

SCHEDULE AT A GLANCE

Studio 615, 10/25, 8:30a.m.–5p.m.

8:30 a.m.–5 p.m.

Registration & Community Space Open

- *Community Space curated by Creative Mornings*

8:30–9 a.m.

Networking Breakfast by Bongo Java

9–10 a.m.

Opening Keynote *presented by Sagemont Real Estate*

- *Jill McMillan, Executive Director, Arts & Business Council*
- *Elevate Your Vibe* by Rashad thaPoet
- *Special performance* by KYNDLE

10 a.m.–Noon

Headshot Happy Hours by Snapshot Interactive

10:10–11:10 a.m.

Morning Breakout Sessions I



Legal Issues in Music Publishing (CLE)*



Bigger is Better: Designing Your Growth Strategy



Your Brand Is You: How to Build A Brand That Is Authentic & Sustainable



Making Space: The Impact of Creative Community Spaces in Nashville

11:20 a.m.–12:20 p.m.

Morning Breakout Sessions II



Music Licensing & Placement - MU



Negotiation for the Creative Community (CLE) - CE*



Collaborating with the Algorithm- MA



Get Your Art Funded... By Any Means Necessary! - AL

12:30–2:15 p.m.

Lunch & Learn Keynote: *A Seat at the Table*

- *Panelists: Judge Sheila Calloway, Juvenile Court Metropolitan Nashville & Davidson County; ; Manuel Delgado, Owner & Luthier, Delgado Guitars; Steve Hinkley, CEO, Adventure Science Center; Nancy VanReece, Metro Council, District 8. Moderator: Audra Ladd, Manager, Creative Economy/Small Business, Mayor's Office of Economic & Community Development*
- *Food* by Hattie B's and D'Andrews Bakery
- *Special performance* by Haviland Whiting, Poet Ambassador for the Southeast, Southern Word

2:30–4:30 p.m.

Ask the Experts *powered by the Nashville Entrepreneur Center*

2:30 p.m.–3:30 p.m.

Afternoon Breakout Sessions I



Streaming Platform Masterclass



Understanding Your Unique Value & Pricing Accordingly



Protecting Your Brand Identity (CLE) - MA*



Using Data to Make Strategic Decisions - AL

3:40 p.m.–4:40 p.m.

Afternoon Breakout Sessions II



Music Modernization Act: Where We Stand Today



Building the Bridge: From Side Hustle to Creative Career



Podcast Marketing



Do You REALLY Want to Start a Nonprofit? (CLE)*

4:45 p.m.

Closing Remarks

- *Jill McMillan, Executive Director, Arts & Business Council*
- *With a special performance* by Moves & Grooves

Icon guide:  Music Business  Creative Entrepreneurship  Marketing & Branding  Arts Leadership

*CLE indicates potential Continuing Legal Education credit for attorneys pending approval of the session by the Tennessee Commission on Continuing Legal Education.

**Topical tracks are intended to be a helpful tool for planning your day. Conference attendees are not restricted to a single topical track. Icons made by [Freepik](http://www.flaticon.com) from www.flaticon.com.