

# TAXI ROAD RALLY 2024

## Grand Ballroom Schedule

\*Subject to minor changes

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### Thursday, November 7<sup>th</sup>

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- 3:00pm – 'til close:** **Road Rally Registration** – Near the Grand Ballroom on the hotel's first floor. You must have a photo ID to get your Road Rally badge!
- 3:00pm – 'til close:** **One-to-One Mentor Registration** – Grand Ballroom Foyer – After you register for the Rally, proceed to One-to-One Mentor Registration in the Ballroom Foyer. Refer to the **Mentor Bios** list to make your selection. Members only, please. One Mentor per member. First-come, first-served basis. Must already be registered and have your Rally badge with you.
- 6:00pm – 8:30pm:** **Dinner** – Eat at the hotel's *Daily Grill* (the food is really good) with all the new friends you've made during Road Rally Registration!
- 8:30pm – 11:30pm:** **Jam Room and Open Mic** – The Jam Room is in the Concourse Ballroom (2<sup>nd</sup> floor—backline provided) and the Open Mic is in the Mezzanine Theater (top of escalator). Tickets will be given out in the Open Mic room, and performers will be drawn at random. **Members and guests are welcome to jam and perform!**

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### Friday, November 8<sup>th</sup>

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- 8:00am – All Day:** **Registration** – Continues at the Road Rally Registration desk near the hotel's Grand Ballroom on the first floor.
- 9:00am – 9:05am:** **Opening Remarks** – Grand Ballroom (Lobby Level, 1st Floor).  
– Legendary Record Producer **Michael Lloyd**.
- 9:05am – 9:15am:** **Welcome to the Road Rally** – TAXI Founder and CEO **Michael Laskow** welcomes attendees to the 28<sup>th</sup> Road Rally. Michael will draw a ticket stub (between 9:05am and 10:45am) and one lucky person will win \$500 cash to help pay for their travel expenses. **You must be in the ballroom and have your ticket stub with you to win!**
- 9:15am – 10:45am:** **Keynote Panel – Will AI Generated Music Steal Your Job?** – Grand Ballroom (Lobby Level, 1st Floor) – The rise of AI-generated music is shaking the foundations of the industry. Is it a career-destroying nemesis or the next revolutionary tool for songwriters, artists, composers, and producers? Will AI music dominate sync placements and reshape the entire music industry? Can it even be copyrighted? How do music libraries, PROs, labels, publishers, TV networks, and movie studios view what could be a seismic shift? Join experts—**Tanvi Patel** (CEO, Crucial Music), **Stephanie Reid** (V.P., Black Toast Music), **Brenton Hund** (V.P., Legal and Business Affairs, Warner Bros./Discovery), **Paul**

**Croteau** (Composer/Producer), and **Erin Jacobson** (Music Attorney)—for a no-holds-barred discussion on AI’s future (and yours) in music.

