

# The Music Begins Here

## The 2018 NAMM Show Guide

Featuring Educational Sessions,  
Concerts, Events and More!

# The NAMM Show

january 25/28 2018 <sup>california</sup>



Explore 500+  
Educational Sessions,  
150+ Live Events and  
Performances



**GET THE APP! Search "NAMM"**

For the most up-to-date schedule of all NAMM educational sessions and events, download the mobile app or visit [namm.org/events18](http://namm.org/events18).



# GRAND RALLY FOR MUSIC EDUCATION

The annual celebration for music education

## FORTE

PERFORMANCE BY CLASSICAL-POP TENOR TRIO



Josh Page



Victor Ryan Robertson



Alok Kumar

## WHEN

**SATURDAY, JAN. 27**  
**DOORS OPEN 9 AM**



**"Inside the Practice Room"**  
a conversation with Vanessa Carlton

## WHERE

**HILTON,**  
**CALIFORNIA BALLROOM C/D**



With Manhattan School of  
Music Electronic Jazz Ensemble  
and special guest, alumnus Bernie Williams

Student Performance by  
Country Club Hills School District 160



**The NAMM Show**  
january 25/28 2018 california

## A Note from Joe

**Welcome to The NAMM Show!** Whatever your role is in this grand musical ecosystem, we're glad you're here and hope that your participation guides you to success in the year ahead. The NAMM Show is its own universe, so I suggest you get a copy of the show map and download the NAMM app to stay up to date on all NAMM Show activities. These tools will guide you around the campus efficiently and help you find the companies you want to visit, so you can make the most of your time here.

This particular guide is designed for everything else. Here, you will find the educational offerings across six topics by NAMM and our partners, as well as performances happening on the Grand and Arena Plazas. Special events are also happening throughout the show, including a variety of receptions, Industry Tribute, Roomful of Pianos, the TEC Awards, the Parnelli Awards, The Yamaha All-Star Concert on the Grand 2018, the Annual Yamaha Night of Worship and the All-industry Drum Circle, to name just a few. However, this is just the tip of the iceberg for exhibitor concerts and events. Please explore those opportunities with your favorite vendors directly. Booth events are also posted on the online schedule and in the app.

NAMM has teamed up with some amazing organizations to bring you the very best industry education across more topics and disciplines than you have ever seen in one place. In fact, our educational offerings have nearly tripled this year. You will want to zero-in on the topics most important to your success, but also make sure to leave some time for exploration.

Partnering with Front of House (FoH), Projection Lights & Staging News (PLSN), Stage Directions, Entertainment Services and Technology Association (ESTA), Lighting&Sound America (LSA), Audio Engineering Society (AES), Advanced Audio Applications Exchange (A3E), Dante Certification Training and The College Music Society (CMS), NAMM is able to bring you the most comprehensive education available across music, sound and event technology.

If you have any questions, head to the information spots or ask any NAMM staff or floor staff for assistance. We are happy to serve and eager to see you achieve your full potential here at NAMM!

Sincerely,

**Joe Lamond**  
**NAMM President and CEO**

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Educational Topics and Category Descriptions

Music Retail

NAMM U  
NAMM U provides relevant and high-value educational programs for NAMM members, including NAMM U Breakfast Sessions, the NAMM Idea Center and Retail Boot Camp.

NAMM U Breakfast Sessions  
Start your day off with a warm meal and a big serving of inspiration. NAMM's opening sessions feature big speakers and big-picture ideas, along with free breakfast until 8:30 am (first come, first served). Get new insights and inspiration from industry insiders and thought leaders to succeed in a competitive marketplace. Early entrance for BlueNote badges from 7:30–8 am.

NAMM U idea center  
Held every half-hour in the Anaheim Convention Center lobby, NAMM Idea Center sessions offer retail education across a variety of topics to help you grow your business and sharpen your skills. Hear straight from the most successful music retailers and experts, and leave with proven ideas that you can implement right away.

RETAIL BOOT CAMP  
A full-day intensive retail training, Retail Boot Camp is for any retail business owner, salesperson or retail team that wants to improve their business. Choose from one of two tracks: Sales & Marketing or Financial Management.

Lounge 88  
Lounge 88 is home to educational workshops and career-development sessions that have been developed in cooperation with the Piano Technicians Guild, Music Teachers National Association, National Piano Foundation and NAMM.

Music Business

NAMM U  
NAMM U provides relevant and high-value educational programs for NAMM members, including NAMM U Breakfast Sessions, the NAMM Idea Center and Retail Boot Camp.

TEC TRACKS  
TEC Tracks offers free sessions for sound, studio and stage professionals, featuring innovative ideas in recording, live sound, event technology and music business.

genNEXT  
GenNext is a collaboration between The NAMM Foundation and The College Music Society (CMS) that brings college music students and music faculty members exclusive programming and trade show access (not available to the general public) that is especially helpful in career and student development.

NAMM music EDUCATION DAYS  
Programming for Music Education Days offers music teachers and administrators the opportunity to preview the latest instruments, products and tools that are relevant to today's music classrooms.

Event Technology

ESTA  
The ESTA-curated program features four different education tracks for event technology professionals: Lighting, Lighting Networking, Rigging and Safety. This is a free ETCP renewal credit opportunity! If there are any available seats at the time of the session, they will be filled at the door on a first-come, first-served basis. Please visit [namm.org/esta](http://namm.org/esta) for more details. Sessions are free, but registration is required.

FoH PLSN  
Timeless Communications, the publishers of Front of House and Projection Lights & Staging News, presents Pro Production, a series of free event technology sessions with leading production, audio, video and lighting designers, directors, tour managers and programmers.

Lighting&Sound America  
Lighting&Sound America welcomes Richard Cadena to The NAMM Show. Cadena is the author of "Focus on Lighting Technology" and is a 20-year veteran of the entertainment lighting industry. He will be hosting multiple sessions for entertainment technology professionals to help them stay up to date on current trends and bolster their skills.

Audio Production

AES@NAMM  
The inaugural AES@NAMM Pro Sound Symposium: Live & Studio is an education and training program, targeted at working professionals in live sound, recording and performance audio, with a focus on both studio production and sound reinforcement. This four-day international symposium comprises a series of training academies and related technical sessions, provided by a team of specialists and experts to create a unique new learning format that will appeal to career veterans and aspiring audio professionals. Training Academies and related sessions include: Audio Science & Technology Sessions, Line Array Loudspeaker System Academy, Live Mixing Console Academy, Social Events, The Studios Academy, Entertainment Wireless Technology Sessions, Sound System Measurement & Optimization Sessions, Main Stage: Studio and Main Stage: Live and In-Ear Monitoring Academy. You can purchase AES@NAMM Symposium Access Passes on-site or online. Please visit [namm.org/aes](http://namm.org/aes) for more details.

TEC TRACKS  
TEC Tracks offers free sessions for sound, studio and stage professionals, featuring innovative ideas in recording, live sound, event technology and music business.

A3E  
A3E (Advanced Audio + Applications Exchange) offers future-focused sessions that explore how advanced audio applications are transforming the music industry, production and performance. Meet the pioneers of each field as they come together and define the future of music technology at A3E.

Dante  
Audinate is offering free Dante training and certification for pro audio and event technology professionals, spanning a wide array of expertise, from beginner and intermediate to advanced Dante users.

Music Educators & Students

genNEXT  
GenNext is a collaboration between The NAMM Foundation and The College Music Society (CMS) that brings college music students and music faculty members exclusive programming and trade show access (not available to the general public) that is especially helpful in career and student development.

NAMM music EDUCATION DAYS  
Programming for Music Education Days offers music teachers and administrators the opportunity to preview the latest instruments, products and tools that are relevant to today's music classrooms.

Policy

Policy Sessions  
These sessions help NAMM member businesses navigate the government policies that affect their business, such as tax reform, trade, regulatory compliance, intellectual property and more.

Nonprofits

Nonprofit Management Institute  
Presented by The NAMM Foundation, the Nonprofit Management Institute is a series of five progressive sessions that cover best practices, fundraising and governance, and more. The program will welcome nearly 100 of the Foundation's partner and grantee organizations, as well as musical nonprofits. A certificate of completion is provided for attendees.

Colored dots throughout the schedule identify education topics and registration requirements.

- Music Retail
- Music Business
- Event Technology
- Audio Production
- Music Educators & Students
- Policy
- Nonprofits
- Registration Required
- Fee Required

# The NAMM Show

## The New NAMM U Education Center



Robbie Robertson receives the Music for Life Award at the annual Breakfast of Champions.

Ron Manus and Gayle Beacock presenting at the 2017 Best in Show

A well-attended NAMM U Idea Center session

## Industry Education Designed With YOU in Mind

**In the real world, where not everyone gets a participation trophy, only the smartest succeed. That's why The 2018 NAMM Show is your path to success.**

We've long envisioned of building a giant clubhouse for industry education. A hotspot where NAMM members could network, share and, most of all, discover new ideas to grow their businesses and careers. A forum with a campus feel that served as an extension of The NAMM Show itself, featuring all the education a NAMM member could ever ask for—ranging from music retail to pro audio to event technology and everything in between.

If that sounds like a good reason to be at The NAMM Show, then you're in luck. This year, we've fulfilled that vision, bringing you the ultimate industry-education center.

### The NAMM U Campus

At The 2018 NAMM Show, you'll find the education programs at their new home, a beautiful five-story campus in the Anaheim Hilton—right next door to the convention center.

The campus even has a name. Yep, you guessed it: **NAMM U Education Center**.

And, in short, NAMM U is now much more than an education program. It's a hang. It's a destination within The NAMM Show. And, of course, it's a center of industry best practices, big ideas and world-class training opportunities, housing hundreds of sessions—and unlike anything you've seen before.

Highlights of what you'll find at the new NAMM U Education Center include:

### Music Retail/Music Business

NAMM U Breakfast Sessions each morning of the show, featuring free breakfast, music and insight from industry thought leaders. *And for retailers on the show floor, the NAMM Idea Center is staying right where it's been, conveniently located in the lobby of the Anaheim Convention Center. (Think of it as NAMM U's satellite campus.)*

### Audio Production

More than 300 sessions for seasoned and emerging pro audio professionals from the Audio Engineering Society (AES), TEC Tracks and A3E (Advanced Audio + Applications Exchange), plus Dante training.

### Event Technology

Training and sessions on lighting, lighting networking, safety and rigging from the Entertainment Services and Technology Association (ESTA), Front of House, Projection Lights & Staging News and Lighting&Sound America.

### Music Educators & Students

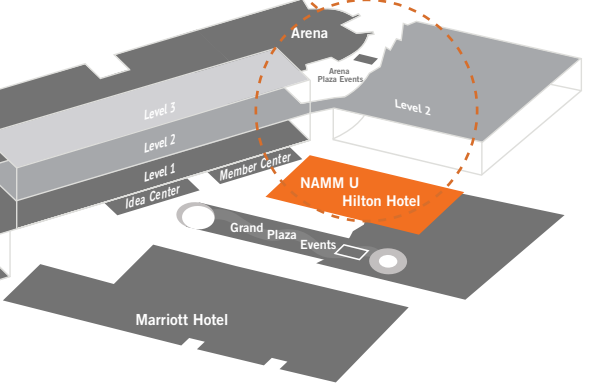
A robust program for music students and faculty, including GenNext College Music Society (CMS) sessions and Music Education Days.

