logan Room (Mezzanine Level / 2nd Floor)** Struggling to get more songs forwarded and attract the ears of A&R people? Often it's all about song structure and beginner songwriters (and some experienced folks!) often miss the basics. Verses? Pre-Choruses? Choruses? Bridges? Casey Hurowitz, who has had many music placements and songs signed with music libraries, will talk about all those sections from both a musical and lyrical point of view. The class will listen to examples of popular songs and discuss what makes them tick as far as structure. Casey will also try to take CDs from the class and play some songs for discussion. So bring CDs and lyric sheets! Class participation strongly encouraged!
- **"Just Get Out There" – How To Be Your Own Successful Artist/Songwriter Entrepreneur 'Start Up'** with **Gilli Moon – La Guardia Room (Mezzanine Level / 2nd Floor)** In this new dawn of the music business, achieving success means being an Artist that is unique, in charge of your own destiny and entrepreneurial. Gilli shares her experience, strategies, tips and tools on getting out there as an Artist and Songwriter and maintaining a self-sustaining, successful career as your own entrepreneurial music business 'startup'. If you want to own your own destiny, be known and successful, on your terms, as an in-charge independent artist and/or songwriter, this class is for you.
- **Social Media Promotion For Musicians** with **Bobby Owsinski – Kennedy Room (Mezzanine Level / 2nd Floor)** Being on social media is one thing, but learning how to use it an effective promotional tool is another. In this session Bobby Owsinski looks at the latest techniques for using Facebook, Instagram, Twitter and YouTube to promote yourself and your music online, and reach the people that can help your career.

Friday 10:45am – 12:15pm (continued):

- **Licensing, Licensing, Licensing (and more Licensing)** with **Multi-GRAMMY®** Award winning mixer **Rob Chiarelli, Ron Harris & Two Special Guests – The Theatre (Mezzanine Level / 2nd Floor)** For the first time ever, Rob & Ron will be breaking down the world of music licensing with special guests Nate & Kaelie Highfield. In a few short years, The Highfields have become one of the most successful songwriting teams in the world of licensing (and they started as Taxi members). We have all heard their work in hundreds of placements, including T-Mobile, McDonalds, Chico's, Living Spaces, SuperCuts, Payless, Amazon, Netflix, Disney, Tommy Hilfiger and Publix to name a few. At the end of this 90-minute class, you will have an advanced degree in songwriting, arranging, producing and succeeding in the world of licensing. This class will be hosted by multi-Grammy® award winner Rob Chiarelli and 20x Platinum Producer, Ron Harris.

Friday, November 2nd, 2018

4:30pm – 6:00pm: Seating is limited and on a first-come, first-served basis.

