



# PAN-AM INDIE SUMMIT

APRIL 15, 2021 | 12:00-6:00 (EDT)





## PROGRAM

### **12:00 International Market Overviews (Argentina, Brazil, Canadá, Chile, Colombia, Jamaica, México, Perú, USA)**

Industry experts provide the music-know details of their home markets across the Western Hemisphere in this series of short talks.

### **12:50 Presentation OLMÍ (Observatorio Latinoamericano de Música Independiente)**

**ABMI**, **ASIAR** and **IMICHILE** are working together to create the first Latin American Independent Music Observatory to characterize the region's independent music industry in its sociodemographic, economic, labor and digital aspects. The goal is to foster a competitive and collaborative musical ecosystem and deliver added value to hundreds of companies and their trade associations in the region.

Speaker: **Cristobal Dañobeitia** – President, Digital Observatory of Chilean Music (Chile)

### **13:05 Maximize your presence on DSP's through Marketing**

What tools are available to maximize your artists' visibility across digital services? Learn about best practices from leaders across North and South America.

Speakers:

Moderator: Rosie Lopez – Tommy Boy, (USA)

AJ Alvarez – Marketing Director, LATAM, Symphonic (USA)

Victor Schlesinger – Co-founder, Ronda Co-Op, (Chile)

Renato Vanzela – Business Development, FUGA (Brazil)



### **13:55 Meet Amazon Music**

A presentation by team Amazon Music.

### **14:15 Meet Soundcloud**

A presentation by team Soundcloud.

### **14:30 Bandcamp Workshop**

Learn about the latest Bandcamp features (like Live and Vinyl), get the inside scoop on what makes Bandcamp tick for the most successful artists and labels on the site, and find out how to pitch the Bandcamp Daily editorial team.

Speakers:

Andrew Jervis – Director of Artists and Labels

Amit Nerukar – Artist and Label Ambassador

### **14:45 Networking Carousel**

Sign up for carousel of three-minute B2B marching meetings to meet potential business partners and peers.

### **15:20 First Nations Independent Music in Panamerica**

Key First Nations music industry executives and artists share experiences of developing the industry and making music in the independent sector.

Speakers:

Subhira Rodrigo Cepeda – Director, Mundovivo/Master in Composition (Chile)

Matthew Maw – Director, Lead Artist Manager, Red Music Rising (Canada)

Miesha Louie – Artist, Miesha and the Spanks (Canada)

Mauro Rodriguez – Regional Producer, TieneQueAndar Producciones (Argentina)



### **15:55 Sync and Licensing Across Borders**

Music supervisors, labels, and brand representatives discuss music licensing trends options across borders for the post-pandemic world. What's happening in sync in 2021 and beyond?

Speakers:

Moderator: Kirt Debique – CEO & CTO, Sync Floor (USA)

Dan Burt – Music Supervisor, Wunderman Thompson (USA)

Everton Lewis Jr. – Music Supervisor, Wracket Music Supervision (Canada)

Yael Meyer – Owner and Founder, Kli Records (Chile)

Fabrizio Onetto – Head of Content and Artist Development, OCESA Seitrack (Mexico)

### **16:45 Fireside Chat: Music & Games & Streaming**

In the brief talk, music and technology experts Heather Johnson and Tom Riley discuss the music rights and licensing across an exploding sector: games and influencers.

Speakers:

Heather Johnson – CEO, Ninety9Lives (USA)

Tom Riley – COO, PretzelAux, Inc. (USA)

### **17:00 Establishing an Overseas Strategy**

How do you best promote your music across borders? When is it time to open an outpost outside of your home country? Learn creative solutions from independent companies who have successfully developed an international strategy.

Speakers:

Moderator: Ian Harrison – General Manager, Hopeless Records (USA)

Nando Machado – Founder/Director, ForMusic (Brazil)

More speakers TBA



## **17:30 A special conversation with Camilo Lara, Tweety Gonzalez and Adel Hattem**

Speakers:

Tweety Gonzalez – Artist, Music Producer/Vice President, ASIAr (Argentina)

Adel Hattem – Founder, D Music Marketing (USA)

Camilo Lara – Musician, Mexican Institute of Sound (Mexico)

**\*Todos los paneles contarán con traducción simultánea.**

**\*\*En paralelo a la programación, podrás contactar a los demás participantes a través de la plataforma para generar reuniones.**

**\*\*\*Todas las asociaciones contarán con un apartado en la plataforma para mayor información y preguntas.**