### Policy & Nonprofit

There is programming for everyone at The NAMM Show, including college music students and faculty, Pre K-12 music educators, NAMM member-focused policy forums and round tables and the first annual Nonprofit Management Institute for our Nonprofit Network.



Anaheim Convention Center



**5 levels devoted to industry education and YOU!**

### Level 5 - Lanai Deck

Get hands-on suspension and configuration training in the AES@NAMM Line Array Loudspeaker System Academy.

### Level 4 - Concourse

Participate in the AES@NAMM Pro Sound Symposium, and explore the latest in recording, live sound and event technology, and the future of audio with industry leaders. College music students and faculty to attend CMS Sessions.

### Level 3 - Mezzanine

Connect with the NAMM Oral History program and TEC Tracks Meetups.

### Level 2 - Ballrooms

Experience Retail Boot Camp, understand big-picture strategies in daily NAMM U Breakfast Sessions, and enjoy a variety of concerts and awards programs, including the Grand Rally for Music Education.

### Level 1 - Hilton Lobby

Welcome to the NAMM U Education Center, featuring a new, relaxed vibe, more amenities, education, events and areas to connect and network.

Visit [namm.org/education](http://namm.org/education) to learn more about NAMM U





## Educational Sessions

### WEDNESDAY, JAN. 24



**8:30 am–4 pm**  
**Retail Boot Camp - Track 1**  
(Sales, Marketing and Websites)  
NAMM U Retail  
Hilton, California Ballroom CD (Level 2)



**8:30 am–4 pm**  
**Retail Boot Camp - Track 2**  
(Financial Management)  
NAMM U Retail  
Hilton, Avila (Level 4)

### THURSDAY, JAN. 25



**8–9:30 am**  
**Breakfast of Champions**  
*Free Breakfast Served 8–8:30 am,  
First Come, First Served.*

Imagine if Leo Fender stuck to building radios and never took a chance on the electric guitar. Join NAMM President and CEO Joe Lamond for one-on-one interviews with the biggest industry thought leaders on the importance of taking risks in business.

NAMM U Retail  
Hilton, Pacific Ballroom (Level 2)

**9 am–12 pm**  
**QSC Live Mixing Academy: Let The Word Be Heard**  
AES - *Live Console*  
Hilton, Laguna B (Level 4)

**9–10:30 am**  
**Adamson Systems and dB Technologies Line Array Setup (Hands-on Training)**  
Hilton, Lanai Deck (Level 5)

**9 am–1 pm**  
**Rigging Math**  
ESTA Curated - *Rigging*  
Hilton, Carmel (Level 4)

**9 am–1 pm**  
**Working at Height for Non-Riggers and Developing a Fallen Worker Rescue Plan**  
ESTA Curated - *Safety*  
Hilton, Salinas (Level 4)

**9–11 am**  
**LED Technology: From Diode to Light**  
ESTA Curated - *Lighting*  
Hilton, Monterey (Level 4)

**9–10 am**  
**Mixing In The Box for Musicians**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

**9–10 am**  
**The Direct-Sound Method of Equalization**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

**9–10:30 am**  
**Bose Showmatch Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido B (Level 4)

**9–10:30 am**  
**EAW Anna Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido C (Level 4)

**9 am–5 pm**  
**Live Mixer Console Training**  
AES - *Live Console*  
Hilton, San Clemente (Level 4)

**9 am–5 pm**  
**Yamaha Live Console Training**  
AES - *Live Console*  
Hilton, Oceanside (Level 4)

**9:30–10 am**  
**The College Music Society GenNext Plenary Featuring Performance by Masumi**  
GenNext  
Hilton, California Ballroom CD (Level 2)

**10–11 am**  
**Mastering For The Streaming Age**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

**10–11 am**  
**“Where Did Odb Go?” Gain Structure In Digital Audio**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)

**10–11 am**  
**Spanish Audio Entrepreneurs**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

**10–11 am**  
**Wireless Spectrum Update 2018 Panel**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)

**10–11 am**  
**Studio Academy B: Advanced Audio Interfaces With DiGiGrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

**10–11 am**  
**Studio Academy C: Audio Interfaces and Devices With Apogee**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

**10–11 am**  
**IEM Fundamentals and Hearing Conservation**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)

**10–11 am**  
**Studio Academy A: Professional Monitoring Loudspeakers With Focal**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

**10–11 am**  
**Subwoofer Alignment With Full-Range Systems**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

**10–11 am**  
**Policy Forum: Import/Export, CITES**  
Policy  
Anaheim C.C., NAMM Member Center (Hall B Lobby)

**10:30 am–12 pm**  
**dB Technologies VIO Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa B (Level 4)

**10:30–11 am**  
**NAMM Top 100 Tactics: Beacock Music**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)

**10:30–11 am**  
**A3E Opening Presentation**  
A3E  
Hilton, El Capitan (Level 4)

**10:30–11:25 am**  
**Having a Plan A and Plan B in the Industry: Creating Your Strategic Plan**  
GenNext  
Hilton, Santa Monica (Level 4)

**10:30 am–12 pm**  
**Adamson S10 Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa C (Level 4)

**10:30–11:25 am**  
**Career Opportunities in the Air Force Bands: Are They for You?**  
GenNext  
Hilton, Santa Barbara (Level 4)

**10:30–11:25 am**  
**The Entrepreneurial Mindset from Theory to Practice: Developing What Entrepreneurs Value in Their Young Colleagues**  
GenNext  
Hilton, Malibu (Level 4)

**10:30 am–12 pm**  
**Bose Professional and EAW Line Array Setup (Hands-On Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)

**11 am–12 pm**  
**Unlocking and Unleashing Creativity**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

**11 am–12 pm**  
**Studio Academy A: Converters and Bridges With Digital Audio Denmark**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

## What's New at The NAMM Show

### The Business Crossroads

In cooperation with our many partners—exhibiting, visiting and training—The NAMM Show is truly a crossroads for music, sound and event technology.

### NAMM U Education Center

The new “hang” offers five levels of industry best practices, big ideas and world-class training opportunities, housing hundreds of sessions in the Hilton Anaheim.

### The NAMM App Upgrade

To download the new NAMM app, search “NAMM” in your app store. Access important 2018 show information right at your fingertips.

### ACC North

The new north building of the Anaheim Convention Center will showcase some of the biggest names in music, pro audio and live sound.

### Roomful of Pianos

As one of the country's greatest musical possibilities, this one-of-a-kind annual event will showcase 10, 20 or 50 pianos playing in UNISON, depending on the day.

### The NAMM Foundation Nonprofit Management Institute

This series of five progressive sessions will cover best practices in nonprofit governance as well as welcome nearly 100 Foundation partners and grantees.

### The Arena Stage Presented by Pioneer Pro Audio

Nestled between the new Synchrony Beer Garden and ACC North, the Arena Stage will showcase additional live musical performances.

### Additional Parking

With the ACC North addition, more than 1,300 new parking spaces are available, making it easier than ever to find parking.

Colored dots throughout the schedule identify education topics and registration requirements.

Music Retail

Music Business

Event Technology

Audio Production

Music Educators & Students

Policy

Nonprofits




Registration Required



Fee Required







Listings as of 12.15.17  
Download the mobile app for up-to-date listings.






    
11 am–12 pm  
**Audio Science & Technology  
Presentation: Residuals Using Simple  
Separation**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)




   
11 am–1 pm  
**Sustainability and Cost Savings  
in Event Lighting**  
ESTA Curated - *Lighting*  
Hilton, Monterey (Level 4)


  
11 am–12 pm  
**Mastering for the International Market**  
TEC Tracks  
Hilton, San Simeon (Level 4)




    
11 am–12 pm  
**The State of Plug-in Processing  
for Live Sound**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)


    
11 am–12 pm  
**Studio Academy B: Professional  
Monitoring Loudspeakers With Genelec**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)


    
11 am–1 pm  
**Wireless Microphone Spectrum,  
Technology and Product Discussion**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)




    
11 am–12 pm  
**Studio Academy C: Plug-ins and Signal  
Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Redondo (Level 4)



  
11 am–12 pm  
**Smart Hearing—Protecting  
Your Critical Listening Abilities**  
TEC Tracks  
Hilton, Avila (Level 4)


    
11 am–12 pm  
**Delay Loudspeaker Fill Alignment  
With Main Systems**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)



  
11 am–12 pm  
**App Integration: Utilizing iOS and  
Android to Enhance Your Product Line**  
A3E  
Hilton, El Capitan (Level 4)



  
11 am–12 pm  
**Do You Have the Answers Google Is  
Looking For? (Double Session)**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)



    
11 am–12 pm  
**Wireless In-Ear Monitors and  
Spectrum Update**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)


   
11 am–12 pm  
**Policy Roundtable:  
Marketplace Fairness**  
Policy  
Anaheim C.C., NAMM Member Center  
(Hall B Lobby)



  
11:30 am–1:30 pm  
**Keynote: Geoff Emerick**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)

   
11:35 am–12:30 pm  
**More Than \$9.99 a Month: How  
to Increase Revenue in the Music  
Streaming Economy**  
GenNext  
Hilton, Santa Monica (Level 4)




   
11:35 am–12:30 pm  
**Working with a Captive Audience:  
Outreach and Engagement Concerts  
in Prisons and Schools**  
GenNext  
Hilton, Santa Barbara (Level 4)




   
11:35 am–12:30 pm  
**Sustaining a Career in the  
Music Business**  
GenNext  
Hilton, Malibu (Level 4)




  
12–1 pm  
**Jonathan Smeeton: A Life in Design**  
Pro Production by Timeless  
Hilton, San Simeon (Level 4)




   
12–1 pm  
**Policy Forum: Tax Reform 411**  
Policy  
Anaheim C.C., NAMM Member Center  
(Theater Side, Hall B Lobby)



    
12–1 pm  
**Audio Science & Technology  
Presentation: Solving Small Room  
Acoustical Challenges Using Multiple  
Subwoofers**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)




    
12–2 pm  
**“Ears Are Stereo, But Nature Is Not!”  
and Other Audio Observations**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)




    
12–1 pm  
**Lunch with Benny Faccone**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)


    
12–1 pm  
**Studio Academy A: Professional  
Effects With Eventide**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

    
12–1 pm  
**Studio Academy C: Professional  
Monitoring Loudspeakers With Meyer  
Sound**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

   
12–1 pm  
**Trends in Music Distribution**  
TEC Tracks  
Hilton, Avila (Level 4)


    
12–2 pm  
**Studio Six Digital Audio Tools  
Optimization Classroom**  
AES - *Optimization*  
Hilton, Balboa A (Level 4)


    
12–2 pm  
**AFMG SysTune Optimization  
- Tutorial Session**  
AES - *Optimization*  
Hilton, Balboa B (Level 4)


    
12–2 pm  
**Rational Acoustics Smaart  
Optimization Classroom**  
AES - *Optimization*  
Hilton, Balboa C (Level 4)


  
12–1 pm  
**The Future of Sensor Technology  
for Musical Instruments**  
A3E  
Hilton, El Capitan (Level 4)




    
12–1 pm  
**In-Ear Monitoring Engineers Panel  
With Special Guest**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)


  
12–12:30 pm  
**5 Hacks to Make the Most of YouTube**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)




  
12–1 pm  
**Nonprofit Roundtable: Building a  
Foundation through Governance  
and Strategic Direction**  
Nonprofits  
Anaheim C.C., NAMM Member Center  
(Hall B Lobby)




