

SCHEDULE

BILLBOARD TOURING CONFERENCE & AWARDS

In Association with Broomfield Event Center

November 14–15, 2007

The Roosevelt Hotel • New York City

AUDIO RECORDINGS OF THE FOLLOWING 2007 TOURING
CONFERENCE SESSIONS ARE AVAILABLE! TO ACCESS, PLEASE
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Audio Recordings presented by RockHouse Live Media Productions

Schedule of Events
(subject to change)

WEDNESDAY, NOVEMBER 14

9:00am – 5:00pm

REGISTRATION

Welcome Gift Hosted by Stub Hub

9:30am – 9:45am

Opening Greeting

9:45am – 11:00am

THE LONG RUN:

Sponsored by The Apex Group

Introduction by:

Joe Burke, Senior Project Manager, The Apex Group

Artist development may well be the most critical issue facing the touring industry today. Who are the superstars of tomorrow and are we developing the next crop of arena headliners?

Moderator:

Liana Farnham, Vice President, Artist Development, Columbia Records

Speakers:

Charles Attal, Partner, C3 (Lollapalooza, ACL Fest)

Rob Beckham, Agent, William Morris Agency (Rascal Flatts, Brad Paisley)

Jim Glancy, Partner, Bowery Presents
Bob McLynn, Crush Management (Fall Out Boy)
Michael McDonald, Mick Management/ATO Records (John Mayer)
Nick Storch, Agent, The Agency Group (Gym Class Heroes, Coheed
& Cambria)

11:15am – 12:15pm

START ME UP:

This panel addresses the growing interweaving of technology and live music, including creative relationships between wireless networks and promoters, ultra-wired buildings, digital delivery of live music, and mobile initiatives.

Moderator:

Antony Bruno, Executive Director, Digital/Mobile, Billboard Magazine

Speakers:

Aaron Grosky, Executive Vice President, Music Programming and Artist Relations, Control Room

Jared Hoffman, CEO, the Knitting Factory

David Marcus, Senior Vice President, Music, Ticketmaster

Bryan Perez, President, Live Nation Digital

Janenne Remondino, GM, AOL Tickets

12:30pm – 1:45pm

Break

1:45pm – 3:00pm

TICKET TO RIDE:

A look at dynamic pricing, the grey market, pre-sales, direct-to-fan marketing, other ticketing trends and the big ticketing stories of 2007.

Moderator:

Turner D. Madden, Esq., Madden & Patton, LLC, Attorneys At Law

Speakers:

Chuck Lavalley, Head of Business Development, Music, StubHub

David Goldberg, EVP, Ticketmaster

Brian Roberts, VP of Sales, Tickets.com

Don Vaccaro, CEO, TicketNetwork

Gene Felling, Executive VP/GM, Broomfield Event Center

3:00pm–3:30pm

COFFEE BREAK

Sponsored by Olympia Theater at Gusman Center for the Performing Arts, Miami

3:30pm – 4:45pm

OUR HOUSE:

Sponsored by i Wireless Center

Introduction by: Scott Mullen, CFE, Executive Director, i wireless Center

Three markets, six venues, one show. Who gets it, and why? This panel will take a look at how the decision process works and why one venue or market will get the nod over another.

Moderator:

Marty Kern, director of major events, Clemson University

Speakers:

Jeff Apregan, President, Apregan Group

Gerry Barad, VP, TNA International

Mike Evans, SVP, Sports & Entertainment, SMG

John Huie, Agent, Creative Artists Agency

Adam Kornfeld, VP, Artist Group International

Debra Rathwell, VP, AEG Live

5:00pm – 6:00pm

YORK SUITE – 2ND FLOOR

GENRE ROUNDTABLES

Each roundtable discussion, led by an industry expert, will examine the most pertinent issues in several categories.

Topics include:

Country: Brian O’Connell, President, Live Nation Country & Greg Oswald, VP, William Morris Agency

R&B: Dennis Ashley, Agent, ICM

Latin: Michel Vega, Agent, William Morris Agency

Metal: Tim Borrer, Agent, The Agency Group

Pop: David Zedeck, Agent, Creative Artists Agency

Punk: Kevin Lyman, CEO, 4fini Productions

Rock: Jonathan Adelman, Agent, Paradigm Agency

6:00pm – 7:30pm

PALM FOYER – LOBBY LEVEL

Opening Cocktail Reception

Sponsored by Ticketmaster

THURSDAY, NOVEMBER 15

9:00am – 5:00pm
REGISTRATION

9:00am – 10:00am
Breakfast Sponsored by Honda Center

9:30am – 10:45am
MONEY:

While there are many reasons to tour and play concerts, making money is surely one of them. Here we will take a look at some of the best ways to make money through touring and what new or growing revenue streams are available, including festivals, merchandising, sponsorships, venues, fan clubs, dynamic pricing, etc.

