

MANAGERS, AGENTS, and PROMOTERS SEMINAR (MAPS)
April 18-22, 2009

4/17/2009

SEMINARS DESIGNED TO EDUCATE AND DEVELOP THE KEY PARTICIPANTS INVOLVED IN CONCERT/EVENT PROMOTION INCLUDING MANAGERS, AGENTS, AND PROMOTERS.

TRK	Day	Time	CLASS TITLE
SATURDAY, APRIL 18, 2009			
		SAT 7:30 - 6:00	EARLY REGISTRATION
MAPS BOOTCAMP			
		SAT 8:45 - 9:00	THE WORLD OF MAPS - An Industry GPS and Welcome Mike Alley, WRBS AM/FM, Baltimore / MAPS Track Chairmar
CONCURRENT SESSIONS:			
		SAT 9:00 - 10:00	Manager MANAGEMENT WITH AN UNCERTAIN FUTURE Mike Jay, Artist Manager (Casting Crowns), Proper Manager
		SAT 9:00 - 10:00	Agent GETTING INTO THE BUSINESS - From the Ground Floor to the Front Door Holly Benyousky, Randy Torrejon and Philip Simpson all Agents, Street Level Artists Agen <i>Ready to jump-start a new business? This interactive session will look at the first steps in setting up a booking agency. You'll hear from three veterans in the agency realm and learn from their experiences.</i>
		SAT 9:00 - 10:00	Promoter WHO'S WHO, WHAT'S WHAT Part 1 - The Language of TOURING Moderator: Charles Dorris, Music & Live Event Consultant, Charles Dorris & Associates / Panelists: Chris Farnsworth, Road Manager (Casting Crowns / Todd Agnew / CeCe Winans); and Lowell MacGregor, Promoter, Lowell MacGregor Group, LLC <i>Riders, back-end, GBO, merch fee, riggers, shore power ... sound like gibberish? It's all part of the secret language of "tour-eeze". A panel of the best translators in the industry, will teach you how to speak it, so that you can clearly navigate the discussion as you promote your first show.</i>
CONCURRENT SESSIONS:			
		SAT 10:15 - 11:30	Manager THE ABC's OF OPERATING YOUR OWN BUSINESS Lainie Allbee, General Manager/ Partner, Martin, Allbee & Associates, LLC; Brian Smith, Business Manager / Bass Player, FFH
		SAT 10:15 - 11:30	Agent A DAY IN THE LIFE OF AN AGENT - Are You Sure You Want To Do This? Randy Humphries, Jeff Roberts and Associates, and Bryan Myers, Creative Artists Agenc <i>So you think you're ready to be an agent? Come get a behind-the-scenes look at an agent's life as they speak candidly about the interaction with management, promoters, artists, labels and more.</i>
		SAT 10:15 - 11:30	Promoter WHO'S WHO, WHAT'S WHAT Part 2 - The Language of the RIDER Moderator: Charles Dorris, Music & Live Event Consultant, Charles Dorris & Associates / Panelists: Chris Farnsworth, Road Manager (Casting Crowns / Todd Agnew / CeCe Winans); and Lowell MacGregor, Promoter, Lowell MacGregor Group, LLC <i>Once you have the basics of "tour-eeze", Part 2 will cover the all-important understanding of the concert RIDER – translating it from beginning to end -- and how that can affect the success (or the sanity) of the promoter's day!</i>
		SAT 11:30 - 1:00	LUNCH (included in registration) <i>Sponsored by: TBD</i>
CONCURRENT SESSIONS:			
		SAT 1:15 - 2:30	Manager BUSINESS MANAGEMENT 101 - Keeping Everything in the Client's Best Interest - Financially! Lainie Allbee, General Manager/ Partner, Martin, Allbee & Associates, LLC; Brian Smith, Business Manager / Bass Player, FFH <i>What does a business manager do, and who needs one? This session will give you an overview of the role of a business manager for your artist/client and how they can benefit professionally and financially from this key member of an artist's team.</i>
		SAT 1:15 - 2:30	Agent ROUTING A TOUR, GETTING AN AGENT, WHAT DO THEY DO? Jeff Gregg, Agent, Creative Artists Agency and Donna Shudde, Promoter, Breakout Promotio <i>You won't want to miss this interactive session that will help you understand what an agent does and how a tour is put together. Interact in the process with Jeff Gregg who will give you firsthand knowledge in agenting.</i>
		SAT 1:15 - 2:30	Promoter DEAL or NO DEAL: Creating Win-Win Situations for Everyone Roy Morgan, Founder, The Premier Group

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Before you sign on the dotted line, make sure you are getting a fair deal and creating a win-win situation. One of the men behind the Winter Jam Tour Spectacular and multiple Christian music cruises started at the same place you did - with one show. Roy Morgan will walk you through the basics of performance contracts, how deals are structured, making an offer, counter-offer and the finer points of negotiating the best deal for everyone.

