



The essential guide to breaking music on the internet

Learn from key US players in this introductory masterclass

Participate in an interactive discussion and Q&A with some of the key people in new media in the United States. This is an introductory course designed to cover the fundamentals of using online strategies to promote yourself and your music.

Why you should attend

- Hear from some of the key influencers in the new media space to help develop your strategy.
- Gain knowledge of how to maximize your revenue streams in online mechanisms and also learning about the costs and deals involved.
- Understand who the key tastemakers and outlets in the online world are and how to reach them, including blogs, social networking, recommendation tools, mobile, podcasts, and digital aggregators.
- Receive direct advice, tips, do's and don'ts about breaking your music online and gain an understanding of how best to get your music into online retail and drive traffic.
- Get an idea of where the sector is going, so you can prepare for the future.
- Get comprehensive take-home notes to help you make the next step in evolving your presence online.

Joining us live from Los Angeles

- **Filter Creative Group's** Penny Hewson, is formerly of ARTIST DIRECT and now **Head of Online Marketing** with Filter, working with artists like PJ Harvey, Portishead, Wolfmother and MGMT.
- **Mike Savage Artist Management's** Mike Savage, who has worked in all segments of the music business and he currently manages internet sensation Meiko signed to MySpace/Geffen Records.
- **Hear no Evil's** Andrew Mains, who until recently was the Head of New Media at Interscope Geffen A&M Records, where he spent nine year and has recently started his own online strategy consulting business.
- **Austrade Los Angeles'** Peter Cohen, brings his wide ranging insight from his work as an A&R rep with Sony Music, in management roles with a number of artists, and has extensive experience in artists' new media campaigns
- **More speakers still to be announced.**

Limited places - register now

Don't miss out on the insights at this industry masterclass. Register online today at www.australianmusicoffice.com or call Austrade on **13 28 78**.

Date

Wednesday 30 July 2008

Locations and times

Cairns 12:00pm – 2:00pm

James Cook University

Room A1.129

Cairns Campus, McGregor Rd

Smithfield, Cairns

Cost

Attendance costs \$50.

Who should attend?

- Artists
- Record labels
- Music publishers
- Artist managers

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