

Canadian Music Week

Westin Harbour Castle Hotel, Toronto

Audio Order Form - March 3-6, 2004



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Thursday, March 4



- \$14.00 010 Welcoming Address (Gary Anderson, Steve Herman, Paul Ski)
- \$14.00 020 Opening Keynote (Seth Godin)
- \$14.00 030 Keynote: Seizing the Digital Opportunity (Larry Kenswil)
- \$14.00 040 Super Session: (Moderator: Pollack)
- \$14.00 050 RCS Workshop (Keith Hill)
- \$14.00 060 OAB President`s Awards Luncheon (John Derringer, Billie Holliday)
- \$14.00 070 The Evolving Art of the Deal (Graham Henderson)
- \$14.00 080 Keynote: Monetizing Anarchy (Jim Griffin)
- \$14.00 090 Radio News in the New Age: Making New Relevant to Your
Listeners (Moderator: Mackie Morris)
- \$14.00 100 The Politics of Live Music: The Year in Review
(Facilitator: Riley O'Connor)
- \$14.00 120 A Practical Guide to Music Publishing (Moderator: Howie Abrams)
- \$14.00 130 The Digital Marketplace: Is it Out There (Moderator: Ted Cohen)
- \$14.00 140 Ticketmorphing: Thinking Outside the Box Office
(Moderator: Kevin Donnelly)
- \$14.00 150 Preparing for the Next News Emergency (Moderator: Terry Scott)
- \$14.00 160 Karaoke Cowboys: Music Marketing in Japan
(Moderator: Kevin Canning)
- \$14.00 170 Producing a Great Vocal Track (Presenter: Marc Cooper)
- \$14.00 180 Keynote: A Global View of Piracy (Bruce A. Lehman)
- \$14.00 190 International Lawlessness: The Global Exchange Debate
(Moderator: Phil Hardy)
- \$14.00 210 Crowd Management: Back to Basics (Larry Perkins)
- \$14.00 220 The New Model A&R (Moderator: Nick Ferrara)
- \$14.00 230 Independent Marketing Strategies: The Word on the Street (Moderator:
Ruth McCartney)

Friday, March 5

- \$14.00 240 You've Coma a Long Way Boss: Women in Broadcasting
Breakfast (Moderator: Liz Janik)
- \$14.00 250 Keynote: Power of Cult Branding (Matt Ragas)
- \$14.00 260 Re-Inventing Programming: Darwin Was Right
(Presenter: Daniel Anstang, Chris Byrnes)
- \$14.00 270 Keynote: The Write Stuff (Luke Sullivan)
- \$14.00 280 "From Wireless to IPOD. Alternative Compensations on the New
Pipelines" (Moderator: Walter F. McDonough)
- \$14.00 290 The Dynamics of Concert Tours (Moderator: Ray Wadell)
- \$14.00 300 Super Session: Satellite, Digital & Net Radio - Visions For the
Future (Moderator: Richard Cavanaugh)
- \$14.00 310 Fast Forward: The New Canadian Customer (Presenter: Kaan Yigit)
- \$14.00 320 Ads That Entertain: Award-Winning Creative (Moderator: Terry O'Reilly)
- \$14.00 330 The Shanghai Cowgirl Club: How to Rustle Up Independent
Publicity (Moderator: Cameron Carpenter)
- \$14.00 340 Retail Keynote (Michael Dreese)
- \$14.00 350 The Production Line: Producer Mixer Panel (Moderator: Paul Adams)
- \$14.00 360 The Scoop on Socan
(Presenters: Dan Kershaw, Terry O'Brien)
- \$14.00 370 Cars Wars: In Car Strategies (Presenter: Larry Rosin)
- \$14.00 380 Retail Super Session: Retail in the 21`st Century
(Modrator: Geoff Mayfield)
- \$14.00 400 Talent Development in the New Millennium (Moderator: Alan Cross)
- \$14.00 410 The Funding FACTOR`Y: Money You Didn't Know About
(Heather Ostertag)
- \$14.00 430 Crisis Management: How to Respond When the Safety Net Fails
(Moderators: Riley O'Connor, Craig Evans, Mike Doherty, Ken Gibson,
Larry Perkins, Nick Farkas)
- \$14.00 450 Smaller, Cheaper, Better: The Indies Strike Back
(Moderator: Michael Caplan)
- \$14.00 460 Words & Music: Songwriters (Presenter: Sean Mulligan)

Saturday, March 6

- \$14.00 480 Ten Facts of Life Your Consultant Never Told You
(Presenters: Jayne Albright & Michael O'Malley)

- \$14.00 490 Secure B2B Delivery of Digital Media (Moderator: Peter Deimer)

- \$14.00 500 I Am Canadian (Enough): CRTC Reviews The Regs
(Moderator: Ross Davies)

- \$14.00 510 I Write The Theme Songs: Pitching Music for Television
(Moderator: Fraser Hill)

- \$14.00 520 Clinic Masterwriter (Barry DeVorzon)

- \$14.00 530 Lissen Up!: The Urban A&R Session (Moderator: Jay Brown)

- \$14.00 540 This Land Is Their Land: CANCON Indies Go Globa
(Moderator: Mark Di Pietro)

- \$14.00 550 A Lifetime of Backened Royalties (Moderator: Todd Brabec, Jeff Brabec)

- \$14.00 560 VideoFact (Moderator: Beverly McKee)

- \$14.00 570 Canadian Wot?: Breaking Canadian Acts Overseas
(Moderator: Archie Carmichael)

- \$14.00 590 Welcome To The Jingle: Getting Your Music in Commercials
(Moderator: Jamie Ferneyhough)

- \$14.00 600 Open Wide and Say Audience: Physiology of the Listener
(Dr. Perry Buffington)

- \$14.00 610 Logo of No-Go?: The Limits of Sponsorship (Moderator: Jaymz Bee)


- \$14.00 620 Agents of Change: The Dealmakers Panel
(Moderator: Shane Bourbonnais)

- \$14.00 630 The Care and Feeding of Morning Zoos (Presenter: Randy Lane)

- \$14.00 650 The Talent Flow: Calling All Players (Moderator: Paul Riley)

- \$14.00 660 Basskin vs. Lefsetz (David Basskin, Bob Lefsetz)

Conference Set

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