

TAXI ROAD RALLY 2025

Grand Ballroom Schedule

*Subject to minor changes

Thursday, November 6th

- 3:00pm – 'til close:** **Road Rally Registration** – Near the Los Angeles 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** – Los Angeles 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 in the Rally Program 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 Bel Air Ballroom (2nd 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!**

Friday, November 7th

- 8:00am – All Day:** **Registration** – Continues at the Rally Registration desk near the hotel's Los Angeles Ballroom on the first floor.
- 9:00am – 9:05am:** **Opening Remarks** – Los Angeles 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 29th 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 – It's Not the Best Music – We Need the Right Music** – Los Angeles Ballroom (Lobby Level, 1st Floor) – You've written a great song or track, but it didn't get forwarded, signed, or licensed. Why not? Because it's not about being the “best”—it's about being *right*! In this keynote, industry insiders **Frank Palazzolo** (Owner/Music Supervisor, ctrl+f Music), **Ryan Gaines** (Founder, Mutiny Recordings) **Biagio Messina** (Executive Producer, Joke Productions), and **Brock Carlson** (TV Editor) will take you through a deep dive into the process so you can get more forwards, signings, and placements.

- 10:00am – 12:00pm:** **One-to-One Mentor Sessions** – Located in O’Hare and Orly rooms. (Mezzanine Level / 2nd Floor)
- 11:15am – 12:15pm:** **Where Do I Start? What Do I Do First?** – Los Angeles Ballroom (Lobby Level, 1st Floor) – Join TAXI All-Stars **Matt Vander Boegh**, **Keith LuBrant**, **Greg Carrozza**, and **Chuck Henry** as they give you the keys to the music licensing kingdom. Learn what to listen to, how to read a brief or listing and deliver what clients actually need, how to use references effectively, how to build a track and know when it’s finished, how to avoid rookie mistakes, and how to interact with music library executives so they’ll be happy to work with you again and again!
- 11:15am – 12:15pm:** **Driver’s Ed Classes** – See class grid and descriptions for more info.
- 12:45pm – 2:45pm:** **Eat & Greet Luncheon #1** – Bel Air Ballroom (2nd 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:** **Epic Orchestral: Pro Techniques Masterclass** – Los Angeles Ballroom (Lobby Level, 1st Floor) – Many TAXI members already create impressive Orchestral tracks—but Hollywood composer **Marc Jovani** takes it to another level. After seeing one of his recent videos, we knew we had just witnessed “next-level” techniques that even our most accomplished members could use to blow past the competition. And if you’re a beginner or intermediate composer? You’ll *also* learn skills that put you steps ahead of the pack. Don’t miss this breathtaking, live, on-stage masterclass as Marc composes right before your eyes and shows you what it takes to create highly competitive, mind-blowing Orchestral music.
- 3:00pm – 4:00pm:** **Driver’s Ed Classes** – See class grid and descriptions for more info.
- 4:15pm – 5:45pm:** **Film & TV Song Pitch and Feedback Panel** – Los Angeles 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), **Geoff Seigel** (CEO, Fundamental Music), **Dan Waldkirch** (Vice President, A&R/Operations, Crucial Music), and **Jeff Freundlich** (Co-Founder/COO, Fervor Records). ***Songs only!* Music played during this panel will be chosen randomly from a playlist generated from a panel-specific TAXI Listing (S251019SG) 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.**
- 6:00pm – 7:00pm:** **Hang Out and Ask Us *Anything!*** – Los Angeles Ballroom (Lobby Level, 1st Floor) – Bring a sandwich, bring a pizza, bring a drink and join us for an informal hang out and Q&A in the Los Angeles Ballroom after the panels are done for the day. **Michael Laskow** will be joined by **Rob Chiarelli** (multi-

platinum mixer/producer and six-time Grammy winner) and **Michael Lloyd** (legendary multi-platinum record producer and music supervisor) who have earned more than two hundred gold and platinum records between them. If you've loved them on TAXI TV, you'll love them even more live, in-person, and answering your questions about the music industry.