  
12:30–1 pm  
**Website Makeover: What I’ve  
Learned**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)




  
1–2 pm  
**Nonprofit Roundtable: Program  
Development, Documentation and  
Assessment**  
Nonprofits  
Anaheim C.C., NAMM Member Center  
(Hall B Lobby)




    
1–4 pm  
**QSC Live Mixing Academy: Mix It Right.  
Mix It Right Now!**  
AES - *Live Console*  
Hilton, Laguna B (Level 4)



  
1–1:30 pm  
**8 Essential Strategies to Grow Your  
Lesson Program**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)




    
1–2:30 pm  
**Adamson Systems and dB Technologies  
Line Array Hands-on Setup (Hands-on  
Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)


    
1–2 pm  
**Outside-the-Box Recording Techniques**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)


    
1–2 pm  
**Studio Academy B: Plug-ins and Signal  
Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)




    
1–2 pm  
**Audio Science & Technology  
Presentation: A New Paradigm for  
Machine Learning Approaches in  
Analog Modeling & Emulation**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

   
1–2 pm  
**Executive Roundtable: MIDI  
—The Force Awakens**  
TEC Tracks  
Hilton, Avila (Level 4)




    
1–3 pm  
**PWS IAS and RAD UV-1G Intro  
and Training**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)


  
1–2 pm  
**Digital Artisty: Advanced Electronic  
Production Techniques**  
A3E  
Hilton, El Capitan (Level 4)




  
1 pm–2 pm  
**Where Are Your Next Piano  
Customers Coming From?**  
Lounge 88  
Anaheim C.C., Lounge 88 (Level 3  
Ballroom)




    
1–2:30 pm  
**Bose Showmatch Line Array System  
Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido B (Level 4)



   
1–2 pm  
**Kevin Lyman Speaks on the Evolution  
of Festivals in Today’s Music Industry**  
Pro Production by Timeless  
Hilton, San Simeon (Level 4)

    
1–2:30 pm  
**EAW Anna Line Array System  
Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido C (Level 4)

  
1:30–2 pm  
**Retail Makeover Tips:  
Before-and-After Store Design**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

    
2–3 pm  
**“Devil In The Details” Manually Delay-  
Compensating Digital Consoles**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)

    
2–3 pm  
**Save Your Job or Get A New One by  
Being Nice**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

   
2–6 pm  
**Automation in Performer Flight**  
ESTA Curated - *Rigging*  
Hilton, Carmel (Level 4)



## NAMM Idea Center

Tips, how to’s and best  
practices to grow  
your business.

Held every half-hour,  
every day of the show.

Located in ACC Lobby B

[namm.org/ideacenter](http://namm.org/ideacenter)

Colored dots throughout the schedule identify education topics and registration requirements.

 Music Retail

 Music Business

 Event Technology

 Audio Production

 Music Educators & Students

 Policy



 Nonprofits

 Registration Required



 Fee Required








Listings as of 12.15.17  
Download the mobile app  
for up-to-date listings.




   
2–4 pm  
**General Electrical Safety for Stage and Set**  
ESTA Curated - *Safety*  
Hilton, Salinas (Level 4)



    
2–3 pm  
**Studio Academy A: Professional Monitoring Loudspeakers With Focal**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)




   
2–6 pm  
**Video Production: LEDs, Fluorescents, Automated Lighting; and Lighting Design for Video Production in the Age of LEDs**  
ESTA Curated - *Lighting*  
Hilton, Monterey (Level 4)




   
2–3 pm  
**Audio Journalist Panel**  
TEC Tracks  
Hilton, Avila (Level 4)




    
2–3 pm  
**Studio Academy B: Advanced Audio Interfaces With DiGiGrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)


    
2–3 pm  
**Maximum Useful Output: Specify, Design and Implement Using Target Maximum SPL**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)




    
2–3 pm  
**Not Another “Women in Production” Session**  
Pro Production by Timeless  
Hilton, San Simeon (Level 4)


    
2–3 pm  
**Studio Academy C: Audio Interfaces and Devices With Apogee**  
AES - *The Studios*  
Hilton, Redondo (Level 4)



    
2–3 pm  
**Keeping Concerts Safe**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)


    
2–3 pm  
**Aligned in 60 Minutes (or Less)**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)




  
2–3 pm  
**The Wireless Musician: Will The Future Of Music Be Cable Free?**  
A3E  
Hilton, El Capitan (Level 4)




    
2–4 pm  
**In-Ear Monitors: Stereo is Your Friend (BYO IEMs)**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)




  
2–2:30 pm  
**The Top 5 Mistakes in Social Media Marketing**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)




   
2–3 pm  
**Policy Roundtable: Understanding European Union (EU) General Data Protection Regulation (GDPR)**  
Policy  
Anaheim C.C., NAMM Member Center  
(Hall B Lobby)




  
2:30–3 pm  
**How to Motivate a Cross-Generational Workforce**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)




    
2:30–4 pm  
**dB Technologies VIO Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa B (Level 4)



    
2:30–4 pm  
**Adamson S10 Line Array Systems Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa C (Level 4)




    
2:30–4 pm  
**Bose Professional and EAW Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)




    
3–4 pm  
**Avid S6L Digital Live Mixing Technology Preview**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)




    
3–4 pm  
**Mysteries of Near Field Monitoring Exposed**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)


    
3–4 pm  
**Studio Academy A: Converters & Bridges With Digital Audio Denmark**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)




   
3–4 pm  
**Music Legalities Overview Panel**  
TEC Tracks  
Hilton, Avila (Level 4)

    
3–4 pm  
**Studio Academy B: Professional Monitoring Loudspeakers With Genelec**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)


    
3–4 pm  
**Smart Touring**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)


    
3–4 pm  
**Omni to B Format: Microphone Polar Pattern Design and Use**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)


  
3–4 pm  
**A Musician’s Guide to Microphones**  
TEC Tracks  
Hilton, San Simeon (Level 4)




    
3–4 pm  
**Studio Academy C: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

    
3–4 pm  
**Live Event SPL Monitoring**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)


  
3–4 pm  
**Innovations in Rapid Prototyping and Manufacturing for Musical Instrument Manufacturers**  
A3E  
Hilton, El Capitan (Level 4)




  
3–3:30 pm  
**How to Double Your Lessons by Retaining Your Students**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)




  
3–4 pm  
**Simple Tricks to Improve Your Website**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)




    
4–6 pm  
**Often-Overlooked Aspects of Mixing Big Rock Shows**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)



    
4–5 pm  
**Alternative Studio Design**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)


   
4–6 pm  
**The Artist’s (Very Limited) Role in Emergency Planning**  
ESTA Curated - *Safety*  
Hilton, Salinas (Level 4)




    
4–5 pm  
**Studio Academy A: Professional Plug-ins With Eventide**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)


    
4–5 pm  
**KLANG 3-D Audio Demonstration**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)

    
4–5 pm  
**Analog Logic in the Digital Age Part I: Audio Logic in Mainstream Audio Products**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)


   
4–5 pm  
**Unlocking and Unleashing Creativity**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)


  
4–5 pm  
**An Introduction to MIDI Polyphonic Expression (MPE)**  
TEC Tracks  
Hilton, San Simeon (Level 4)


    
4–5 pm  
**Studio Academy C: Professional Studio Monitors With Meyer Sound**  
AES - *The Studios*  
Hilton, Redondo (Level 4)


  
4–5 pm  
**Innovate and Evolve: Reinventing the Big Studio for the New Millennium**  
A3E  
Hilton, El Capitan (Level 4)




    
4–5 pm  
**RTA, FFT and Impulse Response: The Right Tool**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)


  
4–5 pm  
**Big Sound for Small Churches**  
TEC Tracks  
Hilton, Avila (Level 4)




  
4–4:30 pm  
**10 Space-Saving Merchandising Secrets**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)




  
4:30–5 pm  
**How Norman’s Rare Guitars Mastered YouTube—and You Can, Too!**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

  
5–5:30 pm  
**5 Proven Promotions for Your Lesson Program**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

    
5–6 pm  
**Is a Virtual Microphone in Your Future?**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

  
5–6 pm  
**Mixing Techniques From a Recording Artist’s POV**  
TEC Tracks  
Hilton, Avila (Level 4)

    
5–6 pm  
**Studio Academy B: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

    
5–6 pm  
**Open Question & Answer Panel in Mandarin**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

  
5–6 pm  
**High-Impact Drumming for Studio and Stage**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)

  
5–6 pm  
**TEC Preview**  
TEC Tracks  
Hilton, San Simeon (Level 4)

    
5–6 pm  
**Entertainment Wireless Technology Q & A Panel**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)



## The NAMM Foundation PRESENTS Educational Sessions at The 2018 NAMM Show

College music students and faculty,  
Pre K-12 educators,  
nonprofit partners and grantees all come together with the music products industry for unique educational opportunities, including nonprofit roundtable sessions; College Music Society sessions for GenNext attendees; Music Educator Showcases for educators; Roomful of Pianos; sessions and performances; special events and concerts; music-making circles and events that encourage and celebrate music making.

NAMM  
**gen7**  
NEXT

THE COLLEGE  
MUSIC SOCIETY

NAMM  
Nonprofit  
Management  
Institute

MUSIC EDUCATOR  
SHOWCASES

Roomful of PIANOS  
A LOUNGE BY CONCERT EVENT

Colored dots throughout the schedule identify education topics and registration requirements.

 Music Retail

 Music Business

 Event Technology

 Audio Production

 Music Educators & Students

 Policy

 Nonprofits

 Registration Required

 Fee Required



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for up-to-date listings.





**5–6 pm**  
**Audio System Measurement and Optimization Open Q & A Panel**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)



**6:30–8 pm**  
**AES@NAMM Press Reception “Live Sound, Lessons Learned”: Honoring the Memory of Audio Analysts Albert Leccese**  
AES - *Social Events*  
Hilton, Laguna A (Level 4)

**FRIDAY, JAN. 26**

**NAMM U**

Breakfast Sessions

**8–9:30 am**  
**Embrace Disruption: Future-Proofing the Music Industry**

*Free Breakfast Served 8–8:30 am, First Come, First Served.*

We live in a culture of change and disruption, where everything is UBER-ized. NAMM welcomes marketing visionary Mitch Joel for an open-minded discussion on being a leader in the digital world and rethinking our commonly held beliefs about business.

