

2016 Generation Next Program

Generation Next is a NAMM Foundation and College Music Society initiative that provides college students with the chance to see the inner workings of the world's most important music products trade show. Participants attend special professional development sessions and receive valuable networking opportunities that can help them launch their careers in the music products industry. Below you will find the 2016 Generation Next scheduled sessions. Please note sessions will take place on either Thursday, January 21 or Friday, January 22. Exact date and time will be announced at a later date.

Thursday, January 21, 2016

Breakfast of Champions

8:00 – 9:30 a.m.

Hilton, NAMM Foundation Lounge

Start your NAMM Show experience with coffee and pastries in the NAMM Foundation Lounge at 8:00 a.m. for a live broadcast of "Breakfast of Champions: the industry game changers". These innovators, thought leaders and disruptors are making decisions that will impact the music products business now and into the far future. During this session, they'll sit down with NAMM President and CEO Joe Lamond for intimate, one-on-one conversations about the state of the industry, where we are and where we're going. Join Lamond and these game changers. A not-to-miss session for anyone interested in the music products industry.

Opening Plenary Session

9:30 a.m. – 10:25 a.m.

Hilton, NAMM Foundation Lounge

How the Products Industry Can Launch You into a Successful and Fulfilling Career

10:30 a.m. - 11:25 a.m.

Hilton, Capistrano A-B

Presented by Jennifer Amaya, California State Polytechnic University Pomona, and Matt LaPoint, MOTU

In-Ear Monitor (IEM) Fundamentals and Hearing Conservation

10:30 a.m. - 11:25 a.m.

Hilton, San Clemente

Presented by Mark Frink, Author and Live Sound Engineer, and Michael Santucci, Au.D., Sensiphonics

Composing Music for Games: The Art and Business of Video Game Music

10:30 a.m. - 11:25 a.m.

Hilton, Oceanside

Presented by Steve Horowitz, The Game Audio Institute; Scott Looney, Co-Founder of The Game Audio Institute, Teacher at University of California Santa Cruz and the Academy of Art University

Alternatives to Being a Rock Star: Music Industry Careers You Didn't Know Existed Sponsored by MakeMusic

11:30 a.m. - 12:30 p.m.

Hilton, Capistrano A-B

*Panelists: Fred Flowerday, Vice President of Product; Michael Johnson, Vice President of Engineering; Gregory Dell'Era, Director of Technology Implementation; Heath Mathews, Product Manager
Moderator: Jeremy Duerksen, Chief Marketing Officer*

Musicpreneurship: Business and Marketing Tools for the 21st Century Musician

11:30 a.m. - 12:30 p.m.

Hilton, San Clemente

Presented by Tonya Butler, Minnesota State University Mankato

Three Traits of Successful Concert Programs

11:30 p.m. - 12:30 p.m.

Hilton, Oceanside

Presented by Gerald Klickstein, Peabody Institute of the Peabody Conservatory

Friday, January 22, 2016

The 21st Century Musician: Understanding and Performing Multimedia Works

10:30 a.m. - 11:25 a.m.

Hilton, Capistrano A-B

Presented by Brendan Jacklin, Cincinnati, Ohio

Skill Sets of Today's Successful Music Content Creators

10:30 a.m. - 11:25 a.m.

Hilton, San Clemente

Presented by Evan J. Beigel, Composer/Producer/Engineer, and Carl Peel, Vice President of Production, Killer Tracks, a division of Universal Music Publishing

Multi-Act Music Festival Audio Production in the Digital Age

10:30 a.m. - 11:25 a.m.

Hilton, Oceanside

Featuring: Mark Frink, Author and Live Sound Engineer, and Brad Zell, QSC Artist Relations

Preparing for a career in Visual Media-The State of Audio Education in America

11:30 a.m. - 12:30 p.m.

Hilton, Capistrano A-B

Panelists: Steve Horowitz, The Game Audio Institute; Brian Walker, Audio Director at LeapFrog Enterprises and Owner, Articulate Audio; Jerome Rossen, Composer, Teacher, Pyramind SF; Joe Carroll, Composer and Founder, Manhattan Producer's Alliance; Sandra Kilpatrick Jordan, Education Consultant and Board Member, Manhattan Producer's Alliance

Using Music Technology in Live Performance

11:30 a.m. - 12:30 p.m.

Hilton, San Clemente

Presented by Darren Kramer, DJ

Marketing Contemporary Music Recordings with Concert Performances: A Case Study

11:30 a.m. - 12:30 p.m.

Hilton, Oceanside

Presented by Bruce P. Mahin, Radford University

Saturday, January 23, 2016

The Grand Rally for Music Education; A Salute to Music Educators Everywhere

9:30 a.m. - 11:00 a.m.

Hilton, NAMM Foundation Lounge

The first annual Grand Rally for Music Education at The 2016 NAMM Show is a salute to music educators everywhere. The event features multi-Grammy winning artist, NYT bestselling author, TV and film actor-producer-director, "Weird Al" Yankovic, and the internationally acclaimed Canadian Brass. Hosted by the executive director of The NAMM Foundation, Mary Luehrsen, the event will also include a live SupportMusic Coalition webcast. NAMM Members, music educators, college students and faculty are encouraged to join together in support of music education.

The Crane Institute for Music Business Presents the Sandy Feldstein Industry Roundtable

4 p.m. - 5 p.m.

Hilton, NAMM Foundation Lounge

Moderated by NAMM President and CEO Joe Lamond, a panel of industry veterans will offer advice and inspiration for anyone seeking a career in the music industry. The roundtable discussion is dedicated to SUNY Potsdam alumnus and longtime music industry icon Sandy