8:30pm – 11:30pm: **Jam Room and Open Mic** – The Jam Room is in the Bel Air Ballroom (2nd 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!**

Saturday, November 8th

9:15am – 10:30am: **Instrumental Pitch and Feedback Panel** – Los Angeles Ballroom (Lobby Level, 1st Floor) – Panelists **Steve Barden** (CEO, Reel Note Music), **Chuck Henry** (CEO, 10 West Music), **James Thacker** (Owner, Kazan Music Group), and **Matt Vander Boegh** (Successful Instrumental Composer) 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 (S251018NS) 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 music library owners.**

9:15am – 10:30am: **Driver's Ed Classes** – See class grid and descriptions for more info.

10:45am – 11:45am: **What Genre *IS* This? With Robin Frederick** – Los Angeles Ballroom (Lobby Level, 1st Floor) – The film/TV and label sides of the industry rely heavily on genres and styles when searching for music. So do all the streaming services. Yet many songwriters and artists either don't stay current with popular trends, or can't accurately identify the genre of their own songs. No wonder so many pitches fall flat! Best-selling author and A-list songwriting coach **Robin Frederick** (who *lives and breathes* genres) will play TAXI members' songs and compare what the member thinks it is... versus what the audience thinks it is... versus what it *really* is! This session promises to be interactive, highly educational, and a lot of fun.

Robin will also share her proven techniques for recognizing and learning genres—an indispensable skill for success in today's music industry. Music will be drawn from a playlist created from a pre-Rally TAXI Listing (**S251015RF**), and Robin will *personally* listen to *all* submissions and choose several songs to play during the session. One randomly selected TAXI member who submitted will **win a free one-hour consultation** with Robin (you must be present to win).

12:15pm – 2:15pm: **Eat & Greet Luncheon #2** – Bel Air Ballroom (2nd 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!

- 2:30pm – 3:45pm:** **Composing to Sell the Story: Trailers & Promos Unlocked**– Los Angeles Ballroom (Lobby Level, 1st Floor) – **Randon Purcell** used TAXI as his platform to launch his full-time, staff composer career creating music for trailers and TV promos. In this session, he'll break down what it takes to succeed in one of the most competitive corners of the industry, and show you how to craft music (live, on-stage) that grabs attention, creates urgency, and convinces audiences they *must* watch. If you've ever dreamed of hearing your music launch the next blockbuster film or prime-time hit, this session will show you the path.
- 2:30pm – 3:30pm:** **Driver's Ed Classes** – See class grid and descriptions for more info.
- 3:00pm – 5:00pm:** **One-to-One Mentor Sessions** – Located in O'Hare and Orly rooms. (Mezzanine Level / 2nd Floor)
- 4:00pm – 5:00pm:** **Breaking the Glass Console** – Los Angeles Ballroom (Lobby Level, 1st Floor) – Why wait for someone else to record or produce your music when you can take full control of your artistic vision? This empowering session with moderator **Robina Ritchie-Barker** (composer and entrepreneur), **Sharon Farber** (award-winning composer, and producer), **Kim Tibbs** (chart-topping songwriter, artist, and producer), and **Christine Wu** (virtuoso violinist, composer, and producer) will show women (*and* men!) how to break free from dependency, gain confidence in the studio, and build the skills that turn inspiration into finished tracks. Learn from women who've claimed the producer's chair—and discover how producing your own music can be the ultimate game-changer for your career.
- 5:15pm – 6:30pm:** **Before They Were Hits** – Los Angeles Ballroom (Lobby Level, 1st Floor) – Veteran Music Row Publisher **Steve Bloch** has original demos of some big Country 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. (Six-time Grammy winner) **Rob Chiarelli** will also be playing some multi-tracks of huge hits. This will be a casual hang out and tons of fun!. Feel free to bring your favorite beverage and food/snacks, so you can kick back and enjoy this session that the audience *loves* every time we do it!
- 6:30pm – 8:30pm:** **Dinner Break** – You should have *tons* of new friends to dine with! Try the Thai restaurant next to the hotel. Our attendees love it!
- 8:30pm – 11:30pm:** **Jam Room and Open Mic** – The Jam Room is in the Bel Air Ballroom (2nd 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!**