NAMM U Retail  
Hilton, Pacific Ballroom (Level 2)



**9 am–12 pm**  
**QSC Live Mixing Academy: Mix It Right. Mix It Right Now!**  
AES - *Live Console*  
Hilton, Laguna B (Level 4)



**9–10:30 am**  
**Adamson Systems and dB Technologies Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)



**9 am–6 pm**  
**Working at Height Safely**  
ESTA Curated - *Rigging*  
Hilton, Carmel (Level 4)



**9–11 am**  
**Ingress and Egress in Entertainment Venues**  
ESTA Curated - *Safety*  
Hilton, Salinas (Level 4)



**9–11 am**  
**Video Production: Power on a Shoestring**  
ESTA Curated - *Lighting*  
Hilton, Monterey (Level 4)



**9–10 am**  
**Mixing in the Box for Engineers**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)



**9–10 am**  
**Resolving Low Frequency Modes in Room Spaces**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)



**9–10:30 am**  
**Bose Showmatch Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido B (Level 4)



**9 am–5 pm**  
**Yamaha Live Console Training**  
AES - *Live Console*  
Hilton, Oceanside (Level 4)



**9–10:30 am**  
**EAW Anna Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido C (Level 4)



**9 am–5 pm**  
**Live Mixer Console Training**  
AES - *Live Console*  
Hilton, San Clemente (Level 4)



**10–11 am**  
**The State of the Art of Do It Yourself Audio**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)



**10–11 am**  
**Studio Academy A: Converters and Bridges With Digital Audio Denmark**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)



**10–11 am**  
**Wireless Spectrum Update 2018 Panel**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)



**10–11 am**  
**Latin Recording Academy P & E Wing**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)



**10–11 am**  
**Studio Academy B: Professional Monitoring Loudspeakers With Genelec**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)



**10–11 am**  
**“The Genesis of Virtual Sound Check”**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)



**10–11 am**  
**IEM Fundamentals and Hearing Conservation**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)



**10–11 am**  
**Optimizing Subwoofer Arrays**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)



**10–11 am**  
**Policy Roundtable: Intellectual Property (IP) Scenarios**  
Policy  
Anaheim C.C., NAMM Member Center (Hall B Lobby)



**10:30–11 am**  
**How We Got 75 Million Views on YouTube**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)



**10:30 am–12 pm**  
**dB Technologies VIO Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa B (Level 4)



**10:30 am–12 pm**  
**How to Make a Hit Record**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)



**10:30 am–12 pm**  
**The Business of Sound: You Can Get Off the Bus**  
Pro Production by Timeless  
Hilton, San Simeon (Level 4)



**10:30–11 am**  
**A3E Opening Presentation**  
A3E  
Hilton, El Capitan (Level 4)



**10:30–11 am**  
**Adamson S10 Line Array Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa C (Level 4)



**10:30–11:25 am**  
**Secure Your Future: Piano Technician Shortage Means No Shortage of Career Opportunities**  
GenNext  
Hilton, Santa Barbara (Level 4)



**10:30–11:25 am**  
**How to Get an Iconic Internship with Well Dunn**  
GenNext  
Hilton, Santa Monica (Level 4)



**10:30–11:25 am**  
**Alternatives to Being a Rock Star: Music Industry Careers You Never Knew Existed**  
GenNext  
Hilton, Malibu (Level 4)



**10:30 am–12 pm**  
**Bose Professional and EAW Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)



**11 am–12 pm**  
**The Ins And Outs Of Room Tuning Part 1**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)



**11 am–12 pm**  
**Avid S6L Digital Live Mixing Technology Preview**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)



**11 am–1 pm**  
**National Standards: Tools for Safety in Entertainment**  
ESTA Curated - *Safety*  
Hilton, Salinas (Level 4)



**11 am–1 pm**  
**Console Programming Workflow**  
ESTA Curated - *Lighting*  
Hilton, Monterey (Level 4)



**11 am–12 pm**  
**Studio Academy A: Professional Studio Plug-in Effects With Eventide**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)



**11 am–12 pm**  
**Licensing Your Music in the Digital Age**  
TEC Tracks  
Hilton, Avila (Level 4)



**11 am–12 pm**  
**Audio Science & Technology Presentation: Hybrid Playback of Loudspeakers and Headphone for VR Attraction**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)



**11 am–1 pm**  
**Wireless Microphone Spectrum, Technology and Product Discussion**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)



**11 am–12 pm**  
**Studio Academy C: Professional Monitoring Loudspeakers With Meyer Sound**  
AES - *The Studios*  
Hilton, Redondo (Level 4)



**11 am–12 pm**  
**Setup Noise Vs. System Measurement Battle**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)



**11 am–12 pm**  
**The Future of Cloud and Internet Integration for Musical Instruments**  
A3E  
Hilton, El Capitan (Level 4)



**11 am–12 pm**  
**What Google Wants (Double Session)**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)



**11 am–12 pm**  
**Wireless In-Ear Monitors and Spectrum Update**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)



**11 am–12 pm**  
**Policy Roundtable: Mediating Intellectual Property (IP) Disputes and Mock Mediation Demos**  
Policy  
Anaheim C.C., NAMM Member Center (Hall B Lobby)



**11:35 am–12:30 pm**  
**Balancing a Music Education Between Schools, Colleges and the Real World**  
GenNext  
Hilton, Santa Barbara (Level 4)



**11:35 am–12:30 pm**  
**Building a Top Music Industry Resume: Strategies Learned from Industry Demand**  
GenNext  
Hilton, Santa Monica (Level 4)



sound | studio | stage

**TEC Tracks offers 70-plus free sessions for sound, studio and stage professionals.**

Session highlights at the NAMM U Education Center in the Hilton:

**Geoff Emerick Keynote**

**Thursday, January 25**

**11:30 am–1:30 pm**  
California Ballroom A (Level 2)

**Kevin Lyman Speaks on the Evolution of Festivals in Today's Music Industry**

**Thursday, January 25**

**1–2 pm**  
San Simeon (Level 4)

**How to Make a Hit Record**

**Friday, January 26**

**10:30 am–2 pm**  
California Ballroom A (Level 2)

**Deconstructing the Mix: Black Hole Sun**

**Friday, January 26**

**5–6 pm**  
Avila (Level 4)

**Birth of a Record**

**Saturday, January 27**

**4–5 pm**  
California Ballroom A (Level 2)

Colored dots throughout the schedule identify education topics and registration requirements.



Listings as of 12.15.17  
Download the mobile app for up-to-date listings.





11:35 am–12:30 pm  
**Music Student's Guide to Employment in the 21st Century: The Path from College Degree to Jobs**  
GenNext  
Hilton, Ventura (Level 4)



12–1 pm  
**Nonprofit Roundtable: If Only I Had Another Thousand Dollars—Fundraising and Development**  
Nonprofits  
Anaheim C.C., NAMM Member Center (Hall B Lobby)



12–1 pm  
**Sound Design Panel**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)



12–1 pm  
**Lunch with Richard Chycki And Rich Tozzoli**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)



12–2 pm  
**Super Bowl Sound: When the World is Watching**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)



12–1 pm  
**Music for Film: Behind the Scenes**  
TEC Tracks  
Hilton, Avila (Level 4)



12–1 pm  
**Studio Academy B: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)



12–1 pm  
**Sound Design Panel**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)



12–1 pm  
**Audio Science & Technology Presentation: Short-Term Peak Power/SPL Testing Using Octave-Bandwidth Tone Bursts**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)



12–1 pm  
**Bringing It All Together—The Production Designers**  
Pro Production by Timeless  
Hilton, San Simeon (Level 4)



12–1 pm  
**Studio Academy C: Audio Interfaces and Devices With Apogee**  
AES - *The Studios*  
Hilton, Redondo (Level 4)



12–1 pm  
**Studio Academy A: Virtual Analog Studio 2D: Essential Training Tool for Audio Education With Audio Fusion**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)



12–2 pm  
**Studio Six Digital Audio Tools Optimization Classroom**  
AES - *Optimization*  
Hilton, Balboa A (Level 4)



12–2 pm  
**AFMG SysTune Optimization - Tutorial Session**  
AES - *Optimization*  
Hilton, Balboa B (Level 4)



12–2 pm  
**Rational Acoustics Smaart Optimization Classroom**  
AES - *Optimization*  
Hilton, Balboa C (Level 4)



12–1 pm  
**Advancements in Touch Screen Technology for Music Production**  
A3E  
Hilton, El Capitan (Level 4)



12–2 pm  
**SupportMusic Coalition on Coalitions for Music Education Advocacy Forum**  
Policy  
Hilton, Malibu (Level 4)



12–1 pm  
**In-Ear Monitoring Engineers Panel with Special Guest**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)



12–12:30 pm  
**Retail Web Design: Small Decisions for a Huge Impact**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)



12:30–1 pm  
**The 2018 Store Design Summit**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)



1–4 pm  
**QSC Live Mixing Academy: Let The Word Be Heard**  
AES - *Live Console*  
Hilton, Laguna B (Level 4)



1–2 pm  
**Nonprofit Roundtable: Telling the World Using Technology and Social Media**  
Nonprofits  
Anaheim C.C., NAMM Member Center (Hall B Lobby)



1–2 pm  
**Adamson Systems and dB Technologies Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)



1–2 pm  
**Ribbon Microphones 101**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)



1–2 pm  
**Studio Academy A: Professional Monitoring Loudspeakers With Focal**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)



1–2 pm  
**Reading Minds of Musicians and Producers in the Studio**  
TEC Tracks  
Hilton, Avila (Level 4)



1–3 pm  
**Lectrosonics Venue 2, Duet IEM and WD Training**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)



1–2 pm  
**Audio Science & Technology Presentation**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)



1–2 pm  
**Studio Academy B: Advanced Audio Interfaces With DiGiGrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)



1–2 pm  
**The Visual Conversation Part 1—Media Server Programmers**  
Pro Production by Timeless  
Hilton, San Simeon (Level 4)



1–2 pm  
**Studio Academy C: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Redondo (Level 4)



1–2 pm  
**Deep Inside the Mind of the Music Executive**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)



1–2 pm  
**Production Masterclass: Remixing Hits for Television**  
A3E  
Hilton, El Capitan (Level 4)



1–2 pm  
**The Secrets to Selling Pianos in an Online World**  
Lounge 88  
Anaheim C.C., Lounge 88 (Level 3 Ballroom)



1–2:30 pm  
**Bose Showmatch Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido B (Level 4)



1–2:30 pm  
**EAW Anna Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido C (Level 4)



1–1:30 pm  
**New Technologies to Grow Your Lesson Program**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)



1:30–2 pm  
**The Top 7 Ways to Increase Online Sales**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)



2–3 pm  
**How to Grow Your Audience on Instagram, YouTube and Facebook (Double Session)**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)



2–4 pm  
**In-Ear Monitors: Stereo is Your Friend (BYO IEMs)**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)



2–3 pm  
**Mixed Reality and the New Opportunity For Audio**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)



2–3:45 pm  
**“A Little Rain Never Killed Anyone”**  
ESTA Curated - *Safety*  
Hilton, Salinas (Level 4)



2–4 pm  
**THE BUSINESS OF LIVE SOUND: Audio Career Options Roundtable**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)



2–6 pm  
**Media Server Programming and Pixel Mapping**  
ESTA Curated - *Lighting*  
Hilton, Monterey (Level 4)



2–3 pm  
**Studio Academy A: Converters and Bridges With Digital Audio Denmark**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)



2–3 pm  
**Project Modeling in Audio Product Development**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)



2–3 pm  
**Studio Academy B: Professional Monitoring Loudspeakers With Genelec**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)



2–3 pm  
**Successful Release Strategies in a Streaming World**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)



2–3 pm  
**The Visual Conversation Part 2—The Video Directors**  
Pro Production by Timeless  
Hilton, San Simeon (Level 4)



2–3 pm  
**Artificial Intelligence: Will Machines Replace Human Musicians?**  
A3E  
Hilton, El Capitan (Level 4)



2–3 pm  
**Multi-Mic Measurement (M3)**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)



## ESTA-CURATED EDUCATION

January 25-28  
Hilton Anaheim (Level 4)



## A Free ETCP Renewal Credit Opportunity

The ideal platform to increase your knowledge, skills and network

ESTA has curated four educational tracks at The NAMM Show designed to provide in-depth, progressive education to entertainment technology and design professionals, as well as to those responsible for their safety. With the purchase of a NAMM Show badge, all sessions offer ETCP renewal credits—FREE—with a focus on safety, lighting, lighting networking and rigging.

