

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 information on the 2016 Generation Next sessions.

Thursday, January 21, 2016

Breakfast of Champions Simulcast

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 current state of the industry, and where it's going. 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

This session provides an overview of the music products industry career options, and will set the stage for the life-changing experience at The 2016 NAMM Show.

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

In this session, NAMM Show and products industry veterans Jenny Amaya (MusicFirst) and Matt LaPoint (MOTU) will demonstrate how being involved in the products industry at a young age has great potential for leading you into an exciting, fulfilling, long-term career. Learn what it is like "growing up" in the products industry, gain a new and positive perspective on what it is like to work in a music sales position, and discover how your passion for a single music industry product can change the trajectory of your life.

Multi-Act Music Festival Audio Production in the Digital Age

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

Hilton, Oceanside

This panel discusses the mechanics of multi-performance music festivals and the several different ways that performing acts use sound and backline music equipment. Featuring Mark Frink, Author and Live Sound Engineer, and Brad Zell, QSC Artist Relations.

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

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

Hilton, San Clemente

The music industry is a fiercely competitive business. The ability to secure full-time employment, especially in the classical and jazz arenas, has become increasingly difficult. The number of music schools and graduates is growing while the number of available positions is on the decline. Orchestras, operas and dance companies are filing for bankruptcy and closing their doors. Television and film studios are replacing musicians with computerized music and pre-existing recordings. Technology is advancing and audience tastes are changing. According to the National Endowment of the Arts, attendance of live events is down. Roughly one in three U.S. adults went to an arts event

such as a classical music or jazz performance, the opera, a play or a museum in 2012, down from more than 40% in 1992. Attendance specifically at classical and jazz concerts nosedived in 2008 and has yet to recover.

Fortunately, institutions of higher learning are beginning to see the importance of business education, marketing, branding, self-promotion, social media and networking as part of a non-traditional music education. Conferences are being held and courses are being designed to guide our students towards a more entrepreneurial mindset.

This session will explore some of the business and marketing tools utilized by today's professional musician that allow them to compete in an ever-changing marketplace. Several of these resources can be incorporated into the curriculum as either a course or a series of lectures in an effort to not only educate young musicians but also prepare them for long-term careers in music. Presented by Tonya Butler, Minnesota State University Mankato.

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

This panel focuses on the myriad of career paths that are available to a music major, aside from performance and/or traditional classroom style lessons. The discussion highlights the career paths of our panelists from composers and performers to MakeMusic employees. We will emphasize how their music backgrounds and education prepared them for, and continue to influence, their current positions. Panelists include Fred Flowerday, Vice President of Product; Michael Johnson, Vice President of Engineering; Gregory Dell'Era, Director of Technology Implementation; Heath Mathews, Product Manager. Moderated by Jeremy Duerksen, Chief Marketing Officer.

Three Traits of Successful Concert Programs

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

Hilton, Oceanside

Applied music students, regardless of the genre they study, commonly aspire to perform as independent artists, either part-time or full-time. Crucial to their success as soloists, duos, bands or chamber groups is that they know how to create concert programs that will appeal to their target audiences. Unfortunately, few applied music curricula address the multifaceted issues involved in developing innovative programs and assessing their market-worthiness.

This session, delivered by the director of an entrepreneurship and career program at a leading university music school, will introduce three qualitative criteria for musicians to create impactful concert programs and judge their marketability. The session will also touch on allied topics such as identifying target audiences, pitching to presenters, gaining followers, raising funds, and putting on self-produced concerts.

The three criteria are:

Relevance: How would target audiences connect culturally and intellectually with the program content?

Empathy: How would target audiences connect emotionally with the program content?

Exclusivity: Do the content and presentation provide an experience not readily available elsewhere?

The presenter will show examples of concert programs that exhibit these three traits and offer strategies via which the students who commonly attend GenNext can employ these criteria to develop, market and perform effective programs in their communities. Educators, too, will gain pedagogical concepts and strategies.

In sum, for musicians seeking to differentiate themselves and earn income as independent performers, the concepts offered in this presentation provide essential know-how for them to thrive economically and artistically. Presented by Gerald Klickstein of Peabody Institute of the Peabody Conservatory.

In-Ear Monitor (IEM) Fundamentals and Hearing Conservation

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

Hilton, San Clemente

Focused on music performance, this panel discusses the fundamentals of in-ear monitors and the implications for long-term hearing conservation for performers using them. Panelists include Mark Frink, Author and Live Sound Engineer, and Michael Santucci, Au.D., Sensiphonics.

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

Performing in the 21st century has given musicians incredible opportunities to expand their repertoire into music that reflects the proliferation of technology and the creative projects that today's composers embark on. One exciting, but often unexplored, new genre of music is multimedia works that combine video, audio, dance, visual art, poetry, and other artistic disciplines. This new music offers new challenges for performers and composers comfortable in the traditional repertoire, including technological difficulties and new ways of understanding the music.

This lecture-recital will lead a performer through a performance of three etudes from Nicole Lize's Hitchcock Etudes, a multimedia work for piano, soundtrack, and video. Using this piece as an example, we will briefly investigate how to approach multimedia music from two different angles: understanding the technology behind the piece, and exploring how Lize turns Hitchcocks films into an exceptionally effective work.