- **Successful Music Dissected** with **TAXI Members: John Mazzei, Matt Hirt and Dave Walton – National Room (Mezzanine Level / 2nd Floor)** Mad musical scientists, Matt, John and Dave, will bring their most used and most successful music tracks to the audio autopsy table for instrument-by-instrument dissection and examination.
- **How to Update Your Songs with the Sounds of Modern EDM** with **Dr. Chrispy (AKA Chris Boshuizen) – Midway Room (Mezzanine Level / 2nd Floor)** Electronic music is all over the charts, but if you've never created it before, getting started can be daunting. In this hands-on 101 class, we will cover the basic terminology and techniques of EDM, introducing elements such as kick layering, 808s and 909s, subs, sidechaining, supersaws, sound design, and more. *Live in the class* we will take an acoustic rock track with a classic vibe, and recreate it as a high-energy, contemporary dance track, discussing each of the elements as we go. If you are new to electronic music and want to get the most out of the other EDM-focused sessions at the Road Rally, this workshop is the perfect place to start. By the time we are done, you should be ready to start creating your own electronic tracks, or be comfortable and confident working with any electronic producer
- **Finding Direction as a Record Producer** with **Doug Fenske of Crē•8 Music Academy – Logan Room (Mezzanine Level / 2nd Floor)** A career in music production can be difficult to begin. Maintaining steady, profitable work as a record producer is equally challenging. Issues regarding technique, confidence, knowledge and approach arise weekly and take unanticipated turns. Doug Fenske is a GRAMMY-nominated, veteran producer and engineer in Los Angeles who also serves as Director of Education at Crē•8 Music Academy. Join Doug for a discussion about how to get started, how to stay sharp and how to approach your records in a fresh way. A question and answer session will be provided after the presentation.
- **Multiple Streams of Music Income** with **Debra Russell – La Guardia Room (Mezzanine Level / 2nd Floor)** Everyone complains that it's no longer possible to make money from music. But if all the old ways of monetizing what you do are gone, the question is how? Multiple Streams of Music Income is a powerful, comprehensive approach to creating income doing what you love. You'll learn the 8 steps to build your business, how to turn existing music into additional income streams, how to harness the power of today's technology to expand your audience and create customers who will buy from you over and over.
- **Activate Your Inner Music Mogul: Mindsets And Strategies for a Successful Career** with **Nancy Moran – Kennedy Room (Mezzanine Level / 2nd Floor)** The difference between highly successful artists, composers, producers and writers and their struggling counterparts is rarely talent. The difference is that the highly successful ones have learned to access their entrepreneurial skills—or what artist development coach, Nancy Moran, calls their “inner music mogul”—to keep them on track, attract opportunities, and propel them to the top of their market. The good news is that YOU already have these same entrepreneurial skills within you. You just need to tap into them! In this workshop, Nancy teaches you to do that by walking you through specific strategies, techniques, mindsets and concepts that she uses regularly with her own, successful Music Mogul Academy clients. Be prepared to write and participate because this workshop is about YOU. You've got the talent. Now, let your inner music mogul show you what you can do with it!

Friday 4:30pm – 6:00pm (continued):

- **Murphy's Laws of Songwriting: Part I with Ralph Murphy – The Theatre (Mezzanine Level / 2nd Floor)** This is a 45 Minute Class! You're a singer/songwriter. You're doing *two* jobs! There's the artist on one side, and the songwriter on the other. Are both really doing their job? Find out before it's too late for *both* of you! This class is much more than Murphy's Law... It's what *really* happens to us all when consumers judge your work! In the first (of two) seminars, participants will be encouraged to play a song, get feedback, rewrite it overnight, then bring it back to be reviewed during the *second* half of the seminar on Saturday. *Please bring your own lyric sheets and be sure to have a way to rewrite your song for the second class on Saturday.*

Friday, November 2nd, 2018

6:30pm – 8:00pm: Seating is limited and on a first-come, first-served basis.

- **5 Pro Secrets to Producing Killer Mixes In Your Studio** with Fett – National Room (Mezzanine Level / 2nd Floor) In this class, veteran Nashville engineer/producer, Fett, gives you 5 secrets that top-level, professional studio engineers use to produce killer mixes. You can use these same techniques in your own home or project studio, using the gear you already have. Included are techniques for levels, panning, EQ, compression, time-based effects, and automation. Some of what you'll learn: how to get a vocal to consistently "sit" in the mix and remain the focal point; how to give a mix an "ebb and flow" to maintain the listener's attention; and how to separate parts in a mix so that they complement, rather than conflict with, each other. Includes before-and-after, real-world audio examples so you can hear the results first-hand.
- **How To Write Universally Relatable Songs That Can Reach Millions** with Jai Josefs – Midway Room (Mezzanine Level / 2nd Floor) What's the difference between a song that you and your friends like and one that can connect with a worldwide audience? Successful songwriters know the secret of converting their personal observations and feelings into songs that make millions say, "Yeah, I've felt like that too". In this workshop Jai will reveal exactly how they do it - using examples from current worldwide hits as well as before-and-after versions from both his students and hit writers. And he'll show you a step-by-step process that will enable *you* to immediately begin doing it in your own writing.
- **Sample-Based Orchestral Arrangements – Basic Course** with Martin Tichy for ILIO – Logan Room (Mezzanine Level / 2nd Floor) If you're new to working with orchestral sounds and arrangements on the computer and want to get your feet wet, this is the course for you. Martin Tichy, who specializes in orchestral music production not only with his background as a violin player and composer, but also as Vienna Symphonic Library's long-time Marketing Manager, will give you a broad and entertaining overview of everything you need to know to get started. Topics include technical requirements and basic knowledge of hardware, software and sample libraries, symphonic instruments and articulations, orchestration principles, placement and reverberation, and which beginner's mistakes and pitfalls you can easily avoid. Join this class and you'll be able to make educated decisions on how to integrate realistic sounding symphonic instruments into your music!
- **Endlessly Creative - (How To Never "Struggle" For An Idea Again!)** with Steven Memel – La Guardia Room (Mezzanine Level / 2nd Floor) You've probably heard someone say, "Creativity... you've either got or you don't." Maybe you believe it yourself, and every once in a while you wonder, hmmm. As someone who's worked with the best of the best, I'm here to tell you there's good news and there's bad news. The BAD NEWS ... They're RIGHT! You've either got it or you don't. GOOD NEWS is Everyone's got it! You do not need to learn how to "be" more creative. You don't need to know how to "find" more creative ideas. You never, ever, ever need to suffer the dread "writers' block." You can give up all that stuff. Here's why, there's an endless flow of wonderful, magical, creative ideas, coursing through you like an unstoppable river and there's nothing you can do about it. See the difficulty isn't having ideas. It's noticing and capturing the ones you already have. Through lecture, exercises and yes even on the spot creating, I will show you how you can have "Creativity On Demand!" If you'd like absolute confidence that you had an endless flow of intriguing, unique ideas easily accessible to you and knew how to capture them and use them fluidly in your work, join me for this one of a kind workshop. Who knows, maybe you'll start your next hit song with us.
P.S. There will even be a contest and prizes!!

