Preparing Your Songs for Presentation to the Professional Listener (John Redmond)

You’ve written a great song and need to prepare it for presentation to potential users like recording artists, record companies, music supervisors and music publishers. You need to make a professional demo recording to get it heard. How do I do this if I don’t sing and play very well? Should I sing and play on my demo at all? How do I prepare an arrangement of my song? What various mixes do I need to make for potential users? How will I know if my demo is competitive and professional enough to get noticed? What’s good enough and what’s not? In today’s competitive song marketplace, a professional demo can be of major importance. This session explores the dos and don’ts and other considerations when making a great sounding song demo.

It Will Happen – Coping with the Unexpected in Arts Presenting (Gary Wood)

Arts organizations and venues across America recurrently deal with far-reaching, inimitable and challenging situations, those that challenge the boundaries of leadership, planning, decision-making and resilience. In this presentation, Professor Gary Wood will share several front-line examples of incidents that raise awareness to situations that inescapably happen, with emphasis on the factors often found instigating or exacerbating them. From these examples, Wood will provide insights and strategies for preparation, intervention, mediation and recovery in situations from conventional to extraordinary. Contracts are fundamental to this discussion, and in themselves present challenges that frequently test the strength and resilience of most any leader or organization.

Music Marketing in a Digital World: Thinking Like a Brand (Sebastian Mourra)

Independent musicians can follow in the footsteps of big brands in terms of digital and social media marketing, even on a shoestring budget. This session explores concepts and examples of what big brands do in the digital world and key steps involved in successfully marketing an artist online.

Entrepreneurship and Creating Opportunity by Mining Music Usage Data (Demian Bellumio)

Demian Bellumio, COO of Senzari, will share stories about what it took to launch startups he has been a part of, and explore in detail how his latest endeavor, Senzari’s MusicGraph, provides companies like record labels and digital music services with analytics and business intelligence about music usage.

Keynote - Hot Topics in Music Copyright: The new intersection of creativity, law, and technology (Judith Finell*)

Judith Finell is a musicologist and the president of Judith Finell MusicServices Inc., a music consulting firm in New York founded in 1985. She has testified as an expert witness and consulted in various litigations involving copyright infringement over the past 20 years, including most recently as the lead musicologist for the Marvin Gaye family in their dispute over the song “Blurred Lines” with Pharrell Williams and Robin Thicke. She has also testified in disputes for Michael Jackson, Sony/CBS, Warner-Chappell, the estates of Igor Stravinsky and Bob Marley and before the Copyright Royalty Board in Washington on behalf of the National Music Publishers Assn. in a dispute with the RIAA.

*While the Blurred Lines case is still active, Ms. Finell will only be able to discuss the case in a limited way
Demian Bellumio  
Chief Operating Officer  
Senzari, Inc.,  
www.senzari.com

Demian M. Bellumio is currently the Chief Operating Officer of Senzari, Inc., a "big data" content recommendation company based in Miami, with additional presence in Berlin, Madrid, San Francisco and Sao Paulo. Demian is also an active investor through Quotidian Ventures LLC, a seed to early-stage investment fund that invests in great visionaries building global companies whose services we want to incorporate into our everyday life.

Previously, Demian was the founder and president of Hoodiny Entertainment Group, LLC., which developed the Cyloop Music Network to power a variety of strategic partners, including MSN Music. At Hoodiny, Demian led a talented team of engineers and creative professionals, setting the technology and strategic vision that made the company a pioneer in the International digital music space. Demian was responsible for raising over $20m in debt and equity financing and engineering the strategic sale of the business. Prior to founding Hoodiny, Demian was the vice president of corporate finance & development at Terremark Worldwide, Inc., a leading provider of Internet infrastructure services in the U.S., Latin America and Europe. While at Terremark, he executed over $200 million in financing transactions, including a $45 million secondary offering, an $80 million senior debt financing and an $86 million convertible note financing. Demian was also responsible for developing and managing and coordinating all investor relations' activities. In addition, Demian is a founding member and shareholder of BroadSpan Capital, Ltd., an investment banking firm that specializes in Latin America and the U.S. Hispanic market, with offices in Miami and Rio de Janeiro. Demian began his career in banking at Barclays Capital, the investment-banking arm of Barclays Bank PLC.

Demian received his B.B.A. in finance, international business and marketing from Florida International University (FIU) in 2000. Demian was born in Buenos Aires, Argentina.

Judith Finell  
Musicologist and expert witness  
President, Judith Finell MusicServices Inc.  
www.jfmusicservices.com

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Ms. Finell’s firm regularly advises entertainment company clients on licensing and risk avoidance in copyright matters, including HBO, Sony Pictures, Disney, Grey Advertising, Lionsgate, LucasFilms, CBS, and others.