- 11:00am – 12:00pm:** **How Music Supervisors Pick Music for Advertising** – Grand Ballroom (Lobby Level, 1st Floor) – Music in advertising serves a different purpose than music for TV shows or films. Join Music Supervisor **Nick Haussling** to uncover the role music plays in ads, the most popular genres, and who ultimately decides what’s needed and what makes the final cut. Learn what goes into landing lucrative ad placements and how to boost your chances in this competitive space. Don't miss this insider’s guide to breaking into the world of music for advertising!
- 12:45pm – 2:45pm:** **Eat & Greet Luncheon #1** – Concourse Ballroom (2<sup>nd</sup> Floor) – **You need to have purchased your Eat & Greet ticket in advance, and have your Rally badge with the Eat & Greet Luncheon credential on it to attend.** Bring USB Drives, or postcards/business cards with QR codes of your music if you’d like to give some out!
- 3:00pm – 4:00pm:** **Does Your Song Work in This TV Show?** – Grand Ballroom (Lobby Level, 1st Floor) – Prior to the Rally, Music Supervisor **Mason Cooper** ran a TAXI Listing (S241024AC) for a film (starring Sylvester Stallone) that needs music. We gave Mason the playlist of “forwards” from the Listing. He pared down the playlist to songs he thinks are viable. We’ll watch the scene with each of Mason’s selects played with picture. Audience members will give their input, and Mason will give his, as well. Mason will pick the song that works best. Depending on the film’s post-production schedule, the TAXI member’s song could make it into the film. If the timing doesn’t work out, Mason will keep the song in his personal stash because he uses this genre quite often!
- 4:15pm – 5:45pm:** **Film & TV Song Pitch and Feedback Panel** – Grand Ballroom (Lobby Level, 1st Floor) – Songs (from TAXI members *only*) will be played for Music Supervisors and Music Licensing Executives: **Stephanie Reid** (Vice President, Black Toast Music), **Mason Cooper** (Music Supervisor), **Dan Waldkirch** (VP A&R/Operations, Crucial Music), **Jacob Nathan** (Sr. Director of A&R, Fervor Records), and **Jeff Freundlich** (Founder/Co-CEO, Fervor Records). ***Songs only!*** **Music played during this panel will be chosen randomly from a playlist generated from a panel-specific TAXI Listing (S241022RR) that ran prior to the Rally. Submissions *not* played during the panel will be screened on a yes/no basis after the Rally, and Forwards will be sent to all the panelists. In other words, you have two chances at getting your music into the hands of these music licensing executives.**
- 8:30pm – 11:30pm:** **Jam Room and Open Mic** – The Jam Room is in the Concourse Ballroom (2<sup>nd</sup> floor—backline provided) and the Open Mic is in the Mezzanine Theater (top of escalator). Tickets will be given out in the Open Mic room, and performers will be drawn at random. **Members *and* guests are welcome to jam *and* perform!**

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**Saturday, November 9<sup>th</sup>**

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- 9:15am – 10:30am:** **Instrumental Pitch and Feedback Panel** – Grand Ballroom (Lobby Level, 1st Floor) – Panelists **Steve Barden** (CEO, Reel Note Music), **Chuck Henry** (CEO, 10 West Music), **Geoff Siegel** (CEO, Fundamental Music), and **Pedro Costa** (CEO, InStyle Music) will listen, give feedback, and possibly take some music home! **Music played during this panel will be chosen randomly from a playlist generated from a panel-specific TAXI Listing (S241021NS) that ran prior to the Rally.** We'll call your name if your music is randomly chosen. If you're not in the ballroom, we'll move on to the next person's track. **Submissions *not* played during this panel will be screened on a yes/no basis after the Rally, and Forwards will be sent to all the panelists.**
- 10:45am – 11:45am:** **Turn *Your* Authentic Story into Hit Songs** – Grand Ballroom (Lobby Level, 1<sup>st</sup> Floor) – What do Adele, John Legend, Taylor Swift, Sting, and Jason Isbell all have in common? They write from their life experiences and turn them into hit songs. Join **Robin Frederick**, author of the best-selling books *Shortcuts to Hit Songwriting* and *Shortcuts to Songwriting for Film & TV*, to find out how you can mine *your* authentic life story for some chart-worthy gold. Music played and critiqued during the second half-hour of this class will be culled from a playlist generated from a panel-specific TAXI Listing (**S241023FD**) that ran prior to the Rally. Robin will listen to all submissions and choose several to include during the hour. One randomly selected TAXI member who submitted for this panel will win a one-hour consult with the amazing Ms. Frederick. **You must be in the Grand Ballroom during the session to win the consulting session.**
- 12:15pm – 2:15pm:** **Eat & Greet Luncheon #2** – Concourse Ballroom (2<sup>nd</sup> Floor) – **You need to have purchased your Eat & Greet ticket in advance, and have your Rally badge with the Eat & Greet Luncheon credential on it to attend.** Bring CDs, USB Drives, or postcards/business cards with QR codes of your music if you'd like to give some out!
- 2:30pm – 3:30pm:** **Letting Go of "Precious"** – Grand Ballroom (Lobby Level, 1st Floor) – Creators often feel deeply personal about their music. But, holding on too tightly to your creative work can stifle growth and even kill one's career. This panel will explore the importance of "letting go of precious" — detaching emotionally from your work to embrace feedback, make business-savvy decisions, and increase your chances of success in the music and sync licensing business in particular. Join 5-time Grammy-winner, **Rob Chiarelli**; platinum-level producer/A&R executive, **Ron Harris**; and composer/entrepreneur, **Robina Ritchie-Barker** for what could be a life-changing discussion on how to balance personal expression with the practical realities of building a sustainable creative career.
- 3:45pm – 5:15pm:** **How to Get into Sync's Inner Circle** – Grand Ballroom (Lobby Level, 1st Floor) – Breaking into the inner circle of sync is the holy grail for many musicians, and these panelists have done just that! Want to be the composer, artist, or producer that music libraries and supervisors call on regularly? Join **Jim Thacker**, **Patty Boss**, **Greg Carrozza**, **Matt VanderBoegh**, and **John Pearson** as they pull back the curtain on how they became "go-to" pros in the music licensing business. Get ready to hear insider tips and strategies that can launch your career to the next level!

