



## Music Biz 2017 Day 4 Recap: Artist Awards, Red Carpet, Live Performances, and Career-Building

The fourth and final day of **Music Biz 2017**, the music industry's premier event hosted annually by the Music Business Association, brought the convention to a triumphant close. Attendance was up by one-third over the previous year, with about 2,000 registrants making the trek to Nashville and making this the Association's biggest convention since 2001. To wrap things up in suitably epic style, Music Biz honored some of the biggest names in music at this year's **Awards Luncheon**, including **Reba McEntire**, **Maren Morris**, **Paula Abdul**, and **Lukas Graham**.

For hi-res photos from the Awards Luncheon, red carpet, and the rest of the day's sessions, be sure to visit our online press room at [www.jaybirdcom.com/musicbiz2017](http://www.jaybirdcom.com/musicbiz2017). You can also download Getty Images' photos from the Awards events by [clicking here](#). Details on today's events can be found below.

- The annual **Awards Luncheon** proved to be a star-studded affair, with awards being presented to **Reba McEntire** (Chairman's Award for Sustained Creative Achievement), **Maren Morris** (Breakthrough Artist), **Paula Abdul** (Harry Chapin Memorial Humanitarian Award), and **Lukas Graham** (Breakthrough Artist). Presentations also honored **Adele** (Artist of the Year) and the **Hamilton Original Cast Recording** and **Hamilton Mixtape** albums (Outstanding Achievement Award).



Music Biz President James Donio presents a Breakthrough Artist award to Maren Morris at the Awards Luncheon, sponsored by BuzzAngle Music. To download hi-res version, [click here](#). (Photo by Rick Diamond/Getty Images for Music Business Association)

- Prior to the Awards Luncheon, celebrities schmoozed with top business execs at the **Red Carpet** event. **Reba McEntire**, **Maren Morris**, **Paula Abdul**, and **Lukas Graham** were all present and accounted for, with Big Machine Label Group CEO **Scott Borchetta** and even Abdul's dog **Bessie Moo** making a special appearance.



From left: Music Biz President James Donio, Chairman's Award for Sustained Creative Achievement recipient Reba McEntire, and Big Machine Label Group CEO Scott Borchetta at the Awards Luncheon (sponsored by BuzzAngle Music) red carpet. To download hi-res version, [click here](#). (Photo by Rick Diamond/Getty Images for Music Business Association)

- The Nashville Songwriters Association International (NSAI) celebrated its 50th anniversary at Music Biz 2017 with a special **NSAI Songwriters in the Round** live performance event. Massively successful Country songwriters **Rhett Akins** and **Rivers Rutherford** were on hand to play some of the 34 chart-topping hits they have written between them.



Singer-songwriter Rhett Akins performs at the NSAI Songwriters in the Round event. To download hi-res version, [click here](#).

- Independent labels and artists took center stage at the **Indie Music Forum powered by Hypebot**. The sessions were headlined by a keynote conversation between Hypebot's **Bruce Houghton** and A2IM's **Dr. Richard James Burgess, Ph.D.**, who discussed how his experiences as an artist, musician, producer, composer, manager, educator, inventor, and label executive have informed his advocacy for independent music. Other panels provided independent artists with tips on how to stand out from the pack and explained the ins and outs of record contracts in 2017.



Bruce Houghton of Hypebot (left) conducts the Indie Music Forum (powered by Hypebot) keynote conversation with Dr. Richard James Burgess, Ph.D., of A2IM on May 18. To download hi-res version, [click here](#).

- This year's **Career Day** gathered representatives from Baker & Taylor, BMI, Creative Artists Agency (CAA), indiehitmaker, INgrooves Music Group, ole, SESAC, Songtrust, Sony Music Entertainment, SSA Music, Super D/Alliance Entertainment, Universal Music Group, Warner Music Group, and others to meet with attendees, discuss job opportunities and internships, and help aspiring music business executives find their best path forward. Last year's attendees locked down jobs or internships with CAA, Redeye Distribution, and Sony Music Entertainment, just to name a few. Good luck to this year's future business leaders!



Students and aspiring music business executives had an opportunity to speak with representatives from a variety prominent companies, including SESAC, at this year's Career Day. To download hi-res version, [click here](#).

And with that, we wrap up another amazingly successful convention. We can't wait to celebrate 60 years of Music Biz next year, and we hope you'll join us wherever we end up. Here's to Music Biz 2018!

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