Sunday, November 9th

9:30am – 10:45am: **Hidden Gold: Riches in the Niches** – Los Angeles Ballroom (Lobby Level, 1st Floor) – Sometimes the smartest move is to *not* do what everyone else is doing. Most composers chase the same mainstream genres—but real opportunities often lie in the overlooked corners of production music. In this session, you'll learn why embracing niche genres can deliver surprising sync opportunities and fewer competitors. Join **Jeff Freundlich** (Co-founder/COO, Fervor Records), **David DeMarco** (Owner/CEO, d2 Music), and **Matt Hirt** (legendary TAXI member and composer of niche genres) as they reveal why zigging when others zag can help you land more placements and profit in ways most musicians miss.

11:00am – 12:00pm: **Inside the Mix: Live Q&A** – Los Angeles Ballroom (Lobby Level, 1st Floor) – Join **Rob Chiarelli** (Six-Time Grammy Winner, Mixer/Producer) and **Ron Harris** (Multi-Platinum Producer/A&R person) as they answer your questions about everything you've ever wanted to know about making great sounding recordings for records and sync.

11:00am – 12:00pm: **Driver's Ed Classes** – See class grid and descriptions for more info.

12:00pm – 2:00pm: **Lunch** – No *Eat & Greet Luncheon* today. You're on your own. Enjoy the *Daily Grill*, which we anticipate will be *very* busy. You can also try the Thai restaurant next to the hotel, Subway, or Taco Bell. Plan accordingly.

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

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 cued up ready to be played so you don't spend time searching for it!** Only TAXI members with a valid Road Rally 2025 badge can submit for this session!

2:15pm – 3:30pm: **Game On! Breaking into Video Game Music** – Los Angeles Ballroom (Lobby Level, 1st Floor)

Creating score-like music might seem like enough to land work in the game audio industry—but it's only part of the puzzle. In this session, you'll learn what it really takes to succeed, from the compositional and technical demands of game scoring to the practical steps for breaking into this highly specialized field. Join **Reid Heidel** (Senior Composer-Sound Designer at AGS) and award-winning AAA game composers **Nir Shor** and **Hillel Teplitzki** as they share insider knowledge, real-world techniques, and career strategies to help you level up and start carving your path in video game music.

3:45pm – 5:00pm: **The Business of Music: Everything but the Notes** – Los Angeles Ballroom (Lobby Level, 1st Floor) – TAXI CEO Michael Laskow calls **Brian Ralston** (Hollywood Score Composer and Film Producer) one of the most well-informed and articulate people he's ever met. In this session, Brian will be “putting a bow” on the entire Rally. He'll cover building your brand, which films offer the best opportunities for placements, how AI could affect you, writing for records versus media, understanding which industry you're really in, why relationships matter, and why thinking entrepreneurially is critical to your career.

3:45pm – 5:00pm: **Driver's Ed Classes** – See class grid and descriptions for more info.

5:15pm – 6:30pm: **The Happy Ending Pitch Panel** – Los Angeles 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** (6-time Grammy-Winning Mixer, Engineer/Producer), **Ron Harris** (Label A&R, Multi-Platinum Producer), **Stephanie Reid** (Film/TV Music Licensing Executive), and (One more, **TBA**). **Music played during this panel will be chosen randomly from a playlist generated from panel-specific TAXI Listings (S251017LB), (S251020HY), (S251021TV) 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 need to move on to the next person's track or song.** And don't miss the acoustic guitar prize donated by Michael Lloyd! You've got to be in the room to win.