

PMC2015 Schedule

8:00 - 9:15am	Coffee and Check In	
9:15 - 10:00am	Brian Tyler Keynote	
10:00 - 10:20am	Attendees exit to reception area (mingle, re-fill coffee, etc.) as panelists setup (15 min minimum)	
	CREATIVE TRACK	BUSINESS TRACK
10:20am - 11:20	Sell Yourself: How to Market Yourself to Music Libraries Moderator: Sharon Jennings (APM Music) What are libraries looking for? How can you maximize your chances of getting your music heard and accepted by top libraries? Whether you're a composer, songwriter or publisher looking for representation, our expert panel will share practical tips for cutting through the clutter and effectively pitching your music to libraries.	Follow The Dollar: Revenue Streams for Production Music Moderator: Andrew Gross (Konsonant Music) A single piece of music can generate multiple streams of revenue. Do you know them all? Join us to hear how royalty and licensing experts at top production music libraries maximize their revenue streams. This panel will follow all the current streams of revenue that can be generated from production music.
11:30 - 12:30pm	Writing The Next Library Hit: Composing Techniques For Production Music Moderator: Benoit Grey (Composer/SCL PM Committee Chair) How is writing for production music different than songwriting or film scoring? To what extent can existing music be repurposed for library use? This panel will explore what makes an effective production music track and reveal compositional techniques and formulas for various applications such as promos, trailers, commercials and underscore.	Metadata Matters Moderator: Dan Korobkin (Source Audio) Is your metadata optimized? Do you even know what that means? In today's world of diversified search and distribution systems, you must make sure your songs are digitally encoded with the proper attributions in order to facilitate discovery of your music. From titling to descriptions, as well as tagging by crucial keywords, this panel will provide you with the tips and tricks needed to ensure optimal searchability; i.e., getting your tracks found!
12:30pm - 2:00pm	LUNCH OPTION 1: Box Lunch LUNCH OPTION 2: Dine out off site	
2:00 - 3:00pm	Production Music In Advertising Moderator: John Fulford (John Fulford Music) This panel will be a creative exploration the role production music plays in today's TV, mobile and internet advertisements. Curated by John Fulford, the Music In Advertising panel will feature panelists on the cutting edge of Los Angeles' creative culture.	Blurred Lines: Legal Considerations For Music Libraries Moderator: Ron Mendelsohn (Megatrax) Production music libraries are often asked for soundalikes- but is it legal? What are the legal ramifications of re-titling? To what extent can loops and samples be incorporated into a library cue? In the wake of the Blurred Lines case, this panel will explore potential legal risks and pitfalls that all successful production music libraries must navigate in order to survive and thrive.
3:10 - 4:10pm	Composer Demo Derby Moderator: Ken Nelson (FirstCom Music) Executives, producers and composers from top production music companies discuss and critique your music, as well as share valuable mixing and production tips. (Attendees need to submit music ahead of time).	Mo' Money: Performance Royalties for Commercials Moderator: Nan Wilson (Manage Ad Music) Collecting performance royalties for music in commercials is a specialized process that has rapidly evolved in the last few years. Our panel will include representatives from US performance rights organizations, digital monitoring services, and successful providers of music in commercials. We'll discuss current collection processes, challenges producers face, critical resources, and anticipated industry changes. Music providers frequently don't realize the royalties that can be made from commercial music. Even when they do, they often have no idea how to get their money!
4:20 - 5:20pm	Trailer Music: When 'Out-of-the-Box' Works (and When It Doesn't) Moderator: Ali Pistoresi (Immediate Music) Discover what music supervisors are currently looking for in today's trailers. Panelists will present two trailers. One will be an "out of the box" trailer - something non-traditional. The other one would be, in their opinion, a typical trailer with traditional music genres. What will ensue is a lively and inspired creative discussion about the state of the art of trailer music.	Disruptors: New Business Models in the PML Industry Moderator: Joel Goodman (ICON Trailer Music) The production music industry is more popular than ever, with new players emerging on the scene every day to stake their claim. With new blood comes new ideas for setting oneself apart to compete in an increasingly crowded field, but sometimes those ideas can disrupt convention. Hear leaders of established and newer music libraries debate the efficacy of popular business models and their impact on the sustainability of the production music ecosystem.
5:20 - 7:00pm	Cocktail Party	
7:00 - 9:00pm	MARK AWARDS	