



MUSICNL CONFERENCE

PROGRAM GUIDE



Welcome to MusicNL Week 2026

Land Acknowledgement

St. John's is home to a rich, diverse, and vibrant urban Indigenous community. Located on the ancestral and unceded territory of the Beothuk, the lands and waters in and around the City have traditionally served as a gathering place for the Mi'kmaq. The broader region of Newfoundland and Labrador continues to be home to diverse Indigenous Peoples, including First Nations, Inuit, and Métis. We honour and pay respect to the past, present, and future caretakers of these territories. MusicNL acknowledges the essential contribution of Indigenous peoples to the art form of music and continues to work on its relationship with the Indigenous communities of this land.

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Welcome to MusicNL Week 2026

MusicNL Week Team 2026

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Thank you to our funders



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**Atlantic Canada
Opportunities
Agency**

**Agence de
promotion économique
du Canada atlantique**



Schedule Overview

Thursday, October 1

- 2:00pm - 7:00pm Registration & Info Desk (Sheraton Ballroom Reception)
- 5:30pm - 9:30pm MusicNL 2026 Awards Red Carpet & Gala (7:30pm) (SJCC)
- 9:00pm - 11:00pm MusicNL Week Kick Off Party (The Ship)

Friday, October 2

- 9:00am - 5:00pm Registration & Info Desk (Sheraton Ballroom Reception)
- 10:30am - 11:45am Oui, C'est Possible: Navigating the Music Industry en Français (Signal)
- 11:00am - 12:15pm What's Next: Navigating the Next Chapter of Your Career (Garrison)
- 12:00pm - 1:15pm Drop Ready: Everything You Need to Know Before You Release (Signal)
- 12:30pm - 1:45pm Grant Me This: A Beginner's Guide to Music Funding (Garrison)
- 1:30pm - 2:45pm FACTOR 101 Info Session (Signal)
- 1:30pm - 4:00pm Showcase (Ballroom B) see pp 6-7 for schedule
- 2:00pm - 3:30pm You've Earned It: Understanding Your Royalties (Garrison)
- 3:30pm - 4:30pm Wellness: Immersive Sound Bath (Signal)
- 5:30pm - 7:00pm Industry Awards Networking Reception (Sheraton Ballroom Reception)
- 7:00pm - 8:00pm MusicNL Industry Awards (Ballroom B)
- 8:00pm - 11:00pm Showcase (Oiche) see pp 6-7 for schedule
- 8:15pm - 10:45pm Showcase (Black Sheep) see pp 6-7 for schedule

Funders, royalties, experts - meetings!
Scan for your schedule or to sign-up



Schedule Overview

Saturday, October 3

- 9:00am - 5:00pm Registration & Info Desk (Sheraton Ballroom Reception)
- 10:00am - 10:50am Touring the Rural Route: Building Sustainable Circuits (Signal)
- 11:00am - 11:50am Care First: Sustaining Yourself in a Demanding Industry (Signal)
- 11:00am - 12:15pm The Business of Music: What They Don't Teach You (Garrison)
- 12:00pm - 1:15pm Get in Order: Organizing Your Catalogue for Sync (Signal)
- 12:30pm - 1:45pm Follow the Money: Building a Funding Strategy (Garrison)
- 1:30pm - 2:45pm Rock the Rock: Touring Newfoundland and Labrador (Signal)
- 1:30pm - 4:00pm Showcase (Ballroom B) see pp 6-7 for schedule
- 3:30pm - 4:30pm Wellness: Immersive Sound Bath (Signal)
- 4:30pm - 6:00pm Hurricane Music Happy Hour (Ballroom Reception)
- 8:00pm - 11:00pm Showcase (Oiche) see pp 6-7 for schedule
- 8:15pm - 11:00pm Showcase (Black Sheep) see pp 6-7 for schedule



