

MUSICNL
PRESENTS



MUSICNL CELEBRATION WEEK

ST. JOHN'S

SEPTEMBER
4-7²⁰₂₄

MUSICNL CONFERENCE

PROGRAM GUIDE



Welcome to Music Celebration Week

We are so glad you are here!

On behalf of our staff and board of directors, I want to welcome you to our week of networking, learning and music.

I joined MusicNL later in this planning process - hitting the ground running on July 4. How does one organize an event in 8 weeks? With a world-class team of passionate music lovers. We're delighted that you're here to share with us.

Tamara Kater
Executive Director



Music Celebration Week Team 2024

Mariana Castro Carvajal - Programs Manager (awards, funding)

Sarah Newell - Communications & Marketing Manager (sponsors, daily updates)

Abigail Pye - MCW Coordinator (export, showcases)

Shelley Nordstrom - Export Manager

Tony Murray - Showcase and Awards Producer

Luke Barry - Venue Coordinator

Chanel Rolle - Volunteer Manager

Humberto Piccoli - Project Coordinator (registration)



What's in this guide

Schedule overview pp 4-5
Showcases & performances p 6
Panels & sessions pp 7-10
Export delegate overview pp 11-12
Map - Sheraton rooms pp 13-14
Map - Showcase locations p 15
Sponsor thank you p 16

Thank you to our funders



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



This project has been made possible in part by
the Government of Canada. Ce projet a été
rendu possible en partie grâce au
gouvernement du Canada.





Schedule Overview

Wednesday September 4

- 12 - 8pm Registration & info desk open (Sheraton Reception Ballroom)
- 2-3pm Volunteer orientation (Sheraton Garrison)
- 6 - 7pm Industry Awards Reception (Sheraton Ballroom B)
- 7 - 8pm Industry Awards Show (Sheraton Ballroom B)
- 8:30 - 11:30pm Evening Performances (The Rockhouse)

Thursday September 5

- 9am - 6pm Registration & info desk open (Sheraton Reception Ballroom)
- 10am - 5pm Trade show open (Sheraton Reception Ballroom)
- 10 - 11:30am PANEL Navigating the Festival Circuit (Sheraton Avalon/Battery)
- 11am - 3pm Headshots with Lauren (check-in at Trade Show) **
- 12 - 1:30pm WORKSHOP Brandcamp (Sheraton Avalon/Battery)
- 1:30 - 4pm Export Showcases (Sheraton Ballroom B)
- 2- 3:30pm PANEL DIY: Booking Your Own Tour (Sheraton Avalon/Battery)
- 4- 5:30pm PANEL Social Media By Musicians (Sheraton Avalon/Battery)
- 5-6pm CelebrateNL Year of the Arts Networking Mixer (Sheraton Court Garden)
- 8pm Evening Performances (The Rockhouse) see p 6
- 9pm Evening Performances (The Ship) see p 6

**pre-registration required



Schedule Overview

Friday September 6

- 9am - 4pm Registration & info desk open (Sheraton Reception Ballroom)
- 10am - 4pm Trade show open (Sheraton Reception Ballroom)
- 10 - 11:30am PANEL Preparing International Market (Sheraton Avalon/Battery)
- 10:30am - 2:30pm ECMA One-on-Ones, Viking Room **
- 11am - 3pm Headshots with Lauren (check-in at Trade Show) **
- 11:30am - 12:30pm Export Program One-on-Ones (Sheraton Ballroom A) **
- 12 - 1:30pm WORKSHOP Live Sound Basics (Sheraton Avalon/Battery)
- 2 - 5pm Export Showcases (Sheraton Ballroom B) see pp 6
- 2pm - 3:30pm PANEL How To Plan Music Release (Sheraton Avalon/Battery)
- 4pm - 5:30pm PANEL Intro to Sync Licensing (Sheraton Avalon/Battery)
- 8:30pm Evening Performances (The Rockhouse)

Saturday September 7

- 9am Atelier de Maître - Lisa Leblanc (Viking Room)**
- 10 - 11:30am PANEL Untangling DSPs (Sheraton Avalon/Battery)
- 10:30am - 2:30pm ECMA One-on-Ones, Sheraton Lobby**
- 11:30am - 12:30pm Export Program One-on-Ones (Sheraton Ballroom A) **
- 12 - 1:30pm WORKSHOP Crafting Your Image (Sheraton Avalon/Battery)
- 2 - 3:30pm The Reality of Touring Today (Sheraton Avalon/Battery)
- 4-5:30pm Royalties 101 (Sheraton Avalon/Battery)
- 6:30pm Gala Red Carpet (St John's Convention Centre)
- 7:30pm MusicNL Awards (St John's Convention Centre)
- 10pm Afterparty NL Latin Band (The Rockhouse)



