

## IEBA 2009

October 11-13

Nashville, TN

*Dress code for all IEBA events is business casual (including IEBA HONORS).*

**Draft Date 10.8.09**

### Sunday, October 11

- 1:00 PM – 9:00 PM**      **Registration and Welcome Center Open**  
*Sponsored by BOK Center, Minnesota State Fair, Silver Wings Merchandise*
- 5:00 PM – 5:30 PM**      **Past Presidents Reception – McKissack Tea Room**  
*Past Presidents of IEBA and current officers*
- 5:00 PM – 6:00 PM**      **New Attendee Reception – Hilton lobby**  
*First-time IEBA attendees*  
*Sponsored by Glenn Smith Presents*
- 6:00 PM – 7:00 PM**      **Opening Reception for all IEBA Attendees – Hilton lobby**  
*featuring The Living Garden*
- 7:00 PM – 9:00 PM**      **Point of Grace, Heartland, The Molly Ringwalds, Williams and Ree and Very Special Surprise Guest - Hilton Ballroom**  
*Sponsored by APA - Agency for the Performing Arts*
- 9:30 PM – 11:30 PM**      **Ricky Skaggs, Mercy Me, Eli Young Band, The Family Stone, Sunny Sweeney, Caitlin Crosby, Walker Hayes and more surprise guests - The Stage (Broadway)**  
*Sponsored by Paradigm Agency*

### Monday, October 12

- 8:00 AM – 6:00 PM**      **Registration and Welcome Center Open**  
*Sponsored by BOK Center, Minnesota State Fair, Silver Wings Merchandise*
- 8:15 AM – 9:15 AM**      **Breakfast – McKissack Terrace (Hilton lobby if inclement weather)**  
*Sponsored by ICM - International Creative Management*
- 9:30 AM – 10:15 AM**      **Member Meeting and Industry Awards – Hilton Ballroom**
- 10:15 AM – 10:45 AM**      **Motown's 50<sup>th</sup> Anniversary Celebration featuring Boyz II Men – Hilton Ballroom**  
*Sponsored by ICM – International Creative Management*
- 10:55 AM – 11:40 AM**      **Opening Keynote - Dan Clark – Hilton Ballroom**  
Dan Clark is an internationally recognized Professional Speaker, Certified Trainer, New York Times Best Selling Author, Songwriter/Recording Artist, CEO of Clark Success Systems – a multi-million dollar speaking, publishing, sports performance & business-consulting firm, and alumnus of the University of Utah (Psychology). Dan is the author of twenty of his own best selling books on leadership, management, team building, humor, public speaking, and personal development including “**Common Ground**” and “**Forgotten Fundamentals,**” and

is a primary contributing author to the “**Chicken Soup For The Soul**” series. Dan’s world famous story “**Puppies For Sale**” was made into an award winning film at Paramount Studios starring **Jack Lemmon**. Dan was inducted into the **National Speakers Association Hall of Fame** in 2005, is named one of the **Top Ten Speakers in the World** and has even opened for **Sting**.

**11:45 AM – 12:35 PM**

**The New Sponsorship Landscape – Hilton Ballroom**

The team responsible for Lady Antebellum's partnership with Brita educates us on the new era of sponsorship agreements: from local events and large festivals to arena shows and tours of all sizes. Learn how you can develop corporate partnerships for your event or artist from this team of experts.

**Marcie Allen** - president, **MAC Presents**

**Drew McGowan** - senior group manager / public relations & sponsorships, **The Clorox Company**

**John Grady** – president, **Borman Ent. Nashville** (Lady Antebellum)

**Mary Hilliard Harrington** – owner/publicist, **The Greenroom** (Lady Antebellum)

**12:35 PM – 1:20 PM**

**Lunch – Hilton Lobby**

**1:30 PM – 2:45 PM**

**Uncle Kracker, TobyMac, Emily West - Hilton Ballroom**

*Sponsored by CAA - Creative Artists Agency*

**2:45 PM – 2:55 PM**

**Break**

**2:55 PM – 3:55 PM**

**Breakout Sessions – Venues, Fairs / Festivals, Casinos, Corporate Events**

**VENUES:**Join an illustrious panel of booking agents including: **Steve Lassiter - APA, John Huie – CAA, Kevin Neal – BLA, Jay Williams – WME** and **Scott Morris – ICM** to learn the inside scoop on what artists are on the rise as well as specific tours in the works for arenas and theatres in 2010. **Moderated by John Bolton, BOK Center – McKissack 1 Room**

**FAIRS/FESTIVALS:** Given the multitude of media resources now available, marketing for fairs and festivals is changing dramatically. This session will examine these changes and include information on how social networking and other new media can be used as a marketing and informational tool for fairs and festivals. Panelists include **Jason Kane**, Managing Director of Entertainment & Market Research–**Rodeo Houston**, **Danny Aguilar**, Assistant General Manager and Marketing Director–**Delaware State Fair**, **Steve Richo**, co-founder–**Noise New Media**, and **Mark O’Shea–Noise New Media** and the **O’Shea duet** (with appearances on **CMT’s Can You Duet**). – *McKissack 2 Room*

