

## Synopsis

### Modern Branding Strategies for Audio & Music Professionals:

Even with the fast pace of the entertainment business and the intense competition, there are still opportunities to shine. Wondering how to stand out and reach a higher level of business success? Come learn **Modern Branding Strategies for Audio & Music Professionals** and make that happen.

This seminar reveals how branding is important to audio and music individuals and fresh ways to build your image in the minds of potential clients and fans. It will expose marketing secrets that successful corporations know that you can immediately apply to your business. Whether you are an artist, band, producer, or audio engineer, you must be remembered by the public!

We will unveil the **Five Action Steps Challenge** that will stimulate your professional music career. Get ready for the special "audience participation" segment that will provide real-time advice to professionals in attendance.

Presented by **MATK Corp and Glow Marketing**



Sponsored by **PMC, Prism Sound and Waves**



**Dave Hampton**  
Audio Engineer, Author, Educator  
MATK Corporation

Dave Hampton is acknowledged for his expertise in the fields of Audio Recording, Production, and Technical Design. Having maintained a reputation for creating unique solutions for artists and excellent client satisfaction, Hampton is trusted and called upon by some of the entertainment industry's biggest stars. As an entrepreneur Dave feels that it is important for everyone in business to "create their own economy", and wrote [\*The Business of Audio Engineering\*](#) (2008, Hal Leonard) for the underserved engineering community.

In addition, his company MATK Corp. consults on new technology for many manufacturers. Among them are Monster Cable, PMC Speakers and Glyph Technologies. In his role as technical director and consultant Dave has been pivotal in the production and engineering of projects for many artists. Dave's client list looks like a who's who of music, including Babyface, Herbie Hancock, Prince, Justin Timberlake, Marcus Miller, DJ Numark, Raphael Saadiq, Maxwell, Chicago, RZA, M.I.A., Jimmy Jam and Terry Lewis.

Besides designing, consulting, writing, collegiate lectures and appearances, Dave is currently working on producing original audio/visual projects for MATK Corp. He sits on the Advisory Council of the Producers and Engineers Wing of NARAS (The Grammy Organization) and serves on the advisory board of several audio departments across the country. Visit [www.DaveHampton.com](http://www.DaveHampton.com).



**Lisa Chamblee-Hampton**  
**Producer, Engineer**  
**[MakingMusicHerStory.com](http://MakingMusicHerStory.com)**

As one of Entertainment's up and coming producers, Lisa's career as an audio engineer has been one of success. She has worked on several Grammy nominated projects and is the CEO of her production and engineering firm, Black Fox Entertainment Company. She has been a studio owner, a staff engineer at Paisley Park and is now the Executive Producer of *Making Music Herstory*.

Since moving to Los Angeles, in addition to working with local artists, Lisa has worked at George Duke's studio recording music for Stevie Wonder, Aretha Franklin, Eric Benet, Ledisi, Teena Marie, and Tower of Power. Other freelance work brought clients like Justin Timberlake, Charlie Wilson, Deal or No Deal and Comedy Express TV.

Focused on building the *Making Music Herstory* brand, Lisa represents the evolution of the multi-media professional by transitioning from service provider to independent content creator. Please see [www.makingmusicherstory.com](http://www.makingmusicherstory.com)



**Chandra Lynn**  
**President**  
**Glow Marketing LLC**

Celebrating 10 years in 2010, Glow Marketing LLC specializes in integrated marketing communications for the entertainment business. As the owner and principal consultant of Glow, Chandra leads a team that brings cutting-edge music technology to market and helps artists use it from the studio to the stage. Glow offers an integrated approach to marketing that increases brand equity and helps its clients be remembered.

Chandra held management positions at successful and legendary entertainment producers, publishing companies, and media. Most notably, Avid/Digidesign, the leader in audio and video; Tickets.com; Bill Graham Presents/Live Nation; New Bay Media; San Francisco Focus Magazine; and KFOG Radio/Cumulus Media, Inc.

Chandra has a proven track record for securing positive press coverage, including product reviews and user stories. She has also managed numerous events and led successful marketing programs with A-list artists including Black Eyed Peas, Brooks & Dunn, Linkin Park, Nine Inch Nails, Peter Gabriel, Sting, and many others.

Currently, Chandra leads the Glow Collective, a team of best-of-breed freelance professionals, on marketing and web development projects for Tyra Banks, LMG Touring, Airshow Mastering, The Alive Drive, Keith McMillen Instruments, The Ultimate Thriller Tour, and others. Please see [www.glowmarketing.com](http://www.glowmarketing.com).