Showcase & Performance Schedule

Wednesday, Sep. 4

The Rock House

21:00 - 21:20 Ana Luísa Ramos

21:30 - 21:50 Natasha Blackwood

22:00 - 22:20 Andrew Rodgers

22:30 - 22:50 Carolina East

23:00 - 23:20 Port-aux-Poutines

*2024 MusicNL Award presentation - Side Musician of the Year

Thursday, September 5

The Sheraton Hotel - Ballroom B

13:30 - 13:50 Rube & Rake

14:00 - 14:20 Rosemary Lawton

14:30 - 14:50 Quote the Raven

15:00 - 15:20 Ian Foster

15:30 - 15:50 The Irish Descendants

The Rock House

20:00 - 20:20 Justin Fancy

20:30 - 20:50 Rachel Cousins

21:00 - 21:20 Kubasonics

21:30 - 21:50 Kitchinparti

22:00 - 22:20 Fairgale

The Ship

21:00 - 21:20 Mackenzie Critch

21:30 - 21:50 Darcy Scott

22:00 - 22:20 Len O'Neill

22:30 - 22:50 Valmy

23:00 - 23:20 Youngtree & The Blooms

*2024 MusicNL Award presentation - Classical Artist/Group of the Year

Friday, September 6

The Sheraton Hotel - Ballroom B

14:00 - 14:20 Adrian House

14:30 - 14:50 Kelly McMichael

15:00 - 15:20 Kellie Loder

15:30 - 15:50 Silver Wolf Band

16:00 - 16:20 Nick Earle

& The Reckless Hearts

16:30 - 16:50 With Violet

Friday, September 6

The Rock House

20:30 - 20:50 Rozalind MacPhail

21:00 - 21:20 Selina Boland

21:30 - 21:50 Evelyn Jess

22:00 - 22:20 Maria Cherwick

22:30 - 22:50 Baraka

23:00 - 23:20 Greta & The Goldfish

*2024 MusicNL Award presentation - Celtic/Traditional Artist/Group of the Year

Saturday, September 7

18:30 Red Carpet - Gala SJCC

19:30 MusicNL Awards Gala SJCC

22:00 Awards Afterparty - NL Latin Band
Rock House

@music.nl

#MCW2024



Panel & Session Descriptions

Thursday, September 5

10:00am – 11:30am Navigating the Festival Circuit

- Ian Thomson, Mile of Music (moderator)
- Ghislaine Cormier, Route 11 Festival
- Mercedes Caxaj, Sunfest
- Ariana Dalie & Craig Smith, Four Winds Festival

Looking to expand your reach and showcase your work on a global stage? This panel offers a unique opportunity to connect with festival buyers from across Canada and beyond! You'll hear directly from the decision-makers who select artists for coveted festival performances! Learn about the criteria these buyers use, what trends they're following, and how you can best position yourself to be selected. This session will provide valuable insights into the festival circuit and help you understand how to make your mark in new markets.

12:00pm – 1:30pm Brandcamp

Jud Haynes, Graphic Designer & Concert Promoter (Mighty Pop)

In today's music industry, your artist identity is more than just your sound—it's the complete image that sets you apart. This workshop will guide you through the process of building a strong and authentic artist brand that uniquely reflects you.

This session will cover the essential elements of branding, from visual aesthetics to messaging, and show you how to align your brand with your artistic goals. You'll learn how to present yourself consistently across platforms and connect with your audience on a deeper level. By the end of the session, you'll have the tools and insights to confidently define and elevate your brand as an artist.

2:00pm – 3:30pm DIY: Booking Your Own Tour

- Lara Supan, Midwood Entertainment (moderator)
- Peter Smith, Youngtree & the Blooms
- Valmy, artist
- Sherry Ryan, artist
- Jacob Cherwick, artist

As an artist grows their career and works towards exporting outside the province, there is always a step where they manage their own bookings. What are some of the best practices in booking your own gigs and tours? How can an artist ensure this supports career growth AND helps lead them to a place where they can build a team and transition to a booking agent?