Friday 6:30pm – 8:00pm (continued):

- **Songwriting Tools & Strategies with Pat Pattison – Kennedy Room (Mezzanine Level / 2nd Floor)**
Sharpen your lyric writing skills and discover the techniques that have helped Pat's students, including John Mayer and Gillian Welch, win Grammys and write number one songs. In this seminar you'll learn how to craft more vivid lyrics by mastering the process of building great lyrical ideas into great songs. Do all the elements of your song work together to support the song's central message and emotion? This seminar will show you tools and techniques to make your song stronger and more focused, using structure and phrasing to highlight important ideas, and deepen emotional impact. Whether you're a beginner or seasoned writer, this course will help you structure your lyrics more effectively.
- **Demystifying the Cue with Dean Krippaehne – The Theatre (Mezzanine Level / 2nd Floor)** Gain insight into writing, recording and producing quality music for Film and TV and learn the secret tips, tricks and strategies pros use to create music cues quickly. Discover the difference between writing a "song" and creating a "mood." Learn what music libraries and supervisors are looking for and how to get your music into their ballpark. We'll also talk about how to instantly make your productions sound "bigger" and get your virtual instruments sounding more "real." I'll play music examples of cues that worked well for me (and some that did not) and we'll discuss the reasons why. We'll also address why "radio" lyrics don't work well on TV and how to better craft your lyrics for those money-making placements. Lastly, we will take a look at a few other aspects of the biz including: Royalties, networking, writer's block, and the future of music.

Saturday, November 3rd, 2018

2:30pm – 4:00pm: Seating is limited and on a first-come, first-served basis.