Visit the NAMM mobile app for complete session schedule and descriptions.

▶ [namm.org/esta](http://namm.org/esta)

Colored dots throughout the schedule identify education topics and registration requirements.

● Music Retail

● Music Business

● Event Technology

● Audio Production

● Music Educators & Students

● Policy

● Nonprofits

● Registration Required

● Fee Required








Listings as of 12.15.17  
Download the mobile app for up-to-date listings.



















     
9–10:30 am  
**EAW Anna Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido C (Level 4)




     
9 am–5 pm  
**Live Mixer Console Training**  
AES - *Live Console*  
Hilton, San Clemente (Level 4)




     
9 am–12 pm  
**QSC Live Mixing Academy: Let the Word Be Heard**  
AES - *Live Console*  
Hilton, Laguna B (Level 4)



     
9–10:30 am  
**Adamson Systems and dB Technologies Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)




     
10–11 am  
**Wireless Spectrum Update 2018 Panel**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)




     
10–11 am  
**Studio Academy A: Professional Plug-ins With Eventide**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)




     
10–11 am  
**Studio Academy B: Advanced Audio Interfaces With DiGiGrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)




     
10–11 am  
**IEM Fundamentals and Hearing Conservation**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)


     
10–11 am  
**Spanish Audio Entrepreneurs**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)




     
10–11 am  
**Studio Academy C: Professional Monitoring Loudspeakers With Meyer Sound**  
AES - *The Studios*  
Hilton, Redondo (Level 4)




     
10–11 am  
**Subwoofer Alignment With Full-Range Systems**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)




     
10–11 am  
**Recording The World’s Best Drummers**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)


     
10–11 am  
**“Where Did 0db Go?” Gain Structure in Digital Audio**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)




   
10:30–11 am  
**Wearable Technology Performance by Intel**  
A3E  
Hilton, El Capitan (Level 4)



     
10:30 am–12 pm  
**Adamson S10 Line Array Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa C (Level 4)




     
10:30 am–12 pm  
**Bose Professional and EAW Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)




     
10:30 am–12 pm  
**dB Technologies VIO Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa B (Level 4)


   
10:30–11 am  
**Proven eBay Success Tips, Secrets and Hacks**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)



     
11 am–1 pm  
**Wireless Microphone Spectrum, Technology and Product Discussion**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)




    
11 am–1 pm  
**Introduction to Show Networking**  
ESTA Curated - *Lighting Networking*  
Hilton, Monterey (Level 4)




     
11 am–12 pm  
**Studio Academy B: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)




     
11 am–12 pm  
**Audio Science & Technology Presentation**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)



   
11 am–12 pm  
**A Musician’s Guide to Archiving**  
TEC Tracks  
Hilton, Avila (Level 4)




    
11 am–1 pm  
**The Sessions**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)




     
11 am–12 pm  
**Studio Academy A: Experiential Studio Learning Using Reflexes in 3D+Virtual Reality With Audio Fusion**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)


     
11 am–12 pm  
**Delay Loudspeaker Fill Alignment With Main Systems**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)




     
11 am–12 pm  
**The Lighting Designer Round Table**  
Pro Production by Timeless  
Hilton, San Simeon (Level 4)


    
11 am–12 pm  
**Developing Wearable Technology for Musicians**  
A3E  
Hilton, El Capitan (Level 4)


     
11 am–12 pm  
**Wireless In-Ear Monitors and Spectrum Update**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)




     
11 am–12 pm  
**Mysteries of Near Field Monitoring Exposed**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)


   
11–11:30 am  
**5 Ways to Upgrade Your Facebook Ads**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)




     
11 am–12 pm  
**The State of Plug-in Processing for Live Sound**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)




   
11:30 am–12 pm  
**How to Increase Your Sales With Music Lessons**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)




   
12–12:30 pm  
**Instagram Power Tips for Music Retailers**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)



     
12–1 pm  
**Studio Academy A: Professional Monitoring Loudspeakers With Focal**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)




   
12–1 pm  
**Silent Stage Solutions for Your Worship Platform**  
TEC Tracks  
Hilton, Avila (Level 4)




     
12–1 pm  
**Studio Academy C: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Redondo (Level 4)




     
12–1 pm  
**Audio Science & Technology Presentation**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

     
12–2 pm  
**Studio Six Digital Audio Tools Optimization Classroom**  
AES - *Optimization*  
Hilton, Balboa A (Level 4)


    
12–1 pm  
**Getting the Show on the Road—The Production and Tour Managers**  
Pro Production by Timeless  
Hilton, San Simeon (Level 4)



     
12–2 pm  
**AFMG SysTune Optimization - Tutorial Session**  
AES - *Optimization*  
Hilton, Balboa B (Level 4)



     
12–2 pm  
**Rational Acoustics Smaart Optimization Classroom**  
AES - *Optimization*  
Hilton, Balboa C (Level 4)

     
12–1 pm  
**In-Ear Monitoring Engineers Panel with Special Guest**  
AES - *In-Ear Monitoring*

Hilton, Manhattan (Level 4)

   
12–1 pm  
**Advancements in Android Audio Development: AAudio API**  
A3E  
Hilton, El Capitan (Level 4)



    
12–1 pm  
**Policy Roundtable: Global Intellectual Property (IP) Protection**  
Policy  
Anaheim C.C., NAMM Member Center (Hall B Lobby)

    
12–1 pm  
**Music Educator Showcase**  
Music Education Days  
Anaheim C.C., NAMM Member Center (Theater Side, Hall B Lobby)

**Presentations happen every 5 minutes.**

- **A Rhythmic Classroom from Obsolete to Relevant**
- **3Dvarius, the Symbiosis of 3D-printing and Music**
- **The New Key to Kids: Casio in the Classroom**
- **Windstars: an Exciting New Flexible Pre-band Music Curriculum**
- **Educational Resources, Clinicians and Performance Possibilities**
- **Smart Practice. Deliberate Practice. SmartMusic.**
- **Musical Instruments for 21st Century String Curriculum**
- **Teaching Guitar Workshops and YOU!**

12:45-1 pm  
**Music Educator Showcase Networking Session**

    
1–2 pm  
**Music Educator Showcase**  
Music Education Days  
Anaheim C.C., NAMM Member Center (Theater Side, Hall B Lobby)

**Presentations happen every 5 minutes.**

- **Conn-Selmer Division of Education Overview**
- **The Power of Music and Performance in Special Education**
- **Noteflight Learn**
- **Just Add Ukes!**
- **Jazz Ear Training with EarMaster Pro 6: Sight-singing the Blues**
- **Start with Rhythm**
- **MIDI for Music Educators**
- **First Performance National Day of Celebration**

1:45-2 pm  
**Music Educator Showcase Networking Session**




## The Future of Audio: Education and Technology for Audio Professionals


A3E is the nexus point of innovation in music technology, computer science and manufacturing. Meet the pioneers of each field as they come together to define the future of music technology at A3E, the Advanced Audio + Applications Exchange.


Thursday, January 25  
Friday, January 26  
Saturday, January 27


Hilton Anaheim,  
El Capitan  
(Level 4)


Colored dots throughout the schedule identify education topics and registration requirements.


 Music Retail


 Music Business


 Event Technology


 Audio Production


 Music Educators & Students

 Policy

 Nonprofits

 Registration Required

 Fee Required

 Search "NAMM"

Listings as of 12.15.17  
Download the mobile app for up-to-date listings.





**12–1 pm**  
**Launching a Recreational Music Making Piano Program: Fulfilling Dreams and Enhancing Lives**  
Music Education Days  
Anaheim C.C., Lounge 88  
(Level 3 Ballroom)

**12–2 pm**  
**Time to Shelf the Low End in Live Sound**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)

**12–1 pm**  
**Lunch With Andrew Scheps**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

**12:30–1 pm**  
**Millennials and Gen Z: Motivating the Next Generation**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

**1–2 pm**  
**Studio Academy A: Converters and Bridges With Digital Audio Denmark**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

**1–3 pm**  
**Lectrosonics Venue 2, Duet IEM and WD Training**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)

**1–2 pm**  
**Audio Science & Technology Presentation**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

**1–2 pm**  
**Studio Academy B: Professional Monitoring Loudspeakers With Genelec**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

**1–2 pm**  
**How Technology Can Help You Have Better Worship Team Rehearsals**  
TEC Tracks  
Hilton, Avila (Level 4)

**1–2 pm**  
**Studio Academy C: Audio Interfaces and Devices With Apogee**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

**1–3 pm**  
**ArtistMax—Maximize the Artist in You**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)

**1–2 pm**  
**Off the Record With Parnelli Award Honorees**  
Pro Production by Timeless  
Hilton, San Simeon (Level 4)

**1–2:30 pm**  
**Bose Showmatch Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido B (Level 4)

**1–2 pm**  
**Designing Custom Plug-ins for Your Production Workflow**  
A3E  
Hilton, El Capitan (Level 4)

**1–2:30 pm**  
**EAW Anna Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido C (Level 4)

**1–2 pm**  
**The Future of Digital Keyboards for Full-Line Music Retailers**  
Lounge 88  
Anaheim C.C., Lounge 88 (Level 3 Ballroom)

**1–2 pm**  
**Nonprofit Roundtable: Best Practices from The NAMM Foundation Grantees**  
Nonprofits  
Anaheim C.C., NAMM Member Center  
(Hall B Lobby)

**1–4 pm**  
**QSC Sonido Vida: Buena Mezcla de Sonido. Buena Mezcla de Sonido Ya Mismo!**  
AES - *Live Console*  
Hilton, Laguna B (Level 4)

**1–1:30 pm**  
**5 Unconventional and Incredibly Effective Store Events**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

**1–2:30 pm**  
**Adamson Systems, dB Technologies Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)

**1–2 pm**  
**Outside-the-Box Recording Techniques**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

**1:30–2 pm**  
**Essential Tips From Social Media Trendsetters**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

**2–3 pm**  
**“Devil In The Details” Manually Delay-Compensating Digital Consoles**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)

**2–3 pm**  
**Teaching Keyboards in Today’s Classroom**  
Music Education Days  
Anaheim C.C., Lounge 88 (Level 3 Ballroom)

**2–4 pm**  
**In-Ear Monitors: Stereo is Your riend (BYO IEMs)**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)

**2–3 pm**  
**Studio Academy A: Professional Plug-ins With Eventide**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

**2–3 pm**  
**Maximum Useful Output: Specify, Design and Implement Using Target Maximum SPL**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

**2–3:45 pm**  
**History Repeats Itself – Analog Control**  
ESTA Curated - *Lighting Networking*  
Hilton, Monterey (Level 4)

**2–3 pm**  
**Studio Academy B: Advanced Audio Interfaces With DiGiGrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

**2–3 pm**  
**Studio Academy C: Professional Monitoring Loudspeakers With Meyer Sound**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

**2–3 pm**  
**Bob Moog: Insights Into an Innovator, Part 2**  
TEC Tracks  
Hilton, San Simeon (Level 4)

**2–3 pm**  
**Aligned in 60 Minutes (or Less)**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

**2–3 pm**  
**The Future of Content Creation and Distribution**  
TEC Tracks  
Hilton, Avila (Level 4)

**2–3 pm**  
**Easy Embedded Hardware DSP Tools for Boutique Developers and Designers**  
A3E  
Hilton, El Capitan (Level 4)