CONCURRENT SESSIONS:

SAT 2:45 - 4:15

Manager

WHAT NO ONE TOLD ME ABOUT BEING A MANAGER!

Moderator: Laurie Anderson, President, True Artist Management / Panelists: Jim Houser, Artist Manager, Creative Trust (Steven C. Chapman); Mike Jay, Artist Manager, Proper Management (Casting Crowns)

A panel of top managers will share the practical lessons they've learned from managing artists. Before joining the "manager's club", take notes from their experience and expertise in this important role in the career of an artist! This session will provide you the opportunity to ask YOUR questions of this panel of managers in a Q&A open forum.

SAT 2:45 - 4:15

Agent

WHAT'S ON THE MENU - Different Booking Entrees for Your Artists

Moderator: Gloria Green, Gloria Green Entertainment
Soft Tickets: David Breen, The Breen Agency Entertainment
Hard Tickets: Randy Humphries, Jeff Roberts & Associates
Colleges: Dan Rauter, Third Coast Artists Agency
Clubs/Coffeehouses: Matthew Morgan, Creative Artist Agency
Urban/Gospel: Jody Mainello, Lone Oak Entertainment
Southern Gospel: Ed Harper, The Harper Agency

A panel discussion of the various types of booking opportunities, venues, styles, etc. available to your artists.

SAT 2:45 - 4:15

Promoter

IF YOU BUILD IT, THEY WON'T COME! - Marketing Your Event

Tammy Johnson, Director, Special Events & Ticket Servant, KSBJ/Houston; Shane Quick, VP, Concert Division, Premier Productions; Jon Robberson, Owner/Director, Celebration Concerts/Spirit West Coast

Your event is one of hundreds of events happening in your area on any given day. Learn from a panel of seasoned promoters what you need to do to make sure YOUR event reaches the ears, eyes and hands of your ticket buyer. From radio to grassroots, email, text messaging, peer-to-peer, and viral marketing...this session will provide you with fresh ideas and options to market your next event!

SAT 4:30 - 5:00

END OF DAY Q&A and Wrap-Up

Mike Alley, MAPS Track Chairmar

Still have a question? Here's your chance to follow up on the day's sessions.

SAT 8:00 - 11:00

MAPS SATURDAY NIGHT SOCIAL - Coffee & Dessert

(Open to MAPS only)

Come join us after dinner for dessert, coffee, making friends and great music. Spend the first part of the evening connecting with friends and then head down to the concert hall to enjoy some of Nashville's best new talent.

SUNDAY, APRIL 19, 2009

SUN 8:00 - 6:00

REGISTRATION

SUN 10:00 - 11:30

CMB SUNDAY MORNING WORSHIP SERVICE

Featuring: **Louie Giglio**, founder & director of Passion Conferences, Choice Ministries and sixsteps Records, with worship led by **Matt Redman**
(Open to all GMA Music Week registrants)

SUN 11:30 - 6:00

EXHIBITS OPEN

SUN 11:45 - 2:00

MAPS AFTERNOON FIELD TRIP & Lunch – LIVE at 3rd & Lindsley!

Featuring: Jars of Clay - and more tba
Shuttles will depart at 11:45 am from the NCC Commerce Street Entrance
(Open to MAPS only)
Sponsored by Creative Artists Agency

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Join the MAPS track for lunch and intimate performances by some of your favorite well-known and new artists on CAA's roster – at one of Nashville's hottest venues, 3rd & Lindsley.

SUN 1:00 - 3:00

INTERNATIONAL MEETING & RECEPTION

All international attendees invited

SUN 2:30 - 4:30

MUSIC CITY Walk of Fame Induction Ceremony

Honoring: Mike Curb, Marty Stuart, CeCe Winans, Josh Turner, Cowboy Jack Clement, RH Boyd
(Open to all registrants)

SUN 3:00 - 4:30

Dave Ramsey's WEALTH COACH PROGRAM - Special Presentation

Chris Hogan, Senior Financial Counselor & Director of Wealth Coach Program

Sponsored by: The Gospel Music Trust Fund

You are Passionate and Creative ... but do you have a financial plan? This program serves artists and musicians with guidance on managing finances. Don't miss this special presentation -- designed for Creative people!

SUN 7:00 - 9:30

BMI Presents: THE SONGWRITER SHOWCASE

Followed by a time worship led by some of your favorite worship writers!