**5:30pm – 6:30pm:** **Before They Were Hits** – Grand Ballroom (Lobby Level, 1st Floor) – Veteran Publishers **Steve Bloch and Bobby Rymer** have original demos of some big Country and Pop hits, and we're going to play them, followed by the versions you've heard on the radio! **Michael Laskow** will also play the "best piano/vocal demo" he's heard in his entire career, followed by the version that was a radio hit. If Michael's attorney gives her blessing, he's *also* going to play you a 16-track master of a global hit that *nobody* but the band and its label have heard since 1971! This will be a casual hang out. Feel free to bring your favorite beverage and food/snacks, so you can kick back and enjoy this session that the audience *loved* last year!

**8:30pm – 11:30pm:** **Jam Room and Open Mic** – The Jam Room is in the Concourse Ballroom (2<sup>nd</sup> floor—backline provided) and the Open Mic is in the Mezzanine Theater (top of escalator). Tickets will be given out in the Open Mic room, and performers will be drawn at random. **Members and guests are welcome to jam and perform!**

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## Sunday, November 10<sup>th</sup>

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**9:30am – 10:45am:** **Turn Your Old Recordings into Sync Income** – Grand Ballroom (Lobby Level, 1st Floor) – Got recordings from the 1990s or earlier? Don't miss this session! Michael teams up with **Jeff Freundlich**, co-founder/COO of Fervor Records and leading expert on vintage music for sync, along with Fervor's Sr. Director of A&R, **Jacob Nathan**. Discover how your old masters and even old demos can still generate sync income in today's market. Tons of TAXI members have landed some really nice placements with their vintage material! Learn what music supervisors are looking for and how to capitalize on the growing demand for vintage tracks. Perfect for artists, songwriters, and composers with a back catalog ready to be revived and monetized!

**11:00am – 12:00pm:** **Getting Stuff Done, and Quickly!** – Grand Ballroom (Lobby Level, 1st Floor) – Ever see the perfect TAXI Listing, but instead of jumping on it, you procrastinate and let the moment slip away? It's not a lack of talent, it's a lack of action that's holding you back. You don't start. You don't finish, and you certainly don't submit. One less chance to get signed, get licensed, and earn income doing what you love. Want to stop spinning your wheels, making excuses, and killing your career before it even has a chance of taking off? Join TAXI members **Will Derryberry, Matt VanderBoegh, and Robina Ritchie-Barker** who will show you how to become motivated, faster, and more efficient when it comes to getting stuff done!