- **Endlessly Creative - (How To Never "Struggle" For An Idea Again!) with Steven Memel – National Room (Mezzanine Level / 2nd Floor)** You've probably heard someone say, "Creativity... you've either got or you don't." Maybe you believe it yourself, and every once in a while you wonder, hmmm. As someone who's worked with the best of the best, I'm here to tell you there's good news and there's bad news. The BAD NEWS ... They're RIGHT! You've either got it or you don't. GOOD NEWS is Everyone's got it! You do not need to learn how to "be" more creative. You don't need to know how to "find" more creative ideas. You never, ever, ever need to suffer the dread "writers' block." You can give up all that stuff. Here's why, there's an endless flow of wonderful, magical, creative ideas, coursing through you like an unstoppable river and there's nothing you can do about it. See the difficulty isn't having ideas. It's noticing and capturing the ones you already have. Through lecture, exercises and yes even on the spot creating, I will show you how you can have "Creativity On Demand!" If you'd like absolute confidence that you had an endless flow of intriguing, unique ideas easily accessible to you and knew how to capture them and use them fluidly in your work, join me for this one of a kind workshop. Who knows, maybe you'll start your next hit song with us.
P.S. There will even be a contest and prizes!!
- **"Sounds" Like a Winner with Darlene Koldenhoven – Midway Room (Mezzanine Level / 2nd Floor)**
Learn how to capture that winning vocal "Sound" from Darlene, who brings her many years of experience and expertise on working from 'both sides of the glass' as she addresses the solutions in technique and dual communication to achieve that 'platinum' vocal sound. Focusing on the voice, vocal production, and the voice/ear/brain connections, this class is full of inside information and sound advice to help you achieve your goals as a singer, songwriter, or producer working with singers. Did you know that the singer will only 'sing' the frequencies that their ears can hear and that the ear provides the food for the brain? Learn what frequencies will boost creativity, motivation, quick thinking and a strong memory and which ones will help be a better singer, speaker, and songwriter. Learn how to tune your ear, tune your voice, and tune yourself to become a more powerful singer, speaker, songwriter, musician, performer, producer, and engineer. Her many accolades and book with 7 CDs, Tune Your Voice: Singing and the Mind's Musical Ear, that is endorsed by everyone from Juilliard to "American Idol," says it all ... Stop by for a listen.
- **Know Who You Are (And Why It's Important!) with Derek Nakamoto – Logan (Mezzanine Level / 2nd Floor)** Veteran producer and musical mastermind behind the careers of some of the most eclectic artists (Keiko Matsui, etc.) shares his secrets on positioning yourself uniquely in today's marketplace. If you want to be the next Beyonce, you should avoid this class at all cost. But if you don't mind being different and have a unique voice in this world, don't miss this interactive and highly impactful class with one of the most versatile and eclectic producers/ arrangers working today.

Saturday 2:30pm – 4:00pm (continued):

- **Rhymecology: The Art of Rhyming** with **Jeff Walker** – **La Guardia Room (Mezzanine Level / 2nd Floor)** Whether you are a rhyming expert or just testing the waters, The Rhymecologist will help you step up your lyric writing in just one fun session. The Hip-Hop based Rhymecology techniques will improve songwriting in any genre and give you a unique edge to stand out. This interactive class will expand your creative writing tool kit through a multitude of exercises and tools as you learn about the power of multi-syllabic rhyming, wordplay and other secrets. Bring a pen and notebook and create “on-the-spot” rhymes with the group. (Seriously, bring pen/paper).
- **What's Your Next Step?** with **Debra Russell** – **Kennedy Room (Mezzanine Level / 2nd Floor)** You're here at this wonderful conference. You're meeting amazing people, learning tons from classes. It's a bit overwhelming isn't it? How many times have you left an event, all pumped up, only to crash and fizzle when you get home? This class will help you create a plan to implement what you're learning so that you use what you're learning this weekend to up-level your music business. (Bring your notes from your other classes and your calendar with you!)
- **What It Takes To Succeed as a Songwriter in Today's Environment** with **Barry DeVorzon** – **The Theatre (Mezzanine Level / 2nd Floor)** Music and the music business are constantly changing, but some of the rules that lead to success are still pretty much the same. Hit songwriter and CEO of MasterWriter will discuss those golden rules and the opportunities in the music business as it exists today. He will also share an interesting story or two and briefly demonstrate why MasterWriter is the songwriter's best friend. Barry is a Road Rally favorite. **You'll learn a lot, and you can win a free license to Masterwriter by just attending.**

Saturday, November 3rd, 2018

4:30pm – 6:00pm: Seating is limited and on a first-come, first-served basis.