**2–3 pm**  
**Music Education Days Forum: Let’s Start at the Very Beginning with 5 S.M.A.R.T. and Innovative Ideas for RETAINING Your Beginners**  
Music Education Days  
Anaheim C.C., NAMM Member Center  
(Theater Side, Hall B Lobby)

**2–2:30 pm**  
**5 Ways to Add Value to Your Business—Fast!**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

**2–3 pm**  
**Deconstructed Sound Design**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

**2:30–4 pm**  
**Adamson S10 Line Array Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa C (Level 4)

**2:30–4 pm**  
**Bose Professional and EAW Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)

**2:30–4 pm**  
**dB Technologies VIO Line Array Systems Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa B (Level 4)

**2:30–3 pm**  
**The 5 Reasons People Don’t Buy—and What to Do About It**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

**3–4 pm**  
**Social Media Promotion for Musicians and Engineers**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

**3–4 pm**  
**Avid S6L Digital Live Mixing Technology Preview**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)

**3–3:30 pm**  
**15 Simple Ways to Deliver Mind-Blowing Customer Service**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

**3–4 pm**  
**Studio Academy B: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

**3–4 pm**  
**Omni to B Format: Microphone Polar Pattern Design and Use**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

**3–4 pm**  
**All About That Bass!**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)

**3–4 pm**  
**Studio Academy A: Virtual Analog Studio 2D: The Essential Training Tool for Audio Education With Audio Fusion**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

**3–4 pm**  
**Arranging on the Fly**  
TEC Tracks  
Hilton, San Simeon (Level 4)

**3–4 pm**  
**Live Event SPL Monitoring**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

**3–4 pm**  
**High-Fidelity Vinyl Release Panel**  
TEC Tracks  
Hilton, Avila (Level 4)



The new AES@NAMM Pro Sound Symposium: Live & Studio offers a unique education and training program for systems integrators, contractors and consultants. AES@NAMM will be held in the Anaheim Hotel, close to the pro-audio exhibition floors in the new ACC North Hall.

Come for hands-on training sessions about *Line Array Systems*, *Live Sound Consoles*, *DAWs*, *Recording Technology*, plus *Entertainment Wireless* and *Sound System Optimization*.

You can purchase AES@NAMM Symposium Access Passes on-site or online.

Visit Hilton Anaheim (Level 4)

Learn more at [aesatnamm.com](http://aesatnamm.com)  
#nammshow

Colored dots throughout the schedule identify education topics and registration requirements.



Listings as of 12.15.17  
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for up-to-date listings.



REG \$ ●  
3–4 pm  
**Advancements in iOS Audio Development: Apple Introduces the Augmented Reality Kit A3E**  
Hilton, El Capitan (Level 4)

●  
3:30–4 pm  
**The Biggest Lesson Program Challenges—and How to Fix Them**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)

● ●  
3:30–5 pm  
**The Sandy Feldstein Roundtable Featuring Towne and Music Industry Professionals**  
Nashville-based powerhouse duo Towne performs. NAMM President and CEO Joe Lamond moderates a discussion among a panel of music industry professionals about what it takes to make a successful career in the music industry.  
GenNext  
Hilton, California Ballroom CD (Level 2)

●  
4–4:30 pm  
**Group Classes Done Right**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)

REG \$ ●  
4–5 pm  
**Alternative Studio Design**  
AES - Main Stage: Studio  
Hilton, Laguna A (Level 4)

REG \$ ●  
4–5 pm  
**Studio Academy A: Professional Monitoring Loudspeakers With Focal**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

REG \$ ●  
4–6 pm  
**In Concert with Sting and Paul Simon: Mixing It All At Once**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)

REG ●  
4–6 pm  
**Wireless DMX512 Networking for The Lighting Tech**  
ESTA Curated - *Lighting Networking*  
Hilton, Monterey (Level 4)

REG \$ ●  
4–5 pm  
**Analog Logic in the Digital Age Part I: Audio Logic in Mainstream Audio Products**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

REG \$ ●  
4–5 pm  
**KLANG 3-D Audio Demonstration**  
AES - *In-Ear Monitoring*  
Hilton, Manhattan (Level 4)

●  
4–5 pm  
**How Your Church Can Expand Its Reach by Broadcasting and Podcasting**  
TEC Tracks  
Hilton, Avila (Level 4)

REG \$ ●  
4–5 pm  
**Studio Academy C: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

●  
4–5 pm  
**Birth of a Record**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)

● ●  
4–6 pm  
**TECnology Hall of Fame**  
TEC Tracks  
Hilton, San Simeon (Level 4)

REG \$ ●  
4–5 pm  
**RTA, FFT and Impulse Response: The Right Tool**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

●  
4–5 pm  
**The Future of the Bass Guitar**  
A3E  
Hilton, El Capitan (Level 4)

● ●  
4:30–5 pm  
**The Anatomy of a Successful Instagram Post**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)

REG \$ ●  
5–6 pm  
**The State of the Art Of Do It Yourself Audio**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

● ●  
5–5:30 pm  
**How to Build Your Audience With Live Streaming**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)

REG \$ ●  
5–6 pm  
**Studio Academy A: Converters and Bridges With Digital Audio Denmark**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

REG \$ ●  
5–6 pm  
**Entertainment Wireless Q & A Panel**  
AES - *Wireless*  
Hilton, Huntington C (Level 4)

REG \$ ●  
5–6 pm  
**Studio Academy B: Professional Monitoring Loudspeakers With Genelec**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

REG \$ ●  
5–6 pm  
**Open Question & Answer Panel in Mandarin**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

REG \$ ●  
5–6 pm  
**Studio Academy C: Audio Interfaces and Devices With Apogee**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

● ●  
5–6 pm  
**Interview With Tony Andrews: Acoustics, Loudspeakers and the Future of EDM**  
TEC Tracks  
Hilton, Avila (Level 4)

REG \$ ●  
5–6 pm  
**Measurement & Optimization Open Q & A Panel**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

● ●  
5–6 pm  
**Everybody Wins: Jumpstart your Career, the Lord-Alge Way**  
TEC Tracks  
Hilton, California Ballroom A (Level 2)

REG \$ ●  
6–7:30 pm  
**AES@NAMM Diversity & Inclusion Cocktail Mixer**  
AES - *Social Events*  
Hilton, Laguna A (Level 4)



SUNDAY, JAN. 28

NAMM® U  
Breakfast Sessions

● ●  
8–9:30 am  
**Best in Show**

*Free Breakfast Served 8–8:30 am, First Come, First Served.*

With more than 7,000 brands at NAMM, it's easy to miss out on your next best-seller. Join Frank Alkyer of Music Inc. and UpBeat Daily magazines and a panel of retail experts for “Best in Show” to discover the biggest products of 2018.

NAMM U Retail  
Hilton, Pacific Ballroom (Level 2)

REG \$ ●  
9–10 am  
**Resolving Low Frequency Modes in Room Spaces**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

REG \$ ●  
9–10:30 am  
**Adamson Systems and dB Technologies Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)

REG \$ ●  
9–10:30 am  
**Bose Showmatch Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido B (Level 4)

REG \$ ●  
9 am–4 pm  
**Yamaha Live Console Training**  
AES - *Live Console*  
Hilton, Oceanside (Level 4)

REG \$ ●  
9–10:30 am  
**EAW Anna Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido C (Level 4)

REG \$ ●  
9 am–4 pm  
**Live Mixer Console Training**  
AES - *Live Console*  
Hilton, San Clemente (Level 4)

REG ●  
9–10:45 am  
**Intermediate DMX512 and Ethernet Networking**  
ESTA Curated - *Lighting Networking*  
Hilton, Monterey (Level 4)

REG \$ ●  
9 am–12 pm  
**QSC Live Mixing Academy: Mix It Right. Mix It Right Now!**  
AES - *Live Console*  
Hilton, Laguna B (Level 4)

REG ●  
9 am–6 pm  
**OSHA 10: I.A.T.S.E.—Day 2**  
ESTA Curated - *Safety*  
Hilton, Salinas (Level 4)

REG ●  
9 am–6 pm  
**USITT Electrical Workshop**  
ESTA Curated - *Electrical*  
Hilton, Carmel (Level 4)

REG \$ ●  
9–10 am  
**Mixing In The Box for Engineers**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

REG \$ ●  
10–11 am  
**Optimizing Subwoofer Arrays**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

REG \$ ●  
10–11 am  
**Latin Recording Academy P & E Wing**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

REG \$ ●  
10–11 am  
**“The Genesis of Virtual Sound Check”**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)

REG \$ ●  
10–11 am  
**Studio Academy B: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

REG \$ ●  
10–11 am  
**Studio Academy C: Audio Interfaces and Devices With Apogee**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

REG \$ ●  
10–11 am  
**Is a Virtual Microphone in Your Future?**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

REG \$ ●  
10:30 am–12 pm  
**Adamson S10 Line Array Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa C (Level 4)

● ●  
10:30–11 am  
**Video Marketing That Gets Real Results**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)

REG \$ ●  
10:30 am–12 pm  
**Bose Professional and EAW Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)

REG \$ ●  
10:30 am–12 pm  
**dB Technologies VIO Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa B (Level 4)

REG \$ ●  
11 am–12 pm  
**Open Q & A with Juan de Dios Martin**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

REG \$ ●  
11 am–12 pm  
**Setup Noise Vs. System Measurement Battle**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

● ●  
11 am–12 pm  
**Next-Level Live Streaming Tips for Musicians (Double Session)**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center (Hall C Lobby)

REG ●  
11 am–1 pm  
**Media Server Madness**  
ESTA Curated - *Lighting Networking*  
Hilton, Monterey (Level 4)

●  
11 am–12 pm  
**Professional Studio Pre-Production**  
TEC Tracks  
Hilton, Avila (Level 4)

● ●  
11 am–12 pm  
**Bringing the Album to the Concert Stage**  
TEC Tracks  
Hilton, San Simeon (Level 4)

REG \$ ●  
11 am–12 pm  
**Avid S6L Digital Live Mixing Technology Preview**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)

REG \$ ●  
11 am–12 pm  
**Studio Academy A: Professional Monitoring Loudspeakers With Focal**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

REG \$ ●  
11 am–12 pm  
**Studio Academy B: Advanced Audio Interfaces With DiGiGrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

● ●  
11 am–1 pm  
**Silent Jam—Monitor Mixing for the Artist**  
TEC Tracks  
Hilton, El Capitan (Level 4)

Colored dots throughout the schedule identify education topics and registration requirements.

● Music Retail

● Music Business

● Event Technology

● Audio Production

● Music Educators & Students

● Policy

● Nonprofits

● Registration Required

● Fee Required

Listings as of 12.15.17



11 am–12 pm  
**Music Educator Showcase**  
Music Education Days  
Anaheim C.C., NAMM Member Center  
(Theater Side, Hall B Lobby)

Presentations happen every 5 minutes.

- **Yes! You Really CAN Have a Harp in Your Program**
- **Priceless Phrases and Habits that I Learned from My Music Teachers**
- **Drumming Up Success with K-12 Students**
- **Create a ‘Buzz’ in School**
- **What Does it Mean to Be an Artist in the 21st Century?**
- **Save the Guitar!**
- **Using the Arts to Decrease Deficiencies and Increase Healthy Relationships In Low-income Communities**
- **Instant Bow Holds! Meet Things 4 Strings® Accessories for the Orchestra Classroom or Private Strings Studio**

11:45 am–12 pm  
**Music Educator Showcase**  
**Networking Session**

12–1 pm  
**Music Educator Showcase**  
Music Education Days  
Anaheim C.C., NAMM Member Center  
(Theater Side, Hall B Lobby)

Presentations happen every 5 minutes.