**1:30pm – 3:00pm:** **Song Listening and Feedback Session** – Theater (Mezzanine Level, 2<sup>nd</sup> Floor, near the top of the escalator) – **Note: This session is NOT for Film & TV music feedback. This session is for Songs for Record Label, Publisher, and Artist feedback only!**

**Craig Pilo**, Host, DJ, and Jazz

**Chris Long**, Rock and Singer/Songwriter

**James Kocian**, Top 40 Pop, Christian/Gospel, and Country

**Ty Knox**, Hip-Hop, Top 40 Pop, and R&B

**Steve Bloch**, Country

**Bobby Rymer**, Country, Pop, Christian

**VERY IMPORTANT:** You will be given ONE numbered ticket as you enter the Mezzanine Theatre before the session begins. A duplicate ticket will be placed in a box labeled with the genre option you specify. **PLEASE know what genre your song is BEFORE you come to the session.** Sorry, but latecomers will **NOT** be able to get a ticket out of fairness to the people who arrived on time. To choose songs for the panel, we'll randomly pull tickets from each of the genre boxes (in rotation) and call the ticket number out for you to bring up your phone, pad, or laptop, and a printed lyric sheet. **PLEASE have your song ready to be played so you don't spend time searching for it!** Only TAXI members with a valid Road Rally 2024 badge can submit for this session!

**2:15pm – 3:30pm:**

**How to Write and Produce an Instrumental Cue**– Grand Ballroom (Lobby Level, 1st Floor) – Looking to master the art of composing and producing instrumental cues for TV, film, and commercials? Join **Dean Krippaehne**, acclaimed composer, songwriter, and author of *Demystifying the Cue*, *Demystifying the Genre*, and *Cue Tips*, as he walks you through the essential elements: instrumentation, arrangement, and the developmental arc needed to craft cues that get TAXI forwards, music library deals, and ultimately placements. From structure and dynamics to creating emotional impact, Dean will share his time-tested techniques while creating an instrumental cue live on-stage. Q&A to follow! Eye-opening for beginners, empowering for experienced composers!

**3:45pm – 5:00pm:**

**Interpreting TAXI's Listings and Industry Briefs** – Grand Ballroom (Lobby Level, 1st Floor) – Reading and interpreting TAXI's Listings and industry Briefs is a *critical* part of making the perfect pitch. Knowing how to best use the musical references is another crucial ingredient. Mastering these skills can be the difference between success or failure, and this panel will go a long way toward helping you get more forwards, more deals, and more placements. Please join successful TAXI members; **Greg Carrozza**, and **Bob Mete**, *plus Stephanie Reid* (Film/TV Music Licensing Executive), **Andrew Jordan** (TAXI member who *writes* TAXI's Listings), and **Tom Stillwagon** (TAXI's Sr. Dir. of A&R) so they can help you crack the code and become more successful.

**5:15pm – 6:30pm:**

**The Happy Ending Pitch Panel** – Grand Ballroom (Lobby Level, 1st Floor) – This panel of experts from varied backgrounds will listen to randomly selected songs during this Rally-ending Pitch Panel. Film, TV, Song, *and* Artist pitches are all fair game during this panel with: **Michael Lloyd** (Multi-Platinum Producer, Music Supervisor), **Rob Chiarelli** (5-time Grammy-Winning Mixer, Engineer/Producer), **Ron Harris** (Label A&R, Multi-Platinum Producer), **Pedro Costa** (Film/TV Music Licensing Executive), and **Stephanie Reid** (Film/TV Music Licensing Executive). **Music played during this panel will be chosen randomly from a playlist generated from panel-specific TAXI Listings (S241020LB, S241019SG, S241018RM) that ran prior to the Rally. We'll call your name if your music is randomly chosen. If you're not in the ballroom, we'll move on to the next person's track.** And don't miss the acoustic guitar prize donated by Michael Lloyd! You've got to be in the room to win.