

Building a buzz and selling your music online: how to make the most of today's internet music landscape (and double your sales in the process) – an industry expert roundtable.

Panel description:

Want to build a buzz and sell more music online? Thought leaders in internet music marketing offer up their hottest tips and latest information on how to maximize your visibility and drive sales. Covering topics ranging from how to double – or triple! – your online music sales, what sites you must be on in 2010, the best ways to build your fan database, how to get the biggest bang as a new artist, and the top mistakes indie artists make, this panel will energize you, whether you're an old hand or just starting out. Bring a notebook and a pen to jot down all the tips and suggestions. (Note: this panel will be filmed for a future DVD release.)

Panelists:



Bob Baker
Author and Internet marketing expert

Bob Baker is the author of the highly acclaimed "Guerrilla Music Marketing Handbook" and several other books, including "MySpace Music Marketing" and "Unleash the Artist Within." He also developed BerkleeMusic's "Music Marketing 101" course. Bob is an indie musician and former music magazine editor who is dedicated to showing musicians of all kinds how to get exposure, connect with fans, sell more music, and increase their incomes through their artistic passions. Get access to Bob's articles, ezine, blog, podcast, and video clips at www.TheBuzzFactor.com.



Ariel Hyatt
Founder
Ariel Publicity & Cyber PR

Ariel Hyatt is the founder of Ariel Publicity & Cyber PR a New York based digital firm that connects artists, authors and filmmakers to blogs, podcasts, Internet radio stations and

social media sites. Over the past 13 years her firm has represented over 1,400 musicians of all genres.

Several times a year, she leads sold-out workshops to musicians and music industry professionals looking to learn about Social media and online marketing. Her bi-weekly ezine and YouTube series "Sound Advice" has over 10,000 subscribers and the list is steadily growing.

Ariel has written dozens of articles on how to navigate the "new" music business and her book: Music Success in Nine Weeks is available at Amazon. She is a contributing blogger to Music Think Tank, and she has spoken at countless music conferences over the years including SXSW, CMJ, The Future of Music, ECMAs & OCFE (Canada), CMJ, NARAS, The Taxi Road Rally and The BMI Music Panel Series. She also proudly serves on the board of Sweet Relief. Sweet Relief Musicians Fund provides financial assistance to all types of career musicians who are struggling to make ends meet while facing illness, disability, or age-related problems.



TAXI[®]

Michael Laskow
President and CEO
Taxi

Michael Laskow has become one of the most well-connected people in the music business today. As President and Chief Executive Officer of TAXI, he is in daily contact with Directors and Vice Presidents of A&R at virtually all major record labels, many prominent independent labels, publishers, and music supervisors working on film and TV projects.

Laskow began his career in 1974 at Criteria Studios in Miami Florida. As an engineer/producer Laskow worked with artists such as Neil Young, Cheap Trick, Eric Clapton, Crosby, Stills, Nash & Young, and many more.

In 1992 Michael founded TAXI, the Independent A&R Vehicle. TAXI specializes in helping major record labels, publishers, and music supervisors for film and television find new talent and songwriters throughout the United States and 30 other countries. TAXI works with over 500 companies including A&M, Arista, Atlantic, BMG, Capitol, Columbia, DreamWorks, Elektra, Epic, Geffen, Interscope, Island, Maverick, MCA, Mercury, Motown, RCA, Sony, Virgin, Warner Brothers, and many more. Please see www.taxi.com.



Brian Mazzaferri
Songwriter, Artist, Producer
I Fight Dragons

Brian Mazzaferri is Lead Singer, Songwriter, Guitarist, Video Artist, and Co-Producer of the NES-Rock band I Fight Dragons. With them, he just completed a 60-day, 45-gig tour across the United States – no mean feat for an act less than one year old – as well as seen success on mainstream radio.

Brian's innovative online marketing techniques have landed him significant press for his article "How to generate 200 new fans a week." The band also garnered publicity for generating \$10,000 in revenues online in 48 hours. They were named Metromix's Best New Chicago Band for 2009, and have sold several thousand copies of their debut EP *Cool Is Just A Number* (released in February 2009) while still unsigned.

I Fight Dragons is currently working on a full-length album to be released in early 2010, with a national tour to follow. Learn more at www.iffightdragons.com.



Tony van Veen (moderator)
CEO, President
Disc Makers / CD Baby

Tony van Veen is CEO and president of Audio and Video Labs, Inc, the parent company of Disc Makers and CD Baby. Having performed and toured with several bands and run a small independent label, he joined Disc Makers in 1987. As president of Disc Makers he has been at the forefront of empowering independent artists to release, distribute, and promote their own music. In the process, he oversaw the company's growth from a small regional vinyl

pressing plant with less than 40 employees, to the undisputed leader in CD and DVD manufacturing for independent artists in the US, with over 400 employees, producing over 20,000 new independent titles a year.

In August of 2008 the company acquired CD Baby, the largest independent music store in the world with 280,000 independent album titles and over 2.2 million songs in its catalog, which it sells on its own cdbaby.com store and distributes to dozens of the largest download stores in the world, including iTunes, Amazon MP3, Rhapsody, and eMusic. Tony continues to be actively engaged with independent artists while splitting his duties between Disc Makers and CD Baby. Please see www.discmakers.com and www.cdbaby.com.

Panel time and location:

January 16, 2010, 1:30 PM-3:30 PM

Hot Zone, Room 202A

NAMM Convention, Anaheim Convention Center, Room 204B

800 West Katella Avenue, Anaheim, CA 92802