Moderator:

Jamie Cheek, Business Manager/Partner, Flood, Bumstead,
McCready & McCarthy

Speakers:

Marcie Allen Cardwell, President, MAC Presents
Donn Delson, President, BandMerch
Charlie Jones, Partner, C3 Presents
Paul Kalbfleisch, VP marketing, Research in Motion
Ross Schilling, Manager, Vector Management
Mark Weiss, President, ArtistArena.com

11:00am – 12:15pm
YOU OUGHTA KNOW

Whether it's push or pull, the tail (consumers) is very much wagging the dog (music). How can we give consumers what they want without sacrificing revenues? How can concerts stay high on the entertainment radar? How do we best reach our fans?

Moderator:

Adam Friedman, CEO, Nederlander Concerts

Speakers:

Paul Gongaware, Co-CEO, Concerts West
Larry Peryer, President, UltraStar
Paul Korzilius, Bon Jovi Management
Kevin Lyman, CEO, 4fini Productions
Jonathan Mayers, President, Superfly Productions
Mark Montgomery, CEO, Echomusic

12:15pm – 1:15pm

BOOK SIGNING

"THE BUSINESS OF CONCERT PROMOTION AND TOURING"

Meet the gurus of the biz who wrote the book and get your signed copy!

Signing with Ray Waddell, Rich Barnet, & Jake Berry

1:15pm – 2:00pm

BREAK

2:00pm– 3:15pm

KEYNOTE Q&A WITH ARTHUR FOGEL

Mega-tour producer Arthur Fogel, Live Nation Chairman of Music and President of TNA International, the promoter's international touring division. Fogel, producer of this year's Police reunion tour and past global treks by U2, Madonna and others, will for the first time sit for a public Q&A, conducted by Billboard's Ray Waddell.

3:15pm – 3:45pm

COFFEE BREAK Sponsored by Pioneer Coach

3:45pm – 5:00pm

WHICH WAY IS UP?

Sponsored by the Prudential Center

Introduction by Dale Adams, General Manager, Prudential Center
Top executives in the concert industry will discuss business in 2007 and beyond. How are we reacting to consumer demand? How high are concerts on the entertainment hierarchy? Who are the next arena headliners? Will the digital age forever change touring? Is the industry in transition? This "power player" panel is a must-see.

Moderator:

Tamara Conniff, Group Editorial Director, Billboard

SPEAKERS:

Jay Marciano, President, Madison Square Garden Entertainment

Randy Phillips, CEO, AEG Live

Kevin Morrow, President, Live Nation New York

Sean Moriarty, CEO, Ticketmaster

Peter Grosslight, Worldwide Head of Music, William Morris Agency

John Scher, Co-CEO, Metropolitan Talent

5:15pm – 6:15pm

YORK SUITE – 2ND FLOOR

ISSUE ROUNDTABLES:

Sponsorships: Bill Chipps, Senior Editor, IEG Sponsorship Report,
Marcie Allen Cardwell, president, MAC Presents

Production/Transportation: Trent Hemphill, Hemphill
Brothers Coach Company, Jake Berry, Fader Higher/Premier Event
Management

Green Touring: Wren Aigaki-Lander, Director, Enviro Music
Programs

Digital Marketing: Ali Pratovi, President, iLike.com

Casinos: Terry Jenkins, Corporate Director of Entertainment, Boyd
Gaming Corporation

Festivals: Ashley Capps, A.C. Productions & Seth Hurwitz, President,
I.M.P.

7:00pm

Grand Ballroom Foyer, 2nd floor
Pre-Awards Cocktail Reception
Sponsored by Tickets.com

8:00pm

Grand Ballroom, 2nd Floor
Billboard Touring Awards
Hosted by Wells Fargo Theatre

Humanitarian Award recipient: Kevin Wall, CEO, Live
Earth/Control Room

Legend of Live Award recipient: Frank Barsalona, Pioneering Agent