- **Using Professional Sample Libraries Effectively** with **Jeffrey S. Steinman Pro - Westchester “A” Room (Lobby Level / 1st Floor)** This class discusses everything you need to know about professional quality sample libraries including: (1) how they are made, (2) what the latest technology in the market can do, and (3) how to use samples effectively in a variety of musical genres. In particular, this class will explain how to create expressive parts using sampled articulations. A variety of demos using different sample libraries will be utilized to illustrate techniques. This class will also touch on new topics such as (a) important concepts about audio that you probably never knew, (b) mixing techniques for compositions having large numbers of tracks, and (c) mastering for compositions that use sample libraries.
- **The Dos & Don'ts of Co-writing** with **Cliff Goldmacher** – **National Room (Mezzanine Level / 2nd Floor)** Get an insider's perspective on the process of songwriting collaboration from a veteran of over a thousand co-writes. Some of the topics covered in this workshop: • The advantages and disadvantages of co-writing • What to do before, during and after your co-writing session • Co-writing etiquette • The business side of collaboration.
- **Your Voice: A Guided Tour** with **Clare McLeod** – **Midway Room (Mezzanine Level / 2nd Floor)** Your sound is the result of a dynamic process in which several parts of your body interact. In this session, you'll develop your understanding of the structures that make up the quality of your voice. Discover and reconnect to options that will strengthen your versatility and expand your palette of choices for singing in any style. From there we'll take a look at strategies professional singers use for high intensity singing. Explore the resonances of your voice and how to effectively shape sound to get the most out of your instrument.
- **Meet My Vision: The Six Production Challenges Facing Frustrated Artists and Singer/Songwriters** with **Doug Fenske of Crē•8 Music Academy** – **Logan Room (Mezzanine Level / 2nd Floor)** Many artists and singer/songwriters are forced to navigate challenging situations when working with a producer. Several cite a lack of shared language as the primary issue, but there are several more factors at play during a creative, collaborative effort. Join Crē•8 Music Academy's Director of Education Doug Fenske as he diagnoses six issues facing frustrated artists and singer/songwriters when working with a producer. Learn to take more control over your recordings and remember to bring your questions for a Q&A session after the presentation.

Saturday 4:30pm – 6:00pm (continued):

- **Are You a Hit Song Maker?** with **Gilli Moon – La Guardia Room (Mezzanine Level / 2nd Floor)** Let's analyze the song structure of some of today's Top 10 tastemakers, what makes a song commercially successful, and what you need to do to make your song, a hit song. The term 'hit song' often gets a bad rap amongst the independent music scene, but for better or worse, it can jettison your career. We'll look at that reasoning together, and whether you're up to playing the game to be successful in the music business today. Interactive class: Come with your best songs and find out if you have what it takes. We'll also talk about some strategies to get your songs in the right hands today!
- **10 Essential Elements You Need To Book Better Gigs** with **Nancy Moran – Kennedy Room (Mezzanine Level / 2nd Floor)** As a performing singer/songwriter or band, one of the best ways to increase your fan base, raise your profile, and get your music heard is to perform in front of a live audience. And with online CD and download sales declining, it's also a great way to make money and boost your income. But let's be serious. There are GOOD gigs...and not-so-good gigs. And the competition is tough for those good gigs! In this class, veteran touring artist and Artist Development Coach, Nancy Moran will identify the 10 Essential Elements that you need to set yourself apart from thousands of other bands and artists. By the end of this interactive session, you'll know where you are succeeding, just getting by, and/or where you need to put in more time and effort. Happy Giggling!
- **Murphy's Laws of Songwriting: Part II** with **Ralph Murphy – The Theatre (Mezzanine Level / 2nd Floor)** **This is a 45 Minute Class!** This is Part II, when the Singer/Songwriters who had their work reviewed on Friday bring their re-written songs *back* to show how they fixed them overnight! If time permits, Ralph will also give more live feedback on songs from people who weren't able to attend the first session!

