

Radio One Raleigh – Media & Entertainment Convention

AM SESSIONS

- **P3 – Publishing, Performing Rights & Producer Workshop**

Time: 11:30 am – 12:45 pm

Creating music is not simply an art, it is a business. While creativity is the driver, managing your business rides shotgun. The journey to a hit record often takes a team of talented and well-connected people to make it happen. Hear from the people behind the scenes – the publishers, the producers and performing rights representatives who bring it all together and who can give you advice on how you can kick off your career

- **Music Business 101: The 2010 Remix**

Time: 11:30 am – 12:45 pm

The basics to obtain and maintain a job in the music industry have always included the power of relationships. As the veil behind the scenes has been uncovered over the years, what does it really take to break into and remain relevant in today's music business?

- **Media Careers: The Power of the Pen, Keyboard & Words**

Time: 11:30 am – 12:45 pm

Via print, online, blog, radio or television the media is covered by a multitude of mediums. If there is an opportunity to position yourself to be heard, there are a myriad of mediums to have your voice heard. Get connected and learn from some of the top executives TV, radio, print and online that can tell you how the best ways to land a job or get your product seen or heard.

- **Power & Praise: Messages of Inspirational Music**

Time: 11:30 am – 12:45 pm

The message is one of inspiration. Gospel music has deep roots with an even deeper meaning. Does the label moniker “gospel” truly represent the spirit behind the music? With ministry in the forefront, can artists from different genres represent the message? How do artists break into gospel format?

- **Cent\$ & Sensibilities**

Time: 11:30 am - 1:00 pm

It takes a keen awareness to manage the dollars and make sense of the budget. Whether personal or professional, accountability is key in order to stay in the red and not the black. If you are an entrepreneur, artist or planning to invest your money this is a must attend panel.

- **Winsome Sinclair Presents: A.C.T. N.O.W (Advancing Creative Talents through Networking Opportunities for the World)**

Time: 11:30 am- 1:00 pm

Top Casting Director Winsome Sinclair will host this once in a lifetime panel, which will discuss the key elements and necessary tools, needed to begin a career as an actor. Hear from producers, working actors, casting directors and more on how to make your dreams a reality by ACTING NOW!

- **Who is the Real A&R? The DJ, The Executive or You Tube?**

Time: 11:30 am - 12:45 pm

Who is most important in breaking records today, the record label, DJ's or the internet? With so many current examples of artists that be become "overnight" successes by way of the internet, are club and mix show DJ's as relevant as they use to be? There was a time when artists and labels spent untold resources courting DJ's and radio executives to support their works. This panel, made up of notable music bloggers, DJ's, record label execs and radio programmers who will examine the phenomenon of the internet to understand the shifts in consumer habits and determine which outlet is more relevant for breaking records today.

KEYNOTE

Mr. Matthew Knowles

Success and Diversity in Media & Entertainment

PM SESSIONS

- **The Art of Branding**

Time: 3:30 - 4:45 pm

Branding and advertising are synonymous with success. In today's competitive landscape, networking is a necessary skill set for establishing one's personal brand. What are the necessary components to drive awareness of a corporate brand?

- **Entrepreneurs: Starting, Growing & Managing Your Own Business**

Time: 3:30 - 4:45 pm

Successful entrepreneurs know that implementation coupled with ownership is the by-products of hard work. Tenacity and a plan bring to life the visions of independent business owners who have moved created opportunities for themselves. Get tips from some of the most successful entrepreneurs in business and entertainment.

- **The Arts: Entering or Enhancing Your Career in Dance, Theatre, Spoken Word**

Time: 3:30 - 4:45 pm

Dance, film, spoken word and theater are creative avenues of exploration for a multitude of performers. Creating a lifestyle exercising one's creativity takes a level of discipline to not only your craft, but your business management. Find out what it takes to take your creativity to the next level.

- **Digital Dialogue: Succeeding in the Digital Space**

Time: 3:30 - 4:45 pm

Innovative ways to launch and promote campaigns online are how can your business adapt its current marketing strategy to the latest developments in online, Wi-Fi, wireless, video-on-demand, and streaming media. Explore the realm of digital marketing, beginning with an overview of its scope and purpose; a survey of today's digital marketing tools and their impact on business.

- **Alternative Careers in Media & Entertainment**

Time: 3:30 - 4:45 pm

With a myriad of opportunities to explore, hear from the people who have chosen to walk down the not-so-beaten path and found success. As the landscape in music and entertainment continues to expand, opportunities continue to grow. Hear from professionals who have placed their stakes in the ground off the beaten path.

TOWN HALL

- **The Globalization of Hip Hop**

Time: 5:00 - 6:30 pm – Ballroom

Hip-hop has made a profound impact on our culture. The relevance of the artistry has surpassed the original elements of hip-hop. How do artists and DJ's continue to remain relevant? As the art form has transitioned into a business, what was sacrificed in the process?