- **Alfred Music, Your Partner in Professional Development**
- **Using Tech for Creative Classroom Collaboration**
- **New Product for Educators: Musical Dominoes**
- **But What If I Don’t Play an Instrument?**
- **Composing for Student Success**
- **Debut of the ONE Piano Hi-Lite**
- **Fender Play: The Easiest Way to Learn Guitar**
- **Playing For Change Foundation: Using Music Education to Create Positive Change**

12:45–1 pm  
**Music Educator Showcase**  
**Networking Session**

11 am–12 pm  
**Studio Academy C: Professional Monitoring Loudspeakers With Meyer Sound**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

11 am–12 pm  
**The Ins And Outs Of Room Tuning Part 2**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

12–1 pm  
**Microphone Arrays and Applications by Type**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

12–2 pm  
**Studio Six Digital Audio Tools Optimization Classroom**  
AES - *Optimization*  
Hilton, Balboa A (Level 4)

12–2 pm  
**AFMG SysTune Optimization - Tutorial Session**  
AES - *Optimization*  
Hilton, Balboa B (Level 4)

12–2 pm  
**Rational Acoustics Smaart Optimization Classroom**  
AES - *Optimization*  
Hilton, Balboa C (Level 4)

12–1 pm  
**Getting Your Music Featured in the Media’s Digital Age (Double Session)**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

12–1 pm  
**Raising the Bar for DJ Performances**  
TEC Tracks  
Hilton, Avila (Level 4)

12–1 pm  
**5 Negotiating Tools That Can Save Your Career**  
TEC Tracks  
Hilton, San Simeon (Level 4)

12–2 pm  
**Back to the Future: Outdoor Symphony and Opera Reinforcement for Extremely Large Audiences**  
AES - *Main Stage: Live*  
Hilton, Capistrano AB (Level 4)

12–1 pm  
**Studio Academy B: Professional Monitoring Loudspeakers With Genelec**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

12–1 pm  
**Studio Academy A: Converters and Bridges With Digital Audio Denmark**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

12–1 pm  
**Lunch with Q&A**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

1–2 pm  
**Analog Logic in the Digital Age Part II: Analog Logic Architecture’s Application in a Digital Environment**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

1–2:30 pm  
**Adamson Systems and dB Technologies Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)

1–2 pm  
**The Future of Hit Songwriting: The Next Five Years (Double Session)**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

1–2:30 pm  
**Bose Showmatch Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido B (Level 4)

1–2:30 pm  
**EAW Anna Line Array System Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Lido C (Level 4)

1–4 pm  
**QSC Live Mixing Academy: Let The Word Be Heard**  
AES - *Live Console*  
Hilton, Laguna B (Level 4)

1–2 pm  
**Record Contract—Don’t Do That. Do This.**  
TEC Tracks  
Hilton, San Simeon (Level 4)

1–2 pm  
**A Guide to Producing Yourself**  
TEC Tracks  
Hilton, El Capitan (Level 4)

1–2 pm  
**Optimizing Acoustics for Small Music Rooms**  
TEC Tracks  
Hilton, Avila (Level 4)

1–2 pm  
**The Electronic Producer’s Guide to Performance**  
TEC Tracks  
Hilton, El Capitan (Level 4)

1–2 pm  
**Studio Academy C: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

1–2 pm  
**Ribbon Microphones 101**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

1–2 pm  
**Studio Academy A: Professional Plug-ins With Eventide**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

2–3 pm  
**Open Question & Answer Panel in Mandarin**  
AES - *Audio Science*  
Hilton, Huntington A (Level 4)

2–3 pm  
**Multi-Mic Measurement (M3)**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

2–3 pm  
**Women in Music Sound Off (Double Session)**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

2–3:45 pm  
**Advanced Ethernet Networking**  
ESTA Curated - *Lighting Networking*  
Hilton, Monterey (Level 4)

2–3 pm  
**Millionaire Mindset for Music Professionals**  
TEC Tracks  
Hilton, Avila (Level 4)

2–3 pm  
**Why Live Sessions Are Still Crucial**  
TEC Tracks  
Hilton, San Simeon (Level 4)

2–3 pm  
**The Project Studio of 2025**  
TEC Tracks  
Hilton, El Capitan (Level 4)

2–3 pm  
**Studio Academy B: Plug-ins and Signal Processing With Waves and Soundgrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

2–3 pm  
**Studio Academy C: Audio Interfaces and Devices With Apogee**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

2–3 pm  
**Mixed Reality and the New Opportunity for Audio**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

2–3 pm  
**Studio Academy A: Converters and Bridges With Digital Audio Denmark**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

2:30–4 pm  
**Adamson S10 Line Array Fundamentals (Classroom)**  
AES - *Line Array*  
Hilton, Balboa C (Level 4)

2:30–4 pm  
**Bose Professional and EAW Line Array Setup (Hands-on Training)**  
AES - *Line Array*  
Hilton, Lanai Deck (Level 5)

2:30–4 pm  
**dB Technologies VIO Line Array Classroom**  
AES - *Line Array*  
Hilton, Balboa B (Level 4)

3–4 pm  
**Beyond System Alignment: The Art/Science Line**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

3–4 pm  
**Lessons Learned With Dave Audé (Double Session)**  
NAMM U Retail  
Anaheim C.C., NAMM Idea Center  
(Hall C Lobby)

3–4 pm  
**Meet CandoMusos**  
TEC Tracks  
Hilton, San Simeon (Level 4)

3–4 pm  
**Studio Academy B: Advanced Audio Interfaces With DiGiGrid**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

3–4 pm  
**Thinking BIG—How to Create a Sustainable Career in Music**  
TEC Tracks  
Hilton, Avila (Level 4)

3–4 pm  
**Understanding the Signal Chain and Computers in Home and Project Studios**  
TEC Tracks  
Hilton, El Capitan (Level 4)

3–4 pm  
**Studio Academy C: Professional Monitoring Loudspeakers With Meyer Sound**  
AES - *The Studios*  
Hilton, Redondo (Level 4)

3–4 pm  
**Studio Academy A: Professional Monitoring Loudspeakers With Focal**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

3–4 pm  
**Mastering for the Streaming Age**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

4–5 pm  
**Audio System Measurement and Optimization Open Q&A Panel**  
AES - *Optimization*  
Hilton, Huntington B (Level 4)

4–6 pm  
**Control Protocol Soup for The Soul—RDM and sACN**  
ESTA Curated - *Lighting Networking*  
Hilton, Monterey (Level 4)

4–5 pm  
**Studio Academy B: Professional Monitoring Loudspeakers With Genelec**  
AES - *The Studios*  
Hilton, Palos Verdes B (Level 4)

4–5 pm  
**Studio Academy A: Professional Processors, Effects and Plug-ins With Eventide**  
AES - *The Studios*  
Hilton, Palos Verdes A (Level 4)

4–5 pm  
**Save Your Job or Get A New One by Being Nice**  
AES - *Main Stage: Studio*  
Hilton, Laguna A (Level 4)

Colored dots throughout the schedule identify education topics and registration requirements.

- Music Retail Music Business Event Technology Audio Production  
Music Educators & Students Policy Nonprofits Registration Required Fee Required



Listings as of 12.15.17  
Download the mobile app  
for up-to-date listings.





## Concerts, Events and More!

### THURSDAY, JAN. 25

**10–10:40 am**  
**Lucy & La Mer**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**10–10:40 am**  
**Dan Cavalca**  
NAMM Yamaha Grand Plaza Stage

**11–11:30 am**  
**Danielle Taylor**  
NAMM Museum of Making Music Booth (Hall E Lobby)

**11–11:40 am**  
**The Talbott Brothers**  
NAMM Yamaha Grand Plaza Stage

**11–11:40 am**  
**Fretmonkey Records Harp Guitar Showcase**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**11–11:40 am**  
**Jamie Stillway**  
NAMM Marriott Stage

**12–12:30 pm**  
**Katie Thiroux**  
NAMM Museum of Making Music Booth (Hall E Lobby)

**12 pm–12:40 pm**  
**Coffey Anderson**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**12–12:40 pm**  
**Aidan James**  
NAMM Marriott Stage

**12–12:40 pm**  
**John Lennon Songwriting Contest Winner**  
NAMM Yamaha Grand Plaza Stage

**1–1:30 pm**  
**Paul Pigcat**  
NAMM Museum of Making Music Booth (Hall E Lobby)

**1–1:40 pm**  
**Kenny Lattimore**  
NAMM Yamaha Grand Plaza Stage

**1–1:40 pm**  
**Hammond Organ Sound Soul Summit**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**1–1:40 pm**  
**Dauzat St. Marie**  
NAMM Marriott Stage

**2–2:30 pm**  
**Daneen Wilburn**  
NAMM Museum of Making Music Booth (Hall E Lobby)

**2–2:40 pm**  
**C4 Trio**  
NAMM Yamaha Grand Plaza Stage

**2–2:40 pm**  
**The Brook & The Bluff**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**2–2:40 pm**  
**Ben Allen**  
NAMM Marriott Stage

**3–3:30 pm**  
**Left Coast Ukulele Trio**  
NAMM Museum of Making Music Booth (Hall E Lobby)

**3–3:40 pm**  
**Jessica Lynn**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**3–3:40 pm**  
**MASUMI Trio**  
NAMM Marriott Stage

**4–4:40 pm**  
**Monarch Theatre**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**4–5 pm**  
**The NAMM Foundation Nonprofit Networking Reception**  
Anaheim C.C., NAMM Member Center (Hall B Lobby)

**4–5 pm**  
**2017 Top 100 Dealer Reception (Invitation Only)**  
Anaheim C.C., NAMM Member Center (Hall B Lobby)

**4–4:40 pm**  
**Tim Moyer Song Round with Steven McClintock & Tessa Delee**  
NAMM Marriott Stage



**5:30–7 pm**  
**Women at NAMM Reception**  
Hilton, California Ballroom CD (Level 2)

**5:30–6 pm**  
**Industry Tribute: Remembering Those We Lost in 2017**  
NAMM Yamaha Grand Plaza Stage



**5:30–6 pm**  
**Roomful of Pianos Performance**  
Anaheim C.C., Lounge 88 (Level 3)

**6–6:40 pm**  
**Don Alder**  
NAMM Hilton Stage

**6–6:40 pm**  
**The Get Down Boys**  
NAMM Marriott Stage

**6–6:40 pm**  
**Lizzy V**  
NAMM Sheraton Stage

**6–6:15 pm**  
**NAMM Foundation Donor Reception**  
NAMM Yamaha Grand Plaza Stage



**6:15–8 pm**  
**The NAMM Foundation Celebration for Music Education Concert Featuring Ok Go**  
NAMM Yamaha Grand Plaza Stage