Sunday, October 4

- 9:00am - 2:00pm Registration & Info Desk (Sheraton Ballroom Reception)
- 10:00am - 11:30am Hear It in Action: A Live Sync Demo (Signal)
- 10:30am - 11:20am Make the Ask: How to Land an Opening Slot (Garrison)
- 12:00pm - 1:15pm Own the Stage: How to Showcase Workshop (Signal)
- 12:00pm - 3:30pm Queer Brunch - Showcase (Ballroom B) see pp 6-7 for schedule
- 1:30pm - 2:45pm Wired Differently: Thriving in the Industry as a Neurodivergent Artist (Garrison)
- 4:30pm - 6:00pm Networking Happy Hour (Sheraton Ballroom Reception)
- 8:00pm MusicNL Week Closing Party: Traditional Tune Session (The Ship)



Showcase & Performance Schedule

Thursday, October 1
St. John's Convention Centre

5:30pm Red Carpet
7:30pm MusicNL Awards Gala

The Ship - Kick Off party

9:00pm Salt Beef Junkies
9:30pm Baraka
10:00pm Rosemary Lawton

2026 MusicNL Award Presentation - Traditional Artist of the Year

10:30pm KitchinParti

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Friday, October 2
Sheraton Hotel

1:30pm Colleen Power
2:00pm Nico Paulo
2:30pm Ian Foster
3:00pm Summer Bennett
3:30pm Kelly McMichael

Oiche

8:00pm Mackenzie Critch
8:30pm Carolina East
9:00pm Rev Dave Trio
2026 MusicNL Award Presentation - Classical Artist of the Year
9:30pm Midnight Watch
10:00pm Paige Penney
10:30pm Justin Fancy

The Black Sheep

8:15pm Darcy Scott
8:45pm Ana & Eric
9:15pm Claire Porter
2026 MusicNL Award Presentation - Side Musician of the Year
9:45pm Duane Andrews
10:15pm Albert Dalton



Showcase & Performance Schedule

Saturday, October 3
Sheraton Hotel

1:30pm Mary Barry
2:00pm Matthew Byrne
2:30pm Port-Aux-Poutines
3:00pm The Irish Descendants
3:30pm Hannah Green

Oiche

8:00pm WEKU
8:30pm With Violet
9:00pm Zaynab Wilson
2026 MusicNL Award Presentation - Electronic Artist of the Year
9:30pm MADELINE
10:00pm Nick Earle & the Reckless Hearts
10:30pm The Order of the Precious Blood

The Black Sheep

8:15pm Becca Bartlett
8:45pm Jordan Coaker
9:15pm Rube & Rake
2026 MusicNL Award Presentation - Instrumental Artist of the Year
9:45pm Youngtree & Carole Bee
10:15pm Topanga
10:45pm Sherman Downey

Sunday, October 4
Sheraton Hotel

Queer Brunch
1:00pm Adrian House
1:30pm Sherry Ryan
2:00pm Liz Fagan Band
2:30pm Feminotica
3:00pm Rachel Cousins

The Ship

8:00pm Closing Party:
Traditional Tune Session

Fill out our MNLW Event Survey!



MusicNL Strategic Plan Charting our Course 2026-2029

After two years of consultation and reflection, MusicNL's new strategic plan is taking shape. Below are the four new directions guiding this next chapter, and we're building them with our members and our community.

This plan is still in progress, and we want to hear from you! Share your thoughts, questions, or ideas at info@musicnl.ca.



MusicNL 2026 Honorary Award Recipients

Each year, the MusicNL Board of Directors selects recipients who have made outstanding contributions to Newfoundland and Labrador's music industry for three honorary awards.

Congratulations to our 2026 recipients!

Lifetime Achievement: Con O'Brien

Denis Parker Industry Builder: Colleen Power

Unsung Hero: Dr. Zainab Jerrett





Panel & Session Descriptions

Friday, October 2

10:30am - 11:45am Oui, C'est Possible: Navigating the Music Industry en Français (Signal)

Axel Belgarde (Port-Aux-Poutines), Jenna Maloney (Port-Aux-Poutines), Fabienne Christophle (Fédération des francophones de Terre-Neuve et du Labrador), Adrian House (artist)

Quelles sont les réalités du marché de la musique enregistrée francophone à Terre-Neuve-et-Labrador et dans le Canada atlantique ? Ce panel réunit des professionnels de l'industrie pour explorer les occasions concrètes qui s'offrent aux artistes francophones de la région : distribution, diffusion, financement et rayonnement au-delà des frontières provinciales. Une discussion essentielle pour les artistes, gestionnaires et professionnels souhaitant mieux comprendre ce marché et y trouver leur place.