Panel & Session Descriptions

4:00pm – 5:30pm **Social Media By Musicians: Find Your Fit**

- Jordan Coaker, Quote The Raven
- Kristan Toczko, artist
- Nick Earle, artist
- Don-E Coady, DC Design House

When trying to run a music career it can feel like you're constantly required to run your own social media content factory, which is like a full time job in itself. In this session, you'll hear from musicians who have found the right formula to keep on top of their socials successfully.

Friday, September 6

10:00am – 11:30am **Preparing for the International Market**

- Neil Pearson, Sounds Just Fine (moderator)
- Lara Supan, Midwood Entertainment
- Phil Simpson, Nearfield Artists
- Jonathan Een Newton, Free Dirt Records

For many artists, the international market is a key part of their career goals and growth. Having the right music is just a first step. During this session, you'll hear from agents, labels and other key industry who work with Canadian exporting artists. What team, tools and benchmarks do you need to build an international music career? Find out here.

10:30am – 2:30pm **ECMA One-on-Ones, Viking Room *Pre-registration required***

- Anthony Carew, ECMA Membership & Projects Manager

With the ECMA's new CEO Blanche Israel at the helm we will be seeing some exciting changes to the 2025 ECMA Awards and Stages. Schedule a time to chat one-on-one with Membership & Projects Manager Anthony Carew about these changes and how you can make the most out of your ECMA experience.

12:00pm – 1:30pm **Sound Check: Live Sound Basics for Performers**

- Matt Dines – audio engineer, Hurricane Music

For performing artists, a smooth live show starts with a solid stage setup and a basic understanding of the tech gear at your disposal. This workshop will empower you with the skills needed to manage your own live setup, from plugging in and positioning your equipment to running basic sound and lighting systems.

Designed for performing artists, this session will break down the essentials of onstage gear, offer



Panel & Session Descriptions

hands-on guidance, and provide practical tips on working effectively with sound engineers. By the end of this workshop, you'll be better equipped to set up and troubleshoot your own live performance tech with confidence.

2:00pm – 3:30pm **How To Plan A Music Release Cycle**

- Neil Pearson, Sounds Just Fine
- Tony Tarleton, acronym Records
- Ghislaine Cormier, Kaneshii Records
- Jonathan Een Newton, Free Dirt Records

With the ever-changing impacts of streaming, singles and content trickling, it's increasingly important to plan a long-term strategy for a music release. How long in advance should you have masters ready before pitching to a label? When is the ideal time to upload to a distributor or DSP if you want best results? How do you plan for vinyl pressing? These, and more, questions will be discussed in this session, which will be led by managers, label owners and more.

4:00pm – 5:30pm **Music On Screen: Intro to Sync Licensing**

- Tim Hardy, Sound of Pop
- Mikaila Simmons, Roly Poly
- Vince Degiorgio, CYMBA Music

Are you curious about how your music can make its way into film and TV? This introductory panel will demystify the world of music synchronization. We'll explore what sync is, the key roles of music supervisors and publishers in the process, and what they look for when selecting music. You'll learn the essentials of how to prepare your tracks for potential placements, including tips on metadata, licensing, and building a sync-friendly catalogue. Whether you're an artist, songwriter, or music industry professional, this session will equip you with the foundational knowledge to get your music ready for the sync market.

Saturday, September 7

10:00am – 11:30am **Streaming Success: Untangling DSPs**

- Sarah Porter, Porter Music Management (moderator)
- Neil Pearson, Sounds Just Fine
- Jonathan Een Newton, Free Dirt Records
- Tony Tarleton, acronym Records

In the ever-evolving music industry, digital service providers (DSPs) like Spotify, Apple Music, and others



Panel & Session Descriptions

have become critical platforms for artists to distribute and monetize their music, as well as build audience. This session will explore the world of streaming, offering insights into how DSPs work, how to get your music featured, and the strategies for maximizing your streaming revenue. It will also offer insight on how to keep on top of the ever-changing DSP landscape.

We'll cover everything from playlisting and algorithms to understanding royalty structures and the importance of data analytics. Whether you're an artist, manager, or label representative, this session will provide the tools and knowledge you need to build a strategy for the streaming era.

