



Music Biz 2016 Artists, Management & Touring Town Hall Sets Sights on Unlocking Data-Driven Opportunities

***Speakers from Spotify, Pandora, CAA, WME, Mtheory, Borman, Vector,
Ticketmaster, Starstruck, and More to Dig into Streaming and Fan Data,
as Well as the Changing Role of Today's Artist Managers***

April 6, 2016 – The Music Business Association (Music Biz) will explore the role data plays in opening up new opportunities for artists online, in-store, and on the road, as well as the changing role of today's artist managers, at this year's Artists, Management & Touring Town Hall. The event will be held Monday, May 16, from 1:15 p.m. to 3:45 p.m. during the Music Biz 2016 Convention at the Renaissance Nashville Hotel in Nashville.

Organized by Music Biz's Artists, Management & Touring sector, the Town Hall will bridge the gap between the music management and commerce communities by providing in-depth insight on how streaming data can influence touring and unlock doors for artists, the current management landscape and how to navigate its continuing evolution, and how to harness the power of fan data to maximize tour revenue. It will feature presentations from top executives at major companies in the space such as Borman Entertainment, CAA, Girlilla Marketing, Mtheory, OnTour with Ticketmaster, Pandora, Spotify, Starstruck Entertainment, Tunespeak, Vector Management, and WME.

The Town Hall will be complemented by the Music Management & Marketing Mixer, which will be held May 16 from 3:45 p.m. to 5:45 p.m. At the mixer, artists, managers, label staffers, and more will be able to mix and mingle with representatives from some of the top music management platforms, marketing tools, and promo apps in the industry, including Aloompa, ArtistGrowth, AuDIGENT, Dart Music, ear.IQ, EVAmore, karaoQ, Jammer, Merch Cat, Revelator, Shimmeo, Songspace, SongSplits, Synchtank, and Tunespeak.

"With streaming services growing by leaps and bounds and the touring industry fully embracing the digital age, there is more fan data available now than ever before, which can sometimes be overwhelming for artists and their managers," said James Donio, President of Music Biz. "We need to view this abundance of data as an opportunity rather than an obstacle, and our Artists, Management & Touring Town Hall is designed to encourage that viewpoint by showing today's managers exactly how to take advantage of this powerful tool to further their artists' careers and get the most out of going on the road."

Admission to the Artists, Management & Touring Town Hall is included with a full Music Biz 2016 badge, which Music Biz members can purchase by [clicking here](#). Day passes, which include the Town Hall, can be purchased via [Eventbrite](#). For updated information on Town Hall speakers and sessions, [click here](#).

The full currently confirmed agenda is below.

1:15 – 2:05 PM

Streaming Data: Valuable Insights Visualized for the Artist

Artists and their teams are always searching for new ways to access more information about their fan bases. Music streaming services, aside from providing new ways to listen to music, are now at the top of this data funnel. These streaming services and their back-end platforms are able to leverage this data to provide a valuable detailed look at each fan segment, from the die-hards to the casual listener. During this panel, we will showcase these services and how artists, managers, and labels can unlock streaming music data that can be converted to new business opportunities.

- Moderator: Jon Romero, Vector Management
- Jason Feinberg, Pandora
- Shane Tobin, Spotify

2:10 – 2:50 PM

Artist Management Now: Today's New Structures & Services

The ever-changing landscape of the music industry has created an opportunity for managers to be more involved in an artist's career than ever. Negotiating record contracts and providing expert advice has evolved to include devising an artist's digital strategy, providing marketing support, as well as seeking branding, synch, sponsorship, and touring opportunities. Contemporary management companies are structuring themselves accordingly and providing new services to keep up with these important revenue streams for their artists. This panel will highlight how managers are operating today and how they can work with labels and various partners to ensure their artist's career is ready for 2017... and beyond.

- Moderator: Cameo Carlson, Borman Entertainment
- James Blades, Blades Entertainment
- Zack Gershen, Mtheory
- Faithe Parker, Marbaloo Marketing

2:55 – 3:45 PM

On Tour? What You Should Do with All That Fan Data

The fan data flood gates have opened. You have access to streams of data and insights about who your fans are, what they like, their purchase behavior, and much more. How can artist managers, agents, and artist representatives activate these insights to increase a fan's lifetime value? We'll take a look at the current sources of touring data and the tools to help turn an abundance of data into meaningful and actionable insights. This session will be sure to cover general ticket commerce, artist fan clubs, VIP packages, merch, marketing, and more. Come prepared to share new techniques, and we'll address the topic from different perspectives for artists at all stages in their careers.

- Moderator: Sloane Logue, OnTour with Ticketmaster
- Lucy Kozak, CAA
- Joey Lee, WME
- Justin McIntosh, Starstruck Entertainment/Reba's Business Inc.
- Tom Pernikoff, Tunespeak
- Jennie Smythe, Girlilla Marketing

Music Biz 2016, which will return to Nashville from May 16-18, is the music industry's premier event, giving the commerce and content sectors a place to meet with trading partners, network with new companies, and learn about new trends and products impacting the music business. Registration is open now. For more information or to sign up for the conference, visit www.musicbiz2016.com.

About the Music Business Association

The Music Business Association (Music Biz) is a membership organization that advances and promotes music commerce — a community committed to the full spectrum of monetization models in the industry. It provides common ground by offering thought leadership, resources and unparalleled networking opportunities, all geared to the specific needs of its membership. Music Biz brings a unique perspective and valuable insight into the trends and changes that innovation brings. Today, we put our collective experience to work across all delivery models: physical, digital, mobile, and more. Music Biz and its members are committed to building the future of music commerce — together.

Music Biz Media Contact

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