**CASINOS - What’s a Buyer To Do?** Join **Laurie Dioro & Aaron Levine - Day After Day Productions**, **Kell Houston - Houston Productions**, **Ed Micone & Ray Shelide - Paradigm**, **Rob Heller - WME**, **Jeff Hill - CAA**, **Charlie Davis - Paradise**, **Gary Osier**, **Jaclyn Ferraro**, **Terry Jenkins**, **Chris Baldizan**, **Billy Truitt**, **Ben Slaght**, **Randy Wright** and more as we discuss the pros & cons of an “outside” buyer/consultant vs doing it all “in-house” and how we can better sell our services and acts to the casino market. – *McKissack 3 Room*

**CORPORATE EVENT ENTERTAINMENT:** Selling entertainment to this specialized market requires specialized selling. Panel consists of **Greg Janese - Paradigm** (moderator), **Robert Norman - CAA**, **Natalka Dudynsky - ICM**, **Barry Jeffrey - WME Entertainment** and **Bill Monot - Paradise Artists** – *Ryman 1 Room*

- 4:00 PM – 5:15 PM**      **BLA Artists Unplugged featuring Rhett Akins, Jamie O’Neal, Mark Wills and Jeff Bates**– *Hilton Ballroom*  
*Sponsored by Buddy Lee Attractions*
- 5:15 PM – 5:35 PM**      **6 Chix - Hilton Ballroom**  
*Sponsored by RGA Productions*
- 5:35 PM – 6:45 PM**      **Personal Time** (dinner will not be served at IEBA Honors)
- 6:45 PM**                      **Cocktails at Ryman Auditorium**  
*Sponsored by Choctaw Nation of Oklahoma*
- 7:15 PM**                      **In Seats for IEBA Honors**
- 7:30 PM – 9:00 PM**      **IEBA Honors at Ryman Auditorium** Hosted by Luke Perry  
Performances/appearances by Chubby Checker, Jamey Johnson, Randy Houser, Chris Young, Jessie James, Judson Laipply, Lorrie Morgan, Brenda Lee and more honoring Barbara Hubbard, Joan Saltel and Chubby Checker
- 9:30 PM – 11:00 PM**      **Miranda Lambert, Lee Ann Womack, Clay Walker, Randy Rogers Band, Wade Bowen, Josh Abbott Band, Whiskey Myers – The Stage (Broadway)**  
*Sponsored by 360 Artist Agency*

**Tuesday, October 13**

- 8:00 AM – 6:00 PM**      **Registration, Welcome Center Open**  
*Sponsored by BOK Center, Minnesota State Fair, Silver Wings Merchandise*
- 8:30 AM – 9:30 AM**      **Breakfast and Networking – McKissack Terrace (Hilton Sports Grille if inclement weather)**  
*Sponsored by Grand Vista Music*  
*featuring performance by **Marty Raybon at 9:00 AM***
- 9:45 AM – 10:05 AM**      **Artist Auction – Hilton Ballroom**
- 10:10 AM – 10:30 AM**      **The Grascals - Hilton Ballroom**  
*Sponsored by New Frontier Touring*
- 10:35 AM – 11:15 AM**      **Social Networking—Over-rated or Under-used? - Hilton Ballroom**  
A discussion of the three main online social networking platforms (Facebook, Twitter and MySpace) and the tools within those platforms buyers are not utilizing to reach and engage their targeted audience. Panelists include: **John Romero – Vector Mgmt. (moderator), Ali Partovi – iLike, Jeff Cuellar – AC Entertainment, Kami Knake – Top Spin Media, Joel Wright - Ning and Drew Burchfield - Aloompa**
- 11:25 AM – 12:15 PM**      **Marketing Tool Kit to Promote Your Show Online - Hilton Ballroom**  
*featuring **Music City Networks and Rockhouse Partners***  
Make the most of your built-in audience and sell tickets. You don’t have to be tech savvy to be successful.
- 12:25 PM – 1:15 PM**      **Contract and Collection Issues for Buyers, Promoters, Artists, Agents and Managers - Hilton Ballroom**

Moderated by Derek C. Crownover of Crownover Tisinger and other attorneys who represent agents and promoters who have been through collection disputes. Focus on force majeure clauses, deposit clauses, defaults, and how to collect on shows in default as well as securing an interest. This esteemed group will provide actual contract and case law examples as well as real-life experiences. We will also discuss some of the recent criminal activity by unscrupulous promoters and how to approach those situations.

- 1:15 PM – 2:00 PM**                      **Lunch – Hilton Lobby**
- 2:10 PM – 3:25 PM**                      **Phil Vassar, Michelle Branch, Joey + Rory - Hilton Ballroom**  
*Sponsored by WME – William Morris Endeavor Entertainment*
- 3:25 PM – 4:00 PM**                      **Closing Keynote: Bob Lefsetz - Hilton Ballroom**
- 4:00 PM – 6:00 PM**                      **Agent’s Alley and Closing Reception – Hilton Lobby**  
*Closing reception sponsored by Nutter Center / Pepsi*
- 6:00 PM – 7:30 PM**                      **IEBA Young Professional’s Dinner & Brainstorming Session – The Palm**  
*IEBA members 40 and younger and those interested in mentoring.*  
*(cost of dinner is not covered)*
- 7:30 PM – 11:00 PM**                      **IEBA Hosts An Evening at the Hotel California with Don Felder**  
**Late Night Performance from The Wailers - Hilton Ballroom**  
*Sponsored by Paradigm Agency and Monterey International Agency*