11am - 12:15pm What's Next: Navigating the Next Chapter of Your Career (Garrison)

Joelle May (New Motor Records), Darren Eedens (Strada Music Agency), Tim Baker (artist)

Aimed at mid-career artists and music professionals, this panel tackles a common but rarely discussed feeling: being stuck. Panelists dig into how to reset expectations, set realistic goals, and identify meaningful checkpoints for growth at this stage of a career.

Rather than offering a single formula for what's next, the discussion focuses on practical ways to reassess where you are, what's working, and what a reasonable path forward actually looks like.

12pm - 1:15pm Drop Ready: Everything You Need to Know Before You Release (Signal)

Brendan McCarthy (Why and How), Kerri Stephens (Festival Boreale - Lost Cat Artists), Carleton Stone (SOCAN), Joelle May (New Motor Records)

Designed for emerging artists, this workshop walks through everything that needs to happen before a release goes out into the world, from registering your work and setting up distribution to building a rollout plan that actually reaches listeners.

The session leaves you with a clear release checklist and a better sense of the timeline, tools,



Panel & Session Descriptions

and decisions involved in getting music out in an optimal way.

12:30pm - 1:45pm Grant Me This: A Beginner's Guide to Music Funding (Garrison)

Erin St. John (grant writer), Ashley Lewis (ArtsNL), Laura Bruijns (ArtsNL), Amy Henderson (Business & Arts NL)

New to grant applications, or looking to sharpen your approach? This session breaks down the basics of music funding, covering how funding bodies evaluate applications, what makes a project fundable, and the common mistakes that hold applicants back.

The session covers where to look for funding, how to read grant guidelines, and how to build a project budget that funders want to see, giving attendees practical, actionable guidance for navigating the funding landscape.

1:30pm - 2:45pm FACTOR 101 Info Session (Signal)

Amanda Lewis (FACTOR)

Want to know more about FACTOR's programs? Come join FACTOR's Amanda Lewis, Manager, Company Programs for a presentation about their Programs.

2pm - 3:30pm You've Earned It: Understanding Your Royalties (Garrison)

Andrew Karis (ACTRA-RACS)

Presented by ACTRA RACS, this workshop offers a practical tour of the royalty registration and collection process, covering how to register your catalogue, claim what you're owed, and keep your records up to date going forward.

Whether you're just getting started or looking to clean up an existing catalogue, this session walks through the tools and steps to make sure your work is properly accounted for and your royalties aren't left unclaimed.

3:30pm - 4:20pm Wellness: Immersive Sound Bath (Signal)

Maria Gutierrez (IRIE Sound Healing NL)

What if you could experience music without singing a note, playing an instrument, or even



Panel & Session Descriptions

knowing what comes next?

Step into a different kind of musical experience with Maria Gutierrez, founder of IRIE Sound Healing NL. Originally from Chile, Maria brings her passion for sound to MusicNL Week, inviting artists and music lovers to explore music beyond the familiar through the sounds and vibrations of singing bowls, drums, and other unique instruments.

Saturday, October 3

10am - 10:50am Touring the Rural Route: Building Sustainable Circuits Outside the City (Signal)

Anne Grete Kamilles (Musik over Præstø Fjord), Lisa Gleave (Atlantic Presenters Association), Leonard Podolak (Home Routes), Steve Martin (Recreation NL)

Rural touring comes with its own logistics, economics, and rewards, and this panel digs into what it actually takes to build a sustainable circuit outside major centres. Panelists will share firsthand experience routing tours through smaller communities, working with house concert and community venue models, and building the presenter relationships that make rural touring possible. Expect practical talk on travel, audience-building, and what artists and presenters each need from the other to make it work, along with a look at where the opportunities are growing.

11am - 11:50am Care First: Sustaining Yourself in a Demanding Industry (Signal)

Paula Jesty (Sunfest), Adrian House (artist), Kelly McMichael (artist), Jodee Richardson (artist)

The music industry rarely runs on regular hours, and the pace can take a toll long before anyone notices. This session opens up a conversation about sustaining a career for the long haul, covering burnout, boundaries, and the realities of balancing creative work with everything else life demands.