Ms. Finell holds an M.A. degree in musicology from the University of California at Berkeley and a B.A. from UCLA in piano performance. She has written numerous articles and a book in the area of contemporary music and copyright infringement and has appeared in trials on Court TV and before the American Intellectual Property Law Association. She is on the board of the Copyright Society of the U.S.A., and has appeared as a guest lecturer at the law schools of UCLA, Columbia, Vanderbilt, George Washington, NYU, and Fordham as well as the Beverly Hills Bar Assn., LA Copyright Society, and the American Independent Music Publishers. She may be reached either by e-mail at judi@jfmusicservices.com or by telephone at (914) 779-8881.
Sebastian Mourra
CEO & Co-Founder
Razz Interactive
www.razzinteractive.com

Sebastian Mourra is the CEO & Co-Founder of Razz Interactive, an innovation-focused, technology, creative and social media agency that continually pushes the boundaries of digital strategies for artists and brands.

Prior to Razz, Sebastian was the Senior Manager of Product Development for Universal Music Latin Entertainment (UMLE), the world’s number one Latin music company with over 50 percent market share. During his tenure at Universal, Sebastian was instrumental in developing successful digital marketing and product development strategies across the company for some of Latin music’s biggest artists including Enrique Iglesias, Don Omar, Juanes, Wisin & Yandel and Jenni Rivera.

Sebastian also lead the development of digital solutions for brand partnerships including integration of music into leading brands digital marketing campaigns such as Pepsi, Dunkin Donuts, Corona and Dewar’s, among many others.

As a graduate of the University of Miami, he currently holds a B.A. in Music Business & Entertainment Industries with a minor in Marketing.

John Redmond
Assistant Professor of Professional Practice
Music Business and Entertainment Industries Program
Frost School of Music, University of Miami
www.miami.edu/frost/index.php/music_business/

John Redmond is an assistant professor of professional practice in the Music Business & Entertainment Industries program at the University of Miami Frost School of Music. He is a 30-year veteran of the international music industry and has held executive positions in a number of multi-national music companies including: Vice President, Universal Music Publishing (Canada), Vice President, PolyGram Music Publishing (Canada) and Managing Director, Rondor Music (Canada). John has served on the Boards of Directors of important music trade organizations and associations; some include CMRRA/Canadian Musical Reproduction Rights Agency, FACTOR/Foundation to Assist Canadian Talent on Record CMPA/Canadian Music Publishers Association SOCAN/Society of Composers, Authors and Music Publishers of Canada CSHF/Canadian Songwriters Hall of Fame. Along with these organizations, John’s directorships and executive music publishing positions have cemented important personal and working relationships with many international organizations including ASCAP/American Society of Composers, Authors and Publishers, BMI/Broadcast Music, Inc., SESAC, PRS/Performing Rights Society, The Harry Fox Agency and virtually all of the major music publishers. He has been published in various trade magazines and been a featured speaker at music trade organizations, universities and colleges.

John himself is a former songwriter, recording artist and performer with numerous albums to his credit. Consequently, he has an affinity with the songwriter and artist. He coupled this creative affinity with the skills, expertise and experience of the music business to form his Miami based company Publish This, Inc. in 2004. Among other services, this company specializes in music publishing, copyright management issues and royalty recovery. Thru Publish This, Inc. John’s advice and expertise have been sought and relied upon by some of the world’s best-known songwriters, recording artists, producers and managers, record companies and music publishers.
Gary Wood
Assistant Professor of Professional Practice
Director, Arts Presenting and Live Entertainment Management Program
Frost School of Music, University of Miami

Gary Wood, Assistant Professor of Professional Practice serves the Frost School of Music at the University of Miami as Director, Arts Presenting and Live Entertainment Management, a dynamic and comprehensive graduate degree program. Graduating from the University of Minnesota with a Bachelor of Science in Music Education and a Master of Music in Performance (Woodwinds), Wood has been an active teacher, performer, and leader in the arts for over thirty years. From public schools, symphony orchestras, conservatories, universities and major arts centers, he has far-reaching experience in arts education and management.

From 2008 to 2014, Wood served Fairfield University as Director, Regina A. Quick Center for the Arts. The position was responsible for every aspect of planning, directing, and managing the arts center, program and season design, producing and presenting events, fundraising, marketing, educational collaborations, community-centered activities, 300+ yearly events, supervising staff and volunteers (100+), and managing a $2,500,000 + yearly budget. Previously, Wood served as President/CEO of the New Orleans Center for Creative Arts (NOCCA), an outstanding conservatory for arts education. In addition to redesigning the entire curriculum across seven arts disciplines, setting new standards of student-artist achievement, and creating a performing arts series in the 500-seat hall for the entire New Orleans community, Wood take a great deal of pride in leading NOCCA back to “better than ever status” following Hurricane Katrina. In 2006, Americans for the Arts presented NOCCA and me with its prestigious Public Leadership in the Arts Award.

The Minnesota Orchestra, The Philadelphia Orchestra, the Washington Pavilion of Arts and Sciences (Sioux Falls, South Dakota) and Dean College (Franklin, Massachusetts) are significant stops on Wood’s career track.