SATURDAY • OCTOBER 8, 2016
6 PM – REGISTRATION & CREDENTIAL DESK OPENS Omni, Level 2

SUNDAY • OCTOBER 9, 2016
9 AM – REGISTRATION & CREDENTIAL DESK OPENS Omni, Level 2
11 AM – SUNDAY BRUNCH Omni’s Broadway West Ballroom

1 PM – “MEET THE MILLENNIALS” PRESENTATION & POWER PANEL The Country Music Hall of Fame® and Museum’s CMA Theater
Sponsored by Variety Attractions.
The Millennial generation is now the largest in U.S. history. Their super-sized presence is disrupting social, political, and economic norms. Millennials have grown up in an era of accelerated change – culture and technological. The result is a set of priorities and expectations sharply different from previous generations.

IEBA surveyed 600+ Millennials. Their responses are a snapshot of how they view the world and their place in it. With this attitudinal data – and a panel of real life Millennials – we will break down and discuss the millennial mystique.

PANELISTS: Ben Greenspan, Vassar Campus Entertainment
Matt Meyer, AM Only
Kylen Sharpe, CAA
Brittany Flores, Live Nation
Cassie Petrey, Crowd Surf
MODERATED BY: Jim Scherer, Whizbang, Inc.

2 PM – MADISON HOUSE SHOWCASE The Country Music Hall of Fame® and Museum’s CMA Theater
Performances by David Cook, Delta Rae, and Toad the Wet Sprocket

3:25 PM – TAILGATE PARTY The Country Music Hall of Fame® and Museum, The Lone Star Lounge
Sponsored by Little River Casino Resort. Beer provided by Corona Light.
HALFTIME PERFORMANCE BY Naughty by Nature.

6:30 PM – PERFORMANCES BY Black Violin and Lee Rocker The Country Music Hall of Fame® and Museum, The Lone Star Lounge
Performances by Under the Streetlamp, Sister Hazel, Felix Cavaliere’s Rascals, and a very special guest. Hosted by Megan & Liz.

7 PM – APA PARTY The Country Music Hall of Fame® and Museum, The Lone Star Lounge
Performances by American Authors, KT Tunstall, Judah & The Lion, and The Last Bandoleros

MONDAY • OCTOBER 10, 2016
9 AM – REGISTRATION & CREDENTIAL DESK OPENS Omni, Level 2

9 AM – BREAKFAST FOR ATTENDEES Omni, Level Two, Legends Ballroom
Sponsored by Gold & Gold Productions.
MONDAY, OCTOBER 10, 2016, cont.

9:50 AM – IEBA ANNUAL MEMBERSHIP MEETING Omni, Level Two, Legends Ballroom
Presented by Roonie G

10 AM – PERFORMANCES BY Olivia Lane and Shenandoah Omni, Level Two, Legends Ballroom

10:30 AM – AGENTS POWER PANEL Omni, Level Two, Legends Ballroom
Sponsored by NS2, CMoore Live, and Frank Productions.
PANELISTS: Matt Galle, Paradigm
Jbeau Lewis, UTA
Craig Newman, APA
Mario Tirado, CAA
Jay Williams, WME
MODERATED BY: Ali Harnell, AEG Live

11:30 AM – BUDDY LEE ATTRACTIONS SHOWCASE Omni, Level Two, Legends Ballroom
Performances by Ty Herndon, Jo Dee Messina, Exile, Riley Green, and Kree Harrison. Hosted by Suzanne Alexander.

1 PM – CONFERENCE CONNECT: CHAT ‘N CHEW LUNCHEON Omni, Level Two, Legends Ballroom
Sponsored by Bigg Time Entertainment.
New this year! Our working lunch evolves into a networking event! IEBA matched your unique survey responses to create targeted connections that accelerate business contacts and promote the exchange of meaningful information - in a relaxed lunchtime setting.

2:30 PM – “TERMS & CONDITIONS” POWER PANEL Omni, Level Two, Legends Ballroom
Sponsored by Spectra.
A decade ago, agreeing on the date and the fee were the hardest parts of the negotiation. Now there's lengthy insurance provisions PLUS stricter radius clauses, security riders, and new language defining "breach.” It's time to discuss what's happening AFTER we close the deal.
PANELISTS: Jason Bernstein, AEG Live
Charles Robert Bone, Bone McAllester Norton PLLC
Brent Daughrity, Anderson Benson Insurance
Kevin Meyer, Meridian Entertainment Group
MODERATED BY: Pam Matthews, IEBA

4 PM – Corporate 360 The Country Music Hall of Fame® and Museum, 6th Floor, HCA Lobby
Sponsored by Integrity Events.
The corporate & special event market designs and stages high-end experiences and customized events. It comes with its own rules of engagement for closing the deal. With stakes high, cancellations are always an issue of concern. How do Artists and Producers guard against them? The panel will also discuss the art of negotiating social media terms and managing the expectations of Artists and Clients alike.
PANELISTS: Charlie Brusco, Red Light Management
Paul Creighton, T. Skorman Productions, Inc.
Jeff Gregg, CAA
J.B. Miller, Empire Entertainment, Inc.
Kevin Underwood, Leo Events
Travis Wolfe, APA
MODERATED BY: Jim Lenz, TKO; Greg Janese, Paradigm; Chris Burke, WME; and Robert Norman, CAA.

6:30 PM – CREATIVE ARTISTS AGENCY PARTY The Country Music Hall of Fame® and Museum, The Lone Star Lounge
Performances by LeAnn Rimes, Danny Gokey, Three Dog Night, and Brandy Clark

8 PM – ICM PARTNERS PARTY The Country Music Hall of Fame® and Museum, The Lone Star Lounge
with performances by Abi Ann, Morgan James, and Welshly Arms

9 PM – UNITED TALENT AGENCY PARTY The Country Music Hall of Fame® and Museum, The Lone Star Lounge
Performances by Jordan Fisher, High Valley, Plain White T’s, and The Commodores.
TUESDAY • OCTOBER 11, 2016

9 AM – REGISTRATION & CREDENTIAL DESK OPENS Omni, Level 2

9 AM – BREAKFAST FOR ATTENDEES Omni, Level Two, Legends Ballroom

10 AM – BREAKOUT SESSIONS
1. CASINO ENTERTAINMENT Omni, Level Two, Legends F
   Sponsored by Houston Productions
   In the mega-world of casino entertainment, diversity in programming will be a driving force in attracting and keeping those all-important new gamers and guests. Learn from the experts how to achieve an ideal entertainment mix and produce engaging new events for a broader audience. The panel will also take on the new realities of VIP and fan club experiences and their increasing need for greater ticket allotments