There's no single fix offered here, just an honest look at what's hard about this industry and some practical ways to protect your well being while staying in it.



Panel & Session Descriptions

11am - 12:15pm The Business of Music: What They Don't Teach You (Garrison)

Michelle Robertson (artist), Liana White (Canadian Federation of Musicians), Tyson Boyd (Concertworks)

An introductory panel for emerging artists looking to understand the business side of the industry, covering the basics that often get overlooked, from contracts and royalties to the roles of managers, labels, and booking agents.

Newer artists will come away with a stronger foundation for navigating contracts, deals, and the people they'll be working with throughout their careers.

12pm - 1:15pm Get in Order: Organizing Your Catalogue for Sync (Signal)

Vince Degiorgio (CYMBA Music), Asha Dillon (The Wilders), Steve Payne (CCS Rights Management & Daytripper Songs), Christine Leslie (Ta2 Music)

Before you can pitch for sync, your catalogue needs to be pitch-ready. This workshop covers how to organize your music, from metadata and stems to licensing splits, so it's easy for supervisors and licensors to say yes.

Artists come away with a practical system for keeping their catalogue organized and sync-ready on an ongoing basis, not just for a single pitch.

12:30pm - 1:45pm Follow the Money: Building a Funding Strategy That Works for You (Garrison)

Michelle Robertson (music business instructor)

This workshop moves beyond one-off grant applications to help build a full long-term funding strategy. Too often, artists apply right before a deadline, losing the flow of planning altogether, projects move ahead without the funding to support them. Planning ahead is the key to changing that pattern.

Participants will learn how to map out their projects for the year ahead and match them to the right funding opportunities, deadlines, and application cycles. The result is the start of a long-term funding plan, along with a practical approach for revisiting and updating it as new opportunities arise.



Panel & Session Descriptions

1:30pm - 2:45pm Rock the Rock: Touring Newfoundland and Labrador (Signal)

Jerry Knee (Town of Gander / Festival of Flight), Steve Martin (Recreation NL), Jordan Coaker (artist), Nicole Hand (artist)

Touring at home looks different than touring anywhere else, smaller markets, unique logistics, and a tight-knit network of venues and presenters. Geared toward any artist, this panel breaks down how to build a provincial tour, from booking venues to navigating the geography and community connections that make it work.

Panelists offer a realistic starting point for artists ready to take their music on the road across our province, and offer ideas for hidden networks to help bring it all together.

3:30pm - 4:30pm Wellness: Immersive Sound Bath (Signal)

Maria Gutierrez (IRIE Sound Healing NL)

What if you could experience music without singing a note, playing an instrument, or even knowing what comes next?

Step into a different kind of musical experience with Maria Gutierrez, founder of IRIE Sound Healing NL. Originally from Chile, Maria brings her passion for sound to MusicNL Week, inviting artists and music lovers to explore music beyond the familiar through the sounds and vibrations of singing bowls, drums, and other unique instruments.

Sunday, October 4

10am - 11:30am Hear It in Action: A Live Sync Demo (Signal)

Asha Dillon (The Wilders), Chris Robinson (Brain Power Studio), Christine Leslie (Ta2 Music), Steve Payne (CCS Rights Management & Daytripper Songs)

This hands-on workshop pulls back the curtain on sync licensing, showing in real time how music gets pitched, placed, and licensed for film, TV, advertising, and other media.

Expect a working demonstration rather than a lecture: watching the process unfold live gives a real sense of how music supervisors and directors actually make their decisions, and what that means for the way you pitch your work.



Panel & Session Descriptions

10:30am - 11:20am Make the Ask: How to Land an Opening Slot (Garrison)

Dustin Parsons (Steady Entertainment), Kerri Stephens (Festival Boreale - Lost Cat Artists), Brendan McCarthy (Why and How), Joelle May (New Motor Records)

Getting an opening slot rarely comes down to luck, it's about knowing who to ask, how to ask, and when. This workshop breaks down the etiquette and strategy behind landing support slots, from identifying the right shows to reaching out in a way that actually gets a response.

Landing the slot is only half the equation. The session also covers how to make the most of an opening spot once you have it, turning a short set in front of someone else's audience into new fans, new contacts, and real momentum for your own career.