Saturday, November 3rd, 2018

6:30pm – 8:00pm: Seating is limited and on a first-come, first-served basis

- **Mastering Masterclass: You CAN Master Your Own Material Like The Pros** with **Fett – National Room (Mezzanine Level / 2nd Floor)** Mastering is a very different process – and more importantly, requires a different mindset – than recording and mixing. Mastering is not about making a recording as LOUD as possible. It is about finesse and nuance, and emphasizing the strengths of an existing production. Many self-recording songwriters, artists, and film/TV composers “over-master” their material, or master without a defined process, ultimately hurting their chances with submissions and the listening public. In this class, veteran Nashville engineer/producer, Fett, sets the record straight about mastering, and tells you how to do it correctly. Topics include the MPST Mastering Framework (Mindset, Process, Skills & Tools) and the 6 Major Components of Mastering. Includes before-and-after, real-world audio examples so you can hear the results first-hand.
- **From Member to Mentor to Main Stage!** with **James Kocian – Midway Room (Mezzanine Level / 2nd Floor)** In just a few short years, James Kocian has become one of TAXI's most successful members! Having gone from a member getting forwards, and returns ... and returns ... and returns ... to seeing TAXI relationships lead to being VP of A&R, teaching, mentoring, and performing at NRG stadium in 2018 for over 32,500 people! Hear the story of how he did it, glean powerful insights about what to avoid along the path to sustained success, and ask questions about your own career!
- **Sample-Based Orchestral Arrangements – Advanced Course** with **Martin Tichy for ILIO – Logan Room (Mezzanine Level / 2nd Floor)** In this class Martin Tichy teaches you all the tricks of the trade to create realistic orchestral mock-ups. How do you breathe life into your samples? How do you create emotional phrasings, vivid performances, and authentic human feel? Using one of his arrangements, Martin will demonstrate how you can tweak your MIDI data using the right articulations and various controllers to achieve authentic and musical performances. You will not only learn about the instruments themselves, but also how they interact with the room and what this means for mixing, with a special emphasis on using convolution and algorithmic reverbs as well as routing options in your mixer. Finally, you'll receive valuable recommendations on educating yourself on your journey to better virtual orchestrations!

Saturday 6:30pm – 8:00pm (continued):

- **Reverse Engineering Instrumental Cues** with **Dean Krippaehne – La Guardia Room (Mezzanine Level / 2nd Floor)** Learn how to build simple yet effective instrumental cues that can create real income! Listen to examples and discover the detailed recipes for some of the most sought after and commonly used instrumental cues in the market today. In this workshop we will talk about common cue formulas, genre specific progressions, stereotypical instrumentation, chord structure, style parameters and more. You will learn how to listen to a piece of music in any genre, deconstruct its various elements (chord, melody, vibe, instrumentation, FX and mix) and reconstruct those elements creating your own original piece of music. We will also explore lyric vernacular and vocal vibe on a few songs for those who write and record vocal cues. Gain insight to “lift,” “underscore,” “rhythm interplay,” “real instruments vs. virtual instruments,” and uncover the secret to decoding the basic DNA of cue writing.
- **Phrasing: The Body Language of Your Song** with **Pat Pattison – Kennedy Room (Mezzanine Level / 2nd Floor)** This seminar will give you important keys to phrasing your lyrics for the most impact and support of meaning. Working with rhythms and placements, you'll learn how to make sure that the line, like body language, helps to really deliver the emotion you intend. This is another "can't miss" seminar -- it's bound to take your writing to the next level.
- **Live Feedback Master Class** with **Michael Lloyd – The Theatre (Mezzanine Level / 2nd Floor)** Legendary Producer Michael Lloyd has made more than 100 Gold and Platinum Records, produced countless hit singles, music supervised over 175 films and TV shows, and has used songs from TAXI members numerous times over the last few years. This is the second time Michael is going to do a live feedback class at the Road Rally, and if you're lucky enough to get your CD drawn randomly from the box during that session, you're going to be learning from a true master of the craft. Blow him away, and you never know what could happen. This is a class you do not want to miss! **Michael will be giving away a Shure SM 57 Microphone (Value: \$100). Attend this class for your chance to win.**

