



MUSIC INDUSTRY CONFERENCE
Tradeshow ★ Workshops ★ Panel Discussions ★ Showcases

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FOR IMMEDIATE RELEASE

GREAT THINGS ON TAP FOR MIC 2011

MIC is an annual, two-day networking event bringing together cutting-edge artists, groundbreaking bands, professional musicians and original music of all genres alongside today's leading music industry leaders.

This year confirmed speakers include;

Moses Avalon: Author, Blogger, and one of the top music business experts in the country. Avalon's top selling music industry references, **Million Dollar Mistakes** and **Confessions of a Record Producer** continue to be required reading in over 50 music business courses around the world including the music business programs at such prestigious colleges and universities as **UCLA, Loyola, and NYU**. (www.mosesavalon.com)

Martin Atkins: After his popular appearance last year, we felt we simply had to ask him back. Martin Atkins is the definition of entrepreneurial activity in cultural arts endeavors. His three decades in the music business spans across genres, borders and industries. Having experience in nearly every aspect of record production and promotion has given Martin a unique perspective not only on where the music industry is currently, but where it is going in the future. (<http://www.toursmart.tstouring.com/>)

Peter Spellman: Peter Spellman is author of *The Musician's Internet: Online Strategies for Success in the Music Industry*, *The Self-Promoting Musician: Strategies for Independent Music Success*, and several other music business development guides. These guides are used by music entrepreneurs in over twenty countries around the world. In addition, Peter is Director of Career Development at Berklee College of Music, Boston.

Matt Ramone: Son of famed music producer Phil Ramone, Matt is heading up the newly formed Phil Ramone Music Management company. philramone.com

Harvey Leeds: After a long career with Epic Records, Sony Music and Live Nation, Harvey an Syracuse University Alum is still active in the Music Industry signing new talent. Harvey has an ear for great music and good talent. HarveyLeeds.com

In addition to these career changing speakers, panels will be offered with entertainment attorneys, producers, venue managers, club owners and media.

MIC strives to serve as a launching ground for intellectual and creative networking, as well as to nurture career growth and to contribute to building professional relationships. By day, fuse with managers, labels, promoters, press, internet media outlets, fellow artists and other top music industry professionals. Build business interest and relationships at the MIC Trade Show. Educate and explore at MIC panel discussions, presenting a forum for topics that will assist you in learning about many aspects of the music industry including publishing, record deals, booking, licensing your music for TV and film, new technologies, social networking, radio airplay, marketing and promotion.

Who: Anyone interested in learning more about the music industry. Area High School students interested in a career in the Music Industry are invited to attend for free. Have your High School contact Debbie Foley 315-247-1718.

When: The event takes place at the OnCenter Convention Center (800 S. State Street), on November 11 and 21. There are also live performances scheduled throughout downtown Syracuse all weekend. Final band schedule will be released at a later date.

Bands are encouraged to submit to perform for MIC artist showcases at soncibids.com/micnys Deadline to submit Oct. 7. Selected artists will receive badges to attend MIC. Badges and wristbands are on sale now at micnys.com

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