12pm - 1:15pm Own the Stage: How to Showcase Workshop (Signal)

Dan Lasby (actor)

Showcasing is a different game than a regular gig, shorter sets, sharper first impressions, and an audience of industry decision-makers rather than fans. This workshop digs into what changes when you're on a showcase stage: how to structure a short set, grab attention fast, and perform for the room you're actually in.

1:30pm - 2:45pm Wired Differently: Thriving in the Music Industry as a Neurodivergent Artist (Garrison)

Addison Brooklyn (artist), Kate Lahey (artist), Mandy Penney (Empower NL), Sherri Tucker (Autism@Work)

This panel explores what it takes for neurodivergent people to build sustainable, fulfilling careers across the music industry, whether as performers, songwriters, managers, or in other roles, in a business not always designed with them in mind. Panelists will draw on lived experience navigating touring, creative work, and professional relationships as neurodivergent individuals, sharing practical strategies alongside honest reflection on where the industry still falls short.

Export Delegate Overview

Delegate Name	Company	City& Prov	Country
Andrew Karis	ACTRA-RACS	Toronto, ON	Canada
Anne Grete Kamilles	Musik over Præstø Fjord	Sjælland	Denmark
Asha Dillon	The Wilders	Toronto, ON	Canada
Brendan McCarthy	Why and How	London	UK
Carleton Stone	SOCAN	NS	Canada
Chris Robinson	Brain Power Studio	Newmarket, ON	Canada
Christine Leslie	Tattoo Sound + Music. (TA2)	Collingwood, ON	Canada
Claudine Garland	Cupids Legacy Centre	Cupids, NL	Canada
Darren Eedens	Strada Music Agency	Wales	UK
Dustin Parsons	East Coast Music Association	Corner Brook, NL	Canada
Dylan Ross	Wracket Music	Toronto, ON	Canada
Fabienne Christophle	Fédération des francophones de Terre-Neuve et du Labrador	St. John's, NL	Canada
Jerry Knee	Town of Gander/Festival of Flight	Gander, NL	Canada
Jo Cottrell	Rural Touring Scheme	London	UK
Joelle Sunshine	Olde House Shows	Twillingate, NL	Canada
Joelle May	New Motor Records	Vancouver, BC	Canada
Jordan Harnum	Olde House Shows	Twillingate, NL	Canada
Kai Bryan	Atlantic Presenters Association	St. John's, NL	Canada

Export Delegate Overview

Delegate Name	Company	City& Prov	Country
Kerri Stephens	Festival Boreale - Lost Cat Artists	Sudbury, ON	Canada
Leo Benton	Atonal Agency	Brighton	UK
Leonard Podolak	Home Routes	Winnipeg, MB	Canada
Liana White	Canadian Federation of Musicians	Toronto, ON	Canada
Lisa Gleave	Atlantic Presenters Association	Rose Bay, NS	Canada
Louis Robitaille	Lunenburg Folk Harbour Festival	Lunenburg, NS	Canada
Paula Jesty	Sunfest	London, ON	Canada
Rodger Leeder	deCoste Performing Art Centre	Pictou, NS	Canada
Sanne Wiwe	Det Danske Rockakademi	Aarhus	Denmark
Sarah Coxson	Alan Bearman Music	Wales	UK
Scott Legge	Saint George Events and Wine	Moncton, NB	Canada
Spencer Shewen	Mariposa Folk Festival	Mariposa, ON	Canada
Steve Macintyre	Stan Rogers Folk Festival	Port Hawkesbury, NS	Canada
Steve Martin	Recreation NL	Mount Pearl, NL	Canada
Steve Payne	CCS Rights Management – Daytripper Songs	St. John's, NL	Canada
Tyson Boyd	Concertworks	Edmonton, AB	Canada
Vince Degiorgio	CYMBBA Music	Toronto, ON	Canada

Sheraton Floor Plan



MusicNL Week Venue Map



- | | |
|---|---|
|  Sheraton Hotel
115 Cavendish Square |  Evening Showcases
The Black Sheep 7 George St
Oiche 16 George St |
|  Slainte
115 Duckworth Street |  St. John's Convention Centre
101 Gower Street |
|  The Ship
265 Duckworth Street |  Quidi Vidi Brewery
35 Barrows Road |

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