Sunday, November 4th, 2018

9:00am – 10:30am: Seating is limited and on a first-come, first-served basis

- **Power Marketing For The DIY Musician** with **Bobby Borg – Midway Room / (Mezzanine Level / 2nd floor)** Are you looking for a systematic approach to getting to that next level of your career? Do you want to make music that matters, and music that gets heard? Are you confused by all of the fly-by-night companies and tools that flood the marketplace? Then this engaging presentation of practical ideas is for you! A former major label, Indie, and DIY recording/touring musician turned artist advocate, Bobby Borg clearly reinterprets tried-and-tested marketing concepts used by the most successful and innovative companies, and breaks them down into powerful steps that you can immediately use to set your career on the right course. This down-to-earth, fun, and uplifting gathering will leave you supercharged with new ideas that help you to attract the attention of those that can help you by first helping yourself. Feedback and critique methods will also be examined using a few select audience members. Bring your music and get heard first.
- **How to Create an Effective EPK for Your Music** with **Dave Cool of Bandzoogle – Logan Room (Mezzanine Level / 2nd Floor)** One of the most important promotional tools for musicians is an electronic press kit. An EPK is your gateway to getting press, reviews, booking more shows, and more. But what makes an EPK effective? Join Dave Cool from music website platform Bandzoogle to find out how to create an EPK for your music that will impress media and bookers alike. During this class you'll learn what key elements should be in your EPK, where you should have your EPK, if and when to use an EPK specific platform, tips for sending your EPK to media and bookers, and more. Lots of additional resources will be shared throughout the class, plus there will be a Q&A to ask any questions you may have.

Sunday 9:00am – 10:30am (continued):

- **“Building A Catalog Is A Marathon, Not A Sprint”** with **Chuck Schlacter – La Guardia Room (Mezzanine Level / 2nd Floor)** Creating a catalog of music takes many years of hard work. A composer is severely underpaid in the early years, but hopes to be well paid at a future date. Many people quit before they reach the "critical mass" of music in the marketplace to generate an income stream. Chuck will discuss how he has stayed focused and on track to develop a catalog of 1,500+ music cues over the last ten years. Setting goals, time management, building trust relationships and dealing with rejection are among the many topics that will be discussed. If you are new to production music or a longtime pro, you will find a renewed sense of direction and focus.
- **Hit The Road: How To Get Your Road Ready Act Out On The Circuit** with **Ryan Gaughan – Kennedy Room (Mezzanine Level / 2nd Floor)** As an artist, gigging is an essential yet frustrating part of the business. This class will dive deep into proven strategies to jump-start your local impact, taking those principles regionally, nationally and even internationally. Covering the entire process from initial contact with a talent buyer all the way to effective and up to date promotional tools will be covered. After this class you will have the fundamentals to work effectively towards booking, promoting and making a living playing live. There will be plenty of time allotted for Q&A, and entertaining stories from the road pointing out successes and failures every DIY artist should look for. All from a teacher active in the international, DIY booking world. Building a solid fan base with social media whether you are just starting or a vet trying to get more fans.
- **What the Hit Makers Are Doing That You Are Not** with **Ronan Chris Murphy – The Theatre (Mezzanine Level / 2nd Floor)** The difference between a good demo and a hit master has much more to do with production techniques than gear. Ronan will highlight some of the most common mistakes people make with their productions, and dissect recent hits to help you understand the strategies the hit makers are using that you can use in your own productions.

Sunday, November 4th

10:45am – 12:15pm: Seating is limited and on a first-come, first-served basis.

- **SongShop Live!** with **Jai Josefs – Midway Room (Mezzanine Level / 2nd Floor)** Jai Josefs’ renowned Northern California SongShop has produced record deals, production deals, and dozens of film and TV placements for its members. Now Jai brings the format of this breakthrough group to the Taxi Road Rally. Jai will listen to songs from participants and use them as a springboard to share all aspects of his knowledge of songwriting in the areas of melody, lyrics, chords, groove, structure, and marketing. Each participant will not only learn what he or she needs to improve the song they brought, but SongShop members report they learn even more from what Jai says during his feedback on others’ songs. Anyone may attend, but to be eligible to have your song chosen, *you must bring a double spaced lyric sheet with chord symbols written above the lyrics* along with a CD (or live performance) of the song you want Jai to work with. Don’t miss this opportunity to get personal input on your music from one of the top coaches in the business!
- **Pitching Your Music Outside the USA (with a focus on Australia)** with **Karl Richter of DISCO – Logan Room (Mezzanine Level / 2nd Floor)** Leading Australian Music Supervisor, Karl Richter, will layout a commercial and creative roadmap of which music works best down under *and* what’s it worth in any given sync scenario! He’ll also take an in-depth look at the weird and wonderful scope of what’s playing on TV commercials in Australia right now, and what you can do to give yourself the best chance of getting some advertising placements for your music in Australia, New Zealand, and other markets outside of the United States. Karl will be happy to take your questions, time permitting!