12:00pm – 1:30pm **Crafting Your Image: Essentials of Promotional Tools**

Michelle Robertson, music consultant

In today's competitive music industry, how you present yourself can be just as important as the music you create. This introductory workshop is designed to help artists develop a clear and compelling press kit, also known as a one-sheet.

We'll walk through the key elements you need to include—like your bio, press photos, key achievements, and contact information—ensuring that you're ready to impress industry professionals at a moment's notice. Beyond the basics, this session will highlight the importance of aligning your marketing assets with your artistic goals, helping you portray yourself authentically and effectively. By the end of this workshop, you'll have a stronger awareness of your brand and be better equipped to make a lasting impact in the industry.

2:00pm – 3:30pm **On The Road: The Reality of Touring Today**

- Melissa Tobin, CBC Radio [moderator]
- Kelly McMichael, musician
- Josh Sandu and Andrew Laite, Rube & Rake
- Ana Luisa Ramos, musician
- Nico Paulo, musician

In a post-pandemic, late-capitalist world, how do musicians survive the reality of touring? From a financial, physical and psychic perspective, touring musicians will discuss the reality of their road experience and offer tips (perhaps also some therapy) on what it's like out there, and how to avoid the pitfalls of modern-day touring.

4:00pm – 5:30pm **Royalties 101**

Tim Hardy, Sound of Pop

This session will demystify the songwriting and publishing world. From registration to royalties, presenter Tim Hardy will show you how to maximize your revenue and keep track of your catalogue.



Export Delegate Overview

Delegate Name	Company	City	Prov	Country
Sam Baijal	Hillside Festival	Guelph	ON	Canada
Natasha Blackwood	First Light Centre for	St. John's	NL	Canada
Hannah Buske	Big Sky Boots and Hearts	Oro-Medonte	ON	Canada
Jamie Campbell	Stewart Park Festival	Perth	ON	Canada
Eugene Carnegie	Keyano Theatre	Fort	AB	Canada
Suze Casey	Calgary Folk Club	Calgary	AB	Canada
Mercedes Caxaj	Sunfest	London	ON	Canada
John Clarke	2025 Canada Summer Games	St. John's	NL	Canada
Ghislaine Cormier	Festival Route 11/ La	Charlottetown	PEI	Canada
Ariana Dalie	Four Winds Music Festival	Durham	ON	Canada
Vince Degiorgio	Cymba Music Publishing	Toronto	ON	Canada
Genny DeMerchant	AIM Booking Agency/You Will	Ottawa	ON	Canada
Nora de Mariaffi	Lawnya Vawnya	St. John's	NL	Canada
Julien Desaulniers	Festival du Voyageur inc.	Winnipeg	MB	Canada
Jonathan Een Newton	Free Dirt Records	Washington	DC	USA
Kathleen Flanagan	Cloggeroo Festival	Georgetown	PE	Canada
Nicole Fougère	Rotary Arts Centre	Corner Brook	NL	Canada
Troy Greencorn	deCoste Performing Arts	Pictou	NS	Canada
Tim Hardy	Sound of Pop	Dartmouth	NS	Canada
Laurie Iverson	North County Fair	Joussard	AB	Canada
James Keeleghan	Summerfolk Music Festival/	Owen Sound	ON	Canada