**7–7:40 pm**  
**Sara Ontaneda**  
NAMM Hilton Stage

**7–7:40 pm**  
**Incendio**  
NAMM Marriott Stage

**7–7:40 pm**  
**Andrew Castro**  
NAMM Sheraton Stage



**7–9 pm**  
**The 9th Annual Yamaha Night of Worship**  
Hilton, Pacific Ballroom (Level 2)

**8–8:40 pm**  
**Wish and the Well**  
NAMM Marriott Stage

**8–8:40 pm**  
**Courtney Hart**  
NAMM Sheraton Stage

**9–9:40 pm**  
**Brit Rodriguez**  
NAMM Hilton Stage

**9–9:40 pm**  
**Parlor Social**  
NAMM Marriott Stage

**9–9:40 pm**  
**Carly Jo Jackson**  
NAMM Sheraton Stage

**10–10:40 pm**  
**Shaun Munday**  
NAMM Hilton Stage

**10–10:40 pm**  
**Paul Childers**  
NAMM Marriott Stage

**10–10:40 pm**  
**Chris Vitas**  
NAMM Sheraton Stage

**11–11:40 pm**  
**Matt Koelsch**  
NAMM Hilton Stage

**11–11:40 pm**  
**Shaye & Black Hat**  
NAMM Marriott Stage

**11–11:40 pm**  
**Chandler Juliet**  
NAMM Sheraton Stage

### FRIDAY, JAN. 26

**10–10:40 am**  
**Brian Fitzy**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**11–11:30 am**  
**Muriel Anderson & Friends**  
NAMM Museum of Making Music Booth (Hall E Lobby)

**11–11:40 am**  
**Alice Wallace**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**11–11:40 am**  
**Heather Nation**  
NAMM Marriott Stage

**12–12:30 pm**  
**Ginger Cowgirl**  
NAMM Museum of Making Music Booth (Hall E Lobby)

**12–12:40 pm**  
**Trevor Gordon Hall**  
NAMM Marriott Stage

**12–12:40 pm**  
**Love and a .38**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**1–1:30 pm**  
**Tierra Negra**  
NAMM Museum of Making Music Booth (Hall E Lobby)

**1–1:40 pm**  
**Tiffany Christopher**  
NAMM Marriott Stage

**1–1:40 pm**  
**Whesli**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**2–2:30 pm**  
**Cassie B Trio**  
NAMM Museum of Making Music Booth (Hall E Lobby)

**2–2:40 pm**  
**Grayson Erhard**  
NAMM Marriott Stage

**2–2:40 pm**  
**Jon Hammond Funk Unit**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**3–3:30 pm**  
**Janet Robin**  
NAMM Museum of Making Music Booth (Hall E Lobby)

**3–3:40 pm**  
**Heartstrings**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**3–3:40 pm**  
**Lloyd Spiegel**  
NAMM Marriott Stage

**4 pm–5 pm**  
**NAMM Advocacy D.C. Fly-In Meeting**  
Anaheim C.C., R&B Lounge (Hall E Lobby)

**4–4:40 pm**  
**Tim Moyer Song Round with Kiki Ebson, Makayla Phillips & Randi Driscoll**  
NAMM Marriott Stage

**4–4:40 pm**  
**Infected Mushroom**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

**5–6 pm**  
**NAMM YP Networking Reception**  
Anaheim C.C., NAMM Member Center (Hall B Lobby)

**5–6 pm**  
**Pioneer Professional Audio Happy Hour**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio



**5:45–7 pm**  
**All-industry Drum Circle**  
Anaheim C.C., Palm Court, Outside the Anaheim Convention Center



**5:30–6 pm**  
**Roomful of Pianos Performance**  
Anaheim C.C., Lounge 88 (Level 3)

**6–6:40 pm**  
**Steph Johnson Band**  
NAMM Marriott Stage



6–6:40 pm  
**Gints Smukais**  
NAMM Sheraton Stage

6–8:30 pm  
**The Yamaha All-Star Concert on the Grand 2018**  
NAMM Yamaha Grand Plaza Stage

6–6:40 pm  
**Drea Marilyn**  
NAMM Hilton Stage

6:30-10:00 pm  
**2018 She Rocks Awards**  
The House of Blues Anaheim, Anaheim



6:30–11 pm  
**The Parnelli Awards**  
Hilton, Pacific Ballroom (Level 2)

7–7:40 pm  
**Wimberley Bluegrass Band**  
NAMM Marriott Stage

7–7:40 pm  
**The Breedloves**  
NAMM Sheraton Stage

7–7:40 pm  
**Artyom Manukyan**  
NAMM Hilton Stage

8–8:40 pm  
**Mean Mary**  
NAMM Sheraton Stage

8–8:40 pm  
**Printz**  
NAMM Marriott Stage

8–8:40 pm  
**Jade Hendrix**  
NAMM Hilton Stage

9–9:40 pm  
**Kyle Feerick**  
NAMM Sheraton Stage

9–9:40 pm  
**Union Hobos**  
NAMM Hilton Stage

10–10:40 pm  
**Dixie Jade**  
NAMM Sheraton Stage

10–10:40 pm  
**Bernie Williams & Gil Parris**  
NAMM Marriott Stage

10–10:40 pm  
**Sam Sims Band**  
NAMM Hilton Stage

11–11:40 pm  
**Chase Walker Band**  
NAMM Marriott Stage

11–11:40 pm  
**Rob Bonfiglio**  
NAMM Sheraton Stage

11–11:40 pm  
**Forkroot**  
NAMM Hilton Stage

12–12:40 am  
**The Fenians**  
NAMM Marriott Stage

SATURDAY, JAN. 27

9–10:40 am  
**SCSBOA Jazz Ensembles**  
NAMM Yamaha Grand Plaza Stage



9–11 am  
**The Grand Rally for Music Education**  
Hilton, California Ballroom CD (Level 2)

10–10:40 am  
**Louie Cruz Beltran**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

11–11:30 am  
**Paul Asbell**  
NAMM Museum of Making Music Booth (Hall E Lobby)

11–11:40 am  
**Tierra Negra and Muriel Anderson**  
NAMM Yamaha Grand Plaza Stage

11–11:40 am  
**Ari and the Alibis**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

11–11:40 am  
**Emily Faith**  
NAMM Marriott Stage

12–12:30 pm  
**Forkroot**  
NAMM Museum of Making Music Booth (Hall E Lobby)

12–12:40 pm  
**Jon Mullane**  
NAMM Marriott Stage

12–12:40 pm  
**John Lennon Songwriting Contest Winner**  
NAMM Yamaha Grand Plaza Stage

1–1:30 pm  
**Travis Bowman**  
NAMM Museum of Making Music Booth (Hall E Lobby)

1–1:40 pm  
**SLC**  
NAMM Yamaha Grand Plaza Stage

1–1:40 pm  
**Jessica Malone**  
NAMM Marriott Stage

2–2:30 pm  
**Doug Johns**  
NAMM Museum of Making Music Booth (Hall E Lobby)

2–2:40 pm  
**Kenny Charles & The Open Road**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

2–2:40 pm  
**Chi McClean**  
NAMM Marriott Stage

2–2:40 pm  
**A.N.I.M.A.L.**  
NAMM Yamaha Grand Plaza Stage

3–3:30 pm  
**Jeff Brinkman**  
NAMM Museum of Making Music Booth (Hall E Lobby)

3–3:40 pm  
**Wilfax**  
NAMM Marriott Stage

4–4:40 pm  
**Legends Concert**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

4–4:40 pm  
**Tim Moyer Song Round with Sister Speak, Josh Logan, & Olivia Henken**  
NAMM Marriott Stage

5–6 pm  
**Pioneer Professional Audio Happy Hour**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio



5:30–6 pm  
**Roomful of Pianos Performance Reception to Follow**  
Anaheim C.C., Lounge 88 (Level 3)

5:30–7 pm  
**GenNext Faculty Mixer**  
Hilton, Vista Lounge (Level 14)

6–6:40 pm  
**Venice**  
NAMM Marriott Stage

6–6:40 pm  
**Preston Reed**  
NAMM Hilton Stage

6–8:30 pm  
**The John Lennon Educational Tour Bus Presents The 2018 Imagine Party Featuring Andy Grammer**  
NAMM Yamaha Grand Plaza Stage

7–7:40 pm  
**Hummingbird Hotel**  
NAMM Hilton Stage

7–7:40 pm  
**Aaron Rizzo**  
NAMM Marriott Stage

7–7:40 pm  
**Michael J. Dwyer**  
NAMM Sheraton Stage



6–10 pm  
**33rd Annual NAMM TEC Awards**  
Hilton, Pacific Ballroom (Level 2)

8–8:40 pm  
**Keith Kenny**  
NAMM Hilton Stage

8–8:40 pm  
**Larry Mitchell**  
NAMM Marriott Stage

8–8:40 pm  
**Shanice Green**  
NAMM Sheraton Stage

9–9:40 pm  
**Tolan Shaw**  
NAMM Hilton Stage

9–9:40 pm  
**Sarah Rogo Band**  
NAMM Marriott Stage

9–9:40 pm  
**The Lark and the Loon**  
NAMM Sheraton Stage

10–10:40 pm  
**The Crooked Stones**  
NAMM Marriott Stage

10–10:40 pm  
**Nathan and Jessie**  
NAMM Hilton Stage

11–11:40 pm  
**Alice Underground**  
NAMM Hilton Stage

11–11:40 pm  
**John Rankin**  
NAMM Sheraton Stage

12–12:40 am  
**Elvis Monroe**  
NAMM Marriott Stage

SUNDAY, JAN. 28

9–9:40 am  
**Opium Moon with Lili Haydn, Itai Disraeli, Hamid Saeidi & MB Gordy**  
NAMM Yamaha Grand Plaza Stage

10–10:40 am  
**Teschner / Hall Group Featuring Gigi Gonaway and Mahlon Hawk**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

10–11 am  
**Community Music Making Forum: Brunch and Learn**  
Anaheim C.C., NAMM Member Center (Hall B Lobby)

10–10:40 am  
**Ian Coury & Ebinho Cardoso**  
NAMM Yamaha Grand Plaza Stage

11–11:30 am  
**Michael Kennedy**  
NAMM Museum of Making Music Booth (Hall E Lobby)

11–11:40 am  
**An Endless Sporadic**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

11–11:40 am  
**The Junebugs**  
NAMM Yamaha Grand Plaza Stage

12–12:30 pm  
**Jessica Ficho**  
NAMM Museum of Making Music Booth (Hall E Lobby)

12–12:40 pm  
**Rascal Martinez**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

12–12:40 pm  
**John Lennon Songwriting Contest Winner**  
NAMM Yamaha Grand Plaza Stage

1–1:40 pm  
**Bulevar Descarga**  
NAMM Yamaha Grand Plaza Stage

1–1:40 pm  
**Tim Rose Band**  
Arena Plaza Stage Presented by Pioneer Professional Audio



1–2:30 pm  
**Ukulele Circle**  
Anaheim C.C., NAMM Member Center (Hall B Lobby)

2–2:30 pm  
**Tori Roze & Johnny Alexander**  
NAMM Museum of Making Music Booth (Hall E Lobby)

2–2:40 pm  
**The Matching Shoe**  
NAMM Yamaha Grand Plaza Stage

2–2:40 pm  
**ADMT of Kids Rock Free at the Fender Center for the Performing Arts**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

3–3:40 pm  
**The Musicology Allstars**  
NAMM Yamaha Grand Plaza Stage

3–3:40 pm  
**Xochitl**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio

4–5 pm  
**Pioneer Professional Audio Happy Hour**  
NAMM Arena Plaza Stage Presented by Pioneer Professional Audio



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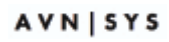
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