Sunday 10:45am – 12:15pm (continued):

- **A Year In The Life Of A Song: From Creation to Placement** with **Scott Gerow – La Guardia Room (Mezzanine Level / 2nd Floor)** Are you an artist hoping to get your music in film, a writer wanting to get songs placed on TV, or a producer wanting to create music for media? Wondering what the path is to get there? Then come take a trek and follow a song from the unique perspective of creation to placement. Learn valuable songwriting tools that can help improve your chances at getting placed. Gain insight into the tips and tricks that top engineers and producers use to make recordings beyond broadcast ready. See what it takes to get your music through the doors and into the hands of people that use music in film/TV. Join producer Scott Gerow in an exploration of the writing, production, and pitching process with actual songs that have completed the journey to secure placements. This class takes a fresh look at the song production and placement landscape.
- **Engagement** with **Clare McLeod – Kennedy Room (Mezzanine Level / 2nd Floor)** How closely do your performances match your intention? Through an examination of several techniques to hone your awareness, and practical approaches to preparation for performing, Berklee's Clare McLeod will help you deepen your connection to your instrument, your material and your audience. Gain confidence in your ability to deliver performances you will be proud of!
- **Advanced Production & Mixing (In Your Home Studio)** with **Ron Harris and Rob Chiarelli – The Theatre (Mezzanine Level / 2nd Floor)** This class will be hosted by multi-Grammy® award winner Rob Chiarelli and 20x platinum producer Ron Harris. This year, the focus will be on creating, producing and recording music in your home studio. If you are an artist, songwriter, producer or engineer and you want to take your recordings to the next level, this is the place to be. Topics will cover everything from production, arranging, recording and mixing to song arrangement, plugins, EQ, compression, vocal performances and yes ... even acoustics and sound treatment. Rob and Ron will answer all your questions and reveal the secrets that make will make your songs and recordings sound like a million bucks.

Sunday, November 4th

1:45pm – 3:15pm: Seating is limited and on a first-come, first-served basis.

- **Don't Get Screwed! How to Protect Yourself as an Independent Musician** with **Erin M. Jacobson, Esq. – Midway Room (Mezzanine Level / 2nd Floor)** An explanation of the most common types of ways independent musicians and songwriters get screwed and how to protect yourself before it happens. This class will include real examples from artist's careers, as well as a discussion on what contracts are necessary to prevent these scenarios, along with an opportunity for Q&A with music attorney Erin Jacobson.
- **Stop Wasting Time & Money on Mediocre Songs! Songs & Image Must Be Strong!** with **Jon Flanagan – Logan Room (Mezzanine Level / 2nd Floor)** All Questions Answered, Bring Your Music & Images ! Every Promotion Platform Needs Their Own Branding & Marketing Principles Applied. Is Your Hook Strong Enough? Does Your Image Work for Pros & YouTube? Learn shortcuts to bigger exposure from Promotion Expert Jon Flanagan, Radio Specialist.
- **Using Structure to Help Your Songwriting** with **Michael Anderson – La Guardia Room (Mezzanine Level / 2nd Floor)** A look at using structure in your songwriting as a key to help develop your ideas and build a song that tells a compelling story.
- **Songwriting Master Class** with **Pat Pattison – Kennedy Room (Mezzanine Level / 2nd Floor)** Pat's Master Classes are legendary. In these events, watch him take already strong songs and put them through a workout until they emerge trim and toned. In this session, Pat will look at selected songs, taking time to work out any kinks, focusing on prosody between the intent of the song and structure, rhyme, rhythm, point of view, phrasing and many other tools that have proven so useful to Grammy winners John Mayer and Gillian Welch and seminar participants across the globe. No one demands more of a song than Pat, and he can show you how to take it all the places it could go to cross the "finished" line, while millions cheer.