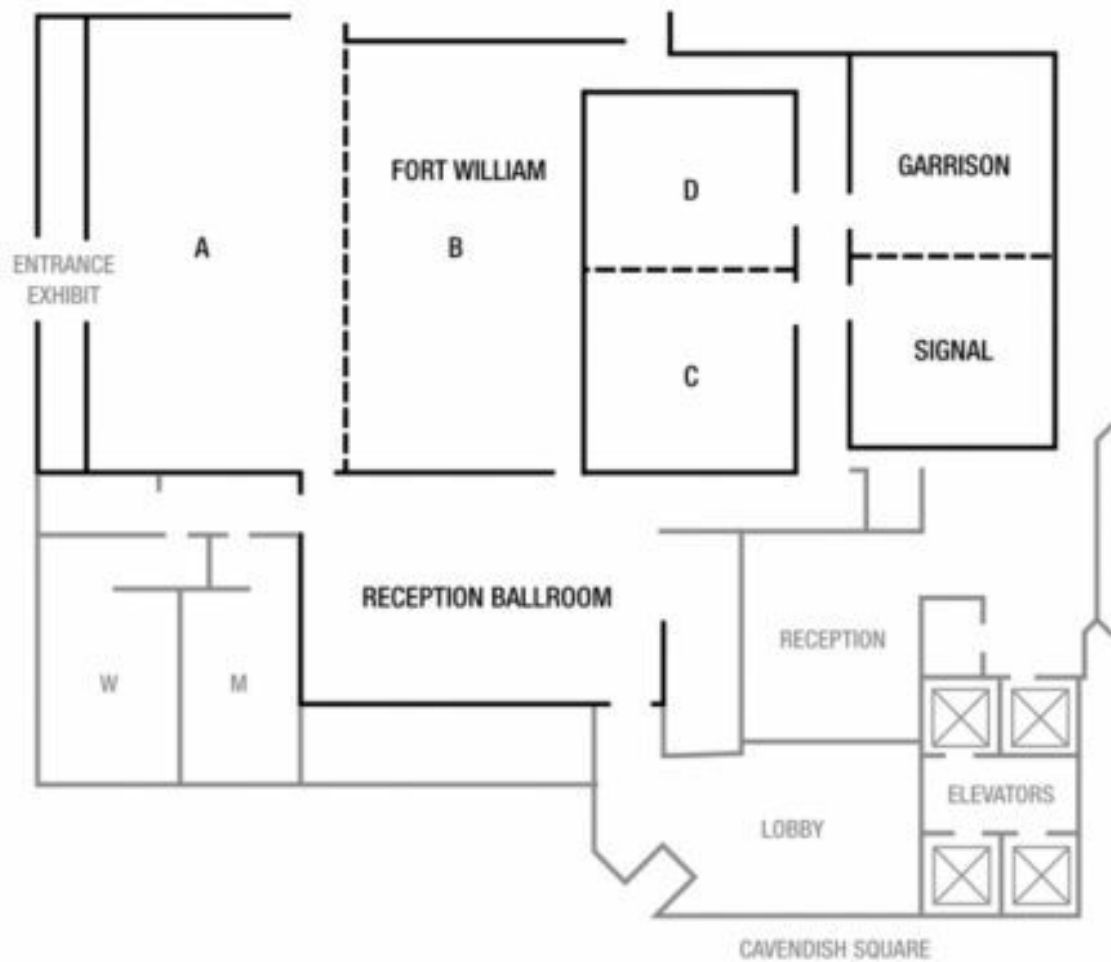
Export Delegate Overview

Delegate Name	Company	City	Prov	Country
Ryan Kemp	Peterborough Folk Festival	Peterborough	ON	Canada
Pilvi Keto-LeBlanc	Writers at Woody Point/ Heritage	Woody Point	NL	Canada
Emmanuelle LeBlanc	Festival Route 11	Charlottetown	PEI	Canada
Steve MacIntyre	Stan Rogers Folk Festival	Canso	NS	Canada
Kerry Martin	Amazon Music	Toronto	ON	Canada
Neil Pearson	Sounds Just Fine	Shrewsbury	Shropshire	UK
Louis Robitaille	Lunenburg Folk Harbour Society/	Lunenburg	NS	Canada
Navel Sarr	St. John's African Roots Festival –	St. John's	NL	Canada
Kelly Sceviour	Town of Gander/ Festival of Flight	Gander	NL	Canada
Liz Scott	I Book Shows	Orillia	ON	Canada
Spencer Shewen	Mariposa Folk Festival/ Riverfest	Elora	ON	Canada
Mikalia Simmons	Roly Poly Music	St. John's	NL	Canada
Phil Simpson	Nearfield Artists	Beverley	Yorkshire	UK
Craig Smith	Four Winds Music Festival	Durham	ON	Canada
Lara Supan	Midwood Entertainment	Ithaca	NY	USA
Tony Tarleton	acronym records	Toronto	ON	Canada
Ian Thomson	Mile of Music Festival	Appleton	WI	USA
Mary Beth Waldram	Newfoundland Folk Festival/	St. John's	NL	Canada
Carol Weatherall	North County Fair	Joussard	AB	Canada
Jason Williams	Wild Mountain Music Festival	Hinton	AB	Canada