Hosted by: Natalie Grant & Matthew West

Performing songwriters include: Chris Sligh, Sam Mizell, Tony Wood, Ian Eskelin, Francesca Battistelli, Ernie Haase, Wayne Haun, Joel Lindsey, Jason Ingram, Don Chaffer, Mike Weaver, Ronny Hinson, Matt Thiessen, Jason Dyba, Clint Lamberth, Brenton Brown, Laura Story, Ben Fielding, and Rueben Morgan

Sponsored by: BMI / Ministry Partner: Compassion International

MONDAY, APRIL 20, 2009

MON 9:30 - 6:00

EXHIBITS OPEN

MON 8:00 - 9:20

CMB KEYNOTE - Gabe Lyons

unChristian: What a New Generation Really Thinks about Christianity – and Why it Matters

Gabe Lyons - Founder of the Fermi Project and co-author of the book *unChristian*

Featured music: Meredith Andrews

(Open to all tracks)

Sponsored by: Word Entertainment

Christians are supposed to represent Christ to the world. But according to the latest report card, something has gone terribly wrong. Using descriptions like "hypocritical," "insensitive," and "judgmental," young Americans share an impression of Christians that's nothing short of ... UnChristian. Groundbreaking research into the perceptions of 16-29 year olds reveals that Christians have taken several giant steps backward in one of their most important assignments. Find out why these negative perceptions exist, learn how to reverse them in a Christlike manner, and discover practical examples of how Christians can positively contribute to culture.

MON 9:45 - 11:15

"FISH BOWL" Hot Topics Forum: LIVIN' ON THE EDGE: TOURING'S CRITICAL TURNING POINT

Facilitator: Steve Moore, Sr. Vice President, AEG Live!

Participants include: Laurie Anderson, President, True Artist Management; Shelley Giglio, Director of Label Operations and Artist Management, sixstepsrecords; John Huie, Head of Nashville, CAA; Tammy Johnson, Director, Special Events & Ticket Servant, KSBJ/Houston; Jim Marshall, Regional Manager, Florida, WAY-F Media Group, Inc.; Roy Morgan, Founder, The Premier Group; Catherine Oliva, Head of Artist Operations/Central Region, Ticketmaster Entertainment; Mike Snider, President, Third Coast Artists Agency
(Open to all tracks)

Be a "fly-on-the-wall" as top representatives from the live touring industry have an honest discussion on the opportunities and challenges in live entertainment today. Participants including key managers, agents, promoters, and radio representatives, and will share their perspectives on current trends in live entertainment; the lifecycle of an artist's career, competition (or oversaturation) in the marketplace; the trend to combine forces with "package" tours; and most importantly ... how all parties involved can "play" well together to keep the touring market strong! MORE on this session to come ...

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MON 11:30 - 1:15

WORD ENTERTAINMENT BIG HITS LUNCH

Featuring appearances by: Mark Shultz, BarlowGirl, Francesca Battistelli, Group 1 Crew, Meredith Andrews, Point of Grace, and Diamond Rio
Sponsored by: Word Entertainment

The BIG HITS lunches serve up BIG hits from BIG artists that are sure to be chart-toppers in our industry!

MON 1:30 - 3:30

MAPS NETWORKING RECEPTION- MEET & GREET FOR MANAGERS, AGENTS, & PROMOTERS

Coordinator / Host: Mike Alley, MAPS Track Chairman

Sponsored by:

Don't miss your chance to connect with all the "voices" you've heard over the phone! This is your opportunity to build those relationships in person, so that the next time you call ... you can match a face with a name!

MON 3:45 - 5:00

THE FINANCIAL HURRICANE CREATES OPPORTUNITY

Michael Q. Pink, Author, Speaker & Business Consultant

(Open to all tracks)

Are revenues down? Are you feeling financial pressure like never before? The economic hurricane sweeping our country is leaving few businesses unaffected. While the effects may at first seem devastating, crisis and adversity always brings unprecedented opportunity! Michael Q. Pink will encourage you to seize the moment, reinvent your business, your job or your life and "thrive" in the midst of colossal change, so that you can fulfill the vision God has put on your heart?!

MON 7:00 - 12:00

EVENING SHOWCASES at GMA

TUESDAY, APRIL 21, 2009

TUE 9:30 - 6:00

EXHIBITS OPEN

TUE 8:30 - 8:45

MORNING DEVOTION

TUE 8:45 - 9:30

Keynote - William Paul Young

Author of best-selling book, *The Shack*

William Paul Young will be available to sign books at the close of the session.

CONCURRENT SESSIONS:

TUE 9:45 - 11:00

MAPS ROUNDTABLE Discussions

Hosted by: Mike Alley, MAPS Track Chairman

Join small group discussion centered around the hot topics today for managers, agents and promoters.

