

The New Music Seminar Announces Los Angeles Conference – Tues, Feb 2nd, 2010 Following The Grammy Awards

Monday, November 16th, New York, New York – After rave reviews in New York City in July and the smash success of its second event in Chicago in October, The New Music Seminar (NMS) will be coming to Los Angeles at the Henry Fonda Theater on February 2nd immediately following the Grammy Awards. The New Music Seminar, www.newmusicseminar.biz, is the must attend one-day creative networking and educational event for artists, managers, agents and music labels of every genre seeking to understand how to “rise above the noise floor” in a shifting musical landscape.

Featured players include: Frank Cooper, CMO Pepsi, Kevin Lyman, President/founder Warp Tour, Alexandra Patsavas of Chop Shop Music, Justin Tranter, lead singer of Semi Precious Weapons, Derek Sivers, Founder of CD Baby and Jason Bentley, Program Director of KCRW. The full panel listing and keynote speaker will be announced shortly.

NMS founder Tom Silverman explains, “ The music business has changed beyond recognition. The old record business is over. For record companies it’s a bleak picture. But it puts thousands of artists in the strongest position they have ever been to create their own success. “The trends are clear now and at the NMS the future will finally be foretold. ”

The conference will feature Keynote address followed by four

Movements:

1st Movement: Welcome to the Music Business; Everything you know is wrong. The New Definition of Success. 1000 True Fans and the Fan Relationship Pyramid.

2nd Movement: Get Arrested; Marketing Yourself in the New Music Business – MySpace, Facebook and Twitter are not enough.

3rd Movement: The Creative Process and radical Differentiation; Supercharge your music to rise above the noise floor and achieve success. A virtual A&R meeting.

4th Movement: The Live Show and Tour; How to Cut through the Glut and reach the Magic 300 Ticket Mark

The NMS has already confirmed the following Players to participate in NMS LA with more to be announced shortly:

Martin Atkins (Author of Tour:Smart/CEO, Invisible Records)

Jason Bentley (Program Director, KCRW, music supervisor(The Matrix), Disc Jockey)

Bryan Calhoun (Vice President of Digital, SoundExchange/ Music Business Toolbox, consultant: Kanye West, Lil Wayne)

Frank Cooper (Chief Marketing Officer, Pepsi)

Corey Denis (Marketing Consultant & Vice President Reapandsow.com)

Mike Doernberg (Founder, ReverbNation)

Greg Estes (Vice President of Marketing, Mozes)

Tom Jackson President (Tom Jackson Productions and OnStageSuccess.com)

Jon Healey (Editorial Writer, Los Angeles Times)

Elliott Lefko (Vice President, Goldenvoice/AEG Live)

Kevin Lyman (President 4fini Productions-The Warp Tour)

Alexandra Patsavas – Chop Shop (music for Grey's Anatomy, Gossip Girls, MadMen, New Moon)

Ian Rogers (President, Topspin)

Justin Tranter (Lead Singer, Semi Precious Weapons)

Derek Sivers (Founder CD Baby)

Martin Wunsch (CEO/President, Mountain Entertainment, Manager-

Corey Smith)