



Music Industry Conference

For Immediate Release

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Creative Sonoma Presents the Second Annual NEXT LEVEL: Music Industry Conference

The Next Level Music Industry Conference returns for a second year on May 6-7, 2017. Next Level is designed to support and advance the remarkable musicians that are so abundant in our County and to provide them with expertise and training to move their careers forward. The early bird deadline is April 27, 2017.

Registration is open at CreativeSonoma.org/NextLevel.

This year's presenters include notable experts from across the west coast including Tony Magee, founder of Lagunitas and touring musician; LA songwriter Sam Hollander whose credits include songs for One Direction, Train, Katy Perry, The Fray, and Carole King; Seattle engineer/producer Glenn Lorbecki who has recorded for The White Stripes, Dave Matthews, Green Day, Dizzy Gillespie and Coldplay. Other presenters are Sheila Groves Tracey (Notable Talent), Thomas Cussins (The Mystic), Patrick Malone (Hopmonk), and many more. Conference attendees will also have the opportunity to submit proposals to win one of five \$2,500 grants to help them take their careers to the next level!

"The level of music activity in a community is such a great indicator of its vibrancy," said Chair of the Board of Supervisors Shirlee Zane. "The Next Level conference is an important tool to advance music as a contributor to our quality of life and our economy."

This year's schedule includes half-day Pre-Conferences on Saturday, May 6th, on songwriting and recording, to be held at the Prairie Sun Recording Studio in Rohnert Park. Selected participants in the recording session will leave with a professionally produced recording of one of their demo tracks. Participants in the songwriting session will take away newly crafted versions of their original songs. To be considered for either of the pre-conferences, demos and completed applications must be submitted to via links on CreativeSonoma.org/NextLevel no later than April 27st, 11:59 pm PST.

The full conference is scheduled for Sunday, May 7th at the Luther Burbank Center in Santa Rosa. Panels and workshops will cover topics such as booking and gigging, managing your digital tools and career, legal issues for musicians, tools for protecting your intellectual property and more. Sunday's agenda will also include a panel recapping of the highlights from the work completed at the Pre-Conferences.

Additional presenters include Maggie Vail (CASH Music), Eric Steuer (Creative Commons), and David Helfant (Arpeggio Entertainment).

Representatives will also be in attendance from local organizations that provide services to musicians including Balanced Breakfast, Culture Pop, Notable Talent, Rocking Causes, SoCo Dance Beat and Symmetry.

Contact

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