Promoters: Purpose Driven Promoter - Jon Robberson, Owner/Director, Celebration Concerts/Spirit West Coast

Road Managers: Road Manager's Q&A - Ryan Lampa, Manager/Owner, Momentum Productions

Manager/Agents: Being Both - Guy Whitlock, Owner, Talbot Artist Agency

TUE 9:45 - 11:00

AGENTS TOWN HALL MEETING

Moderated by:

(By invitation only)

TUE 9:45 - 11:00

MANAGERS TOWN HALL MEETING

Moderated by:

(By invitation only)

TUE 11:30 - 1:15

TUESDAY LUNCH MIX

CO-HOSTED by: Bart Millard (MercyMe) and Mandisa

Featuring: Canton Jones, Stephen Petree, Press Play, Crabb Revival

This lunch serves up a showcase of NEW artists that are sure to be future chart-toppers in our industry!

CONCURRENT SESSIONS:

TUE 2:00 - 3:20

WOMEN IN LEADERSHIP - Forging New Ground in the Music Industry

Panelists:

Moderator: Jennifer Manning, Tour Manager, Switchfoot and Third Day / Panelists: Tammy Johnson, Director, Special Events & Ticket Servant, KSBJ /Houston; Shelby Sundling, Entertainment: Television & Touring, freelance; Ember Rigsby, Agent, William Morris Agenc

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EXCUSE ME MA'AM, CAN YOU POINT ME TO YOUR BOSS? ... Has this happened to you? Come hear successful women discuss their perspective on working in the CCM industry – sometimes as boss - among a predominantly male community. Hear how they got their start and the unique things that happened along their journey to leadership – whether difficult, humorous, or inspiring - so that you may benefit from their experiences. (This session is NOT for women only!)

TUE 2:00 - 3:20

STAND UP AND BE A MAN - Being a Christian Leader in the Music Business

Al Andrews, Counselor/Author & Director, Porter's Ca
Following Jesus in a cut-throat, take-no-prisoners, kick butt world of the music industry.

TUE 3:00 - 4:00

GMA ORGANIZATIONAL MEMBER President's Reception

All organizational members and board members invited to attend.

TUE 3:45 - 5:00

FIRST COMES LOVE, THEN COMES MONEY - A Guide to Healthy Financial Communication

Scott & Bethany Palmer, "The Money Couple", HarperOne Authors / Speakers
The Palmers will be available to sign books at the close of the session.
Bethany and Scott Palmer, aka "The Money Couple," will have registrants getting "personal", teaching on the topic of healthy financial communication. With 35 years of combined financial planning experience, the Palmers have done financial plans for hundreds of couples and have seen relationships torn apart due to financial infidelity. Their company, Envoy Financial, assists over 650 companies, 10,000 individuals and manages ½ billion dollars in assets. You won't want to miss this fresh approach and much needed help in these tough economic times.

TUE 7:00 - 12:00

EVENING SHOWCASES at GMA

WEDNESDAY, APRIL 22, 2009

WED 9:30 - 1:00

EXHIBITS OPEN

WED 8:45 -10:30

GMA COMMUNITY GATHERING & ARTIST SYMPOSIUM

CROSSING THE BORDERS - Artists of Faith Making a Connection in the Mainstream

Comments by: GMA President/CEO, John W. Styll
PANEL MODERATOR: Deborah Evans Price, Freelance Writer

ARTISTS: Brad Arnold (3 Doors Down); Cedric Dent (Take 6); Amy Grant; Dan Haseltine (Jars of Clay); Brian Littrell (Backstreet Boys); Stephen Petree (formerly of Shiny Toy Guns); and Marty Roe (Diamond Rio); Michael Sweet (Boston & Stryper)

(GMA members and all registrants invited to attend)

A candid discussion from artists representing various musical styles - who have successfully made a connection in several genres. Also hear this select group of artists discuss the challenges and rewards of living out their faith in mainstream entertainment environments, and using their platforms to impact culture for Christ.

WED 10:30 - 11:00

CLOSING THOUGHTS: CHARLIE PEACOCK

Artist / Writer / Producer
(GMA members and all registrants invited to attend)

THURSDAY, APRIL 23, 2009

THR 4:30 - Pre-Show
7:00 - Televised

40th Annual GMA DOVE AWARDS

Additional ticket required. Please note doors close at 6:45 pm.

Note: Seminar schedule, speakers, and artist appearances subject to change. MAPS registration fee includes seminars, luncheons and events listed here, but NOT the 40th Annual GMA Dove Awards.