



Music Biz 2017 Day 2 Recap: Kelly Clarkson, Julie Greenwald, Metadata Summit Top Bill

The second day of Music Biz 2017, the music industry's premier event hosted annually by the Music Business Association, shone a light on high-powered music industry women (including keynote speaker **Julie Greenwald** of Atlantic Records, joined by superstar artist **Kelly Clarkson**) at the **Music's Leading Ladies Speak Out** sessions and addressed metadata issues critical to the continued growth of the business as the **Fifth Annual Metadata Summit**. Students also had an opportunity to learn more about breaking into the biz at the **Career Development Workshops**, and a variety of breakout sessions covered everything from live concerts, to vinyl, to foreign music markets, and more.

For hi-res photos from the day's events, be sure to visit our online press room at www.jaybirdcom.com/musicbiz2017 and Getty Images' gallery from the Music's Leading Ladies Speak Out event by [clicking here](#). Details on today's sessions can be found below.

- The second annual **Music's Leading Ladies Speak Out** sessions (powered by Nielsen Music) were a huge success, with the event's keynote conversation between Atlantic Records' **Julie Greenwald** and NPR Music's **Ann Powers**, who were later joined by recent Atlantic signee **Kelly Clarkson**, keeping the audience enthralled. Based around the theme of Creative Partnerships, the three shared stories from their careers and how they achieved success on their own terms. The event also featured a presentation from Nielsen Music's **Erin Crawford**, who shared exclusive insights on the marketability of female artists, and a panel on "The Power of Women & Mentoring" with **Leslie Fram** of CMT, **Tracy Gershon** of Red Light Management, **Jessica Sobhraj** of Cosynd/Women in Music, and **Sarah Trahern** of the Country Music Association (CMA).



Julie Greenwald of Atlantic Records (left) and superstar singer-songwriter Kelly Clarkson spoke at the Music's Leading Ladies Speak Out sessions, powered by Nielsen Music. To download hi-res version, [click here](#). (Photo by Rick Diamond/Getty Images for Music Business Association)

- The **Fifth Annual Metadata Summit**, the definitive gathering of the metadata community, was headlined by a keynote from Universal Music Group's **Barak Moffitt**, who discussed the importance of standardized, high-quality metadata and explained how it can be used to power new experiences in digital music. The Summit also featured updates on global information infrastructure initiatives such as ISRC, DDEX, ISNI, and OMI. It also tackled major metadata-related issues such as global songwriting royalty collection, proper implementation of standards, and programmatic techniques for predictive metadata.



Bill Wilson, VP of Digital Strategy & Business Development at Music Biz, kicks off the Fifth Annual Metadata Summit. To download hi-res version, [click here](#).

- Students, entrepreneurs, and other aspiring music business executives were able to fill their heads with valuable knowledge on opportunities in the industry at this year's **Career Development Workshops**. Panelists discussed careers in music, resources for entrepreneurs,

networking, job interviews, and other skills necessary to get a foot in the door of the music business.



From left: Stan Renard of The University of Texas at San Antonio, Channing Moreland of EVAmore, and Brandon Vondera of Event Escrow speak at the Career Development Workshops. To download hi-res version, [click here](#).

Tomorrow at Music Biz 2017, we'll kick things off bright and early with the **Awards Breakfast & Presentations** at 8:30am. This year's event will feature awards presentations to **Mike Dungan** of Universal Music Group Nashville (Presidential Award for Outstanding Executive Achievement) and **Terry Currier** of Music Millennium (Independent Spirit Award), an address from Music Biz President James Donio, a message from Music Biz Chairman Fred Beteille of YouTube, the announcement of the Music Biz Scholarship Foundation Class of 2017 and 2017-2018 Music Biz Board of Directors, and a live performance from **Little Big Town**. Other sessions of interest include a keynote conversation with **Troy Carter** of Spotify, the **Brand & Strategic Partnership Summit**, the **Country Music's Gone Global** sessions, and the **"LGBTQ in the Music Business: Where Is the Representation?"** panel. Hope to see you there!

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Bill Greenwood

Jaybird Communications

609-221-2374

@jaybirdcom

www.jaybirdcom.com