Sheraton Floor Plans

MAIN FLOOR





Sheraton Floor Plans

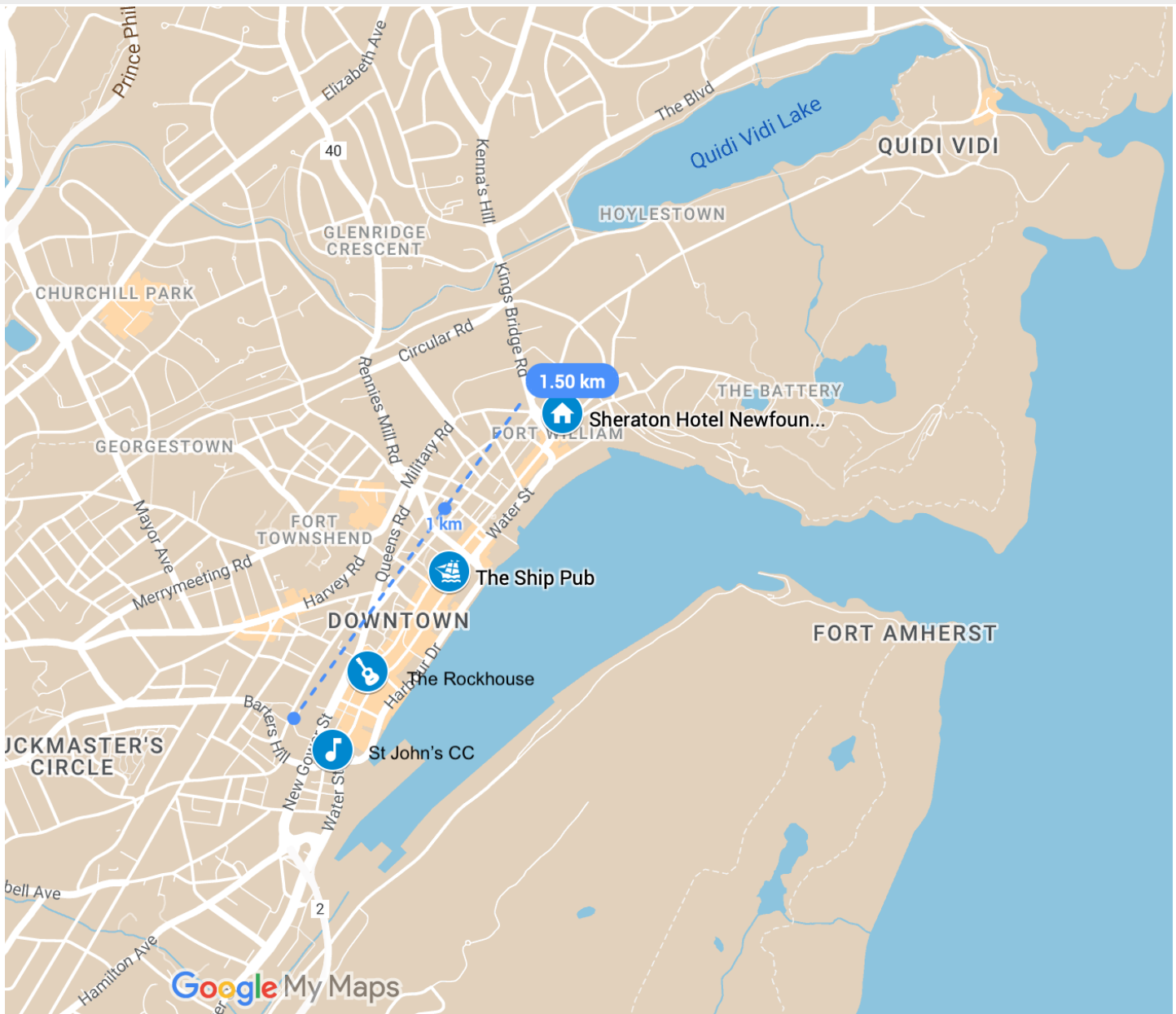
LOWER FLOOR



**The Viking Room is one floor up from the lobby.
Take the elevator to 1 and follow signs.**



MCW Venue Map



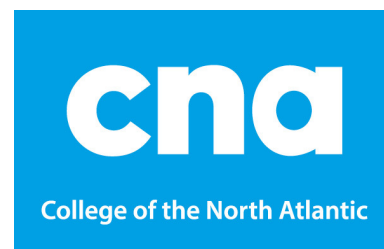
The Ship Pub - 265 Duckworth

Rock House - 8 George Street

Sheraton Hotel - 115 Cavendish Square

St John's Convention Centre - 50 New Gower

Thank you to our sponsors



The AUDIO / VISUAL Experience



SALTWIRE