This recital will open with an introduction into the technological set-up, examining how simple a seemingly complicated set-up can be, and just how the performer stays synchronized with the different media. The bulk of the lecture will be focused upon an analysis of three etudes, examining why Lize chose the scenes that she did, and how the editing and addition of the piano part affected the film's original emotional intent. The purpose of all of this will be to show how a performer and concert producers can approach this unusual genre of music, with an understanding of both the technology and the added medias.

Presented by Brendan Jacklin of Cincinnati, Ohio.

Skill Sets of Today's Successful Music Content Creators

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

Hilton, San Clemente

This panel explores expanding the craft of music composition to include mastery in music production, engineering and mixing in order to meet the modern demands of the commercial music industry. In the past, producer/engineers were expected to be accomplished musicians and composers. Today, composers are expected to be accomplished producer/engineers. Presented by Evan J. Beigel, Composer/Producer/Engineer, and Carl Peel, Vice President of Production, Killer Tracks, a division of Universal Music Publishing.

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

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

Hilton, Oceanside

*Supercharge your understanding of the unique world of composing for games and producing game sound in this insiders look at the world of music and sound for games. Presenters Steve Horowitz and Scott Looney, teachers at UC-Santa Cruz, co-founders of the Game Audio Institute and co-authors of the popular and informative book, *The Essential Guide to Game Audio: The Theory and Practice of Sound for Games* (Focal Press, 2014) will bring you directly into games currently in development, engaging you with a hands-on demonstration of how to create game music. Students, faculty and members of the music products industry interested in this practical look at composition and music creation will get a look at audio tools like FMOD, Wwise and Unity, as well as custom game audio lessons being used at top music schools in the country. Steve and Scott will walk you through the current state of the game music business, what jobs are available, and how best to prepare for an amazing career in the game industry.*

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

Professional audio schools educate large numbers of students with the promise of future employment, but what are the current opportunities in pro audio fields? Are we truly preparing today's college, conservatory, and university students for work in the music industry? This high-level panel discussion with members of the Manhattan Producer's

Alliance, which is comprised of Emmy, Oscar, Tony and Grammy-winning composers and music producers, will explore the larger issue of how the music products and pro audio industries are changing, and how to best address these changes in higher education to increase career opportunities and trajectories, particularly in composition, music creation and sound for visual media. Panelists include Steve Horowitz, The Game Audio Institute; Brian Walker, Audio Director at LeapFrog Enterprises and Owner, Articulate Audio; Jerome Rossen, Composer, Teacher, Pyramid 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

This "all-in-one" presentation is a unique and diverse experience that combines the educational benefits of a live concert, music technology clinic, songwriting seminar and a classroom discussion. Performing, recording, and composing using music software Ableton Live is a popular trend influencing many aspects of the today's music business. All instrumentalists, vocalists, educators and DJs (regardless of age, skill level or musical genre) can benefit immensely from this versatile DAW as it clearly improves essential music skills such as rhythm, intonation, and dynamics while simultaneously encouraging improvisation with musical ideas, instrumentation, song form, and production techniques. This informative workshop and live performance by Electric Trombone DJ Darren Kramer (aka DJ DKO) will demonstrate how to incorporate live looping and audio effects into your live performance and recordings. Kramer's unique skills as an Ableton Specialist and Edwards Trombone Performing Artist will reveal how to easily develop a simple idea into a completed professional recording using today's cutting-edge (yet affordable!) technology. Basic to advanced concepts will be discussed and demonstrated via Live Looping w/ Electric Trombone (NI Guitar Rig 5), Virtual Synths (Spectrasonics & NI) & iPad Lemur App!

Marketing Contemporary Music Recordings with Concert Performances: A Case Study

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

Hilton, Oceanside

While the idea has been around for a long time, especially in popular music genres, it is now rare for record labels to use concert tours as a promotional vehicle for new releases of contemporary classical music. The PnOVA American Composers Series utilizes a promotion model typical of popular music to increase the visibility and marketability of new music by American composers. While classical music releases today rarely utilize concert tours when promoting the CD release, this series incorporates a concert tour organically into the recording marketing plan from concept to finish. Composers from a specific region are selected. Recordings are made with composer supervision. A series of concerts, composer panel discussions and master classes are then presented across a wide geographical area in tandem with the recording release. Promotional strategies also integrate traditional media outlets including music streaming services, social media, and web-based content. This presentation will focus on the marketing strategy used from "concept to concert" for the second CD in the American Composers Series, which presents the music of five composers from the Mid-Atlantic United States in recordings by one of Britain's most acclaimed living pianists. Future volumes in this series will focus on composers living in other sections of the United States. Presented by Bruce P. Mahin of 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, New York Times 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

Session moderated by NAMM President and CEO Joe Lamond, this panel of industry veterans offer advice and inspiration for anyone seeking a career in the music industry. The roundtable discussion is dedicated to SUNY Potsdam alumnus and long-time music industry icon Sandy Feldstein. Come early at 3:30 p.m. for a performance by Tyler Stenson! Panelists include: Leslie Ann Jones, Director of Music Recording and Scoring, Skywalker Sound; Don Lombardi, Founder and President, Drum Workshop; Bob Morrison, Founder/CEO, Quadrant Research; Bernie Williams, former New York Yankee and Latin GRAMMY-nominated guitarist; and Khristian Dentley, music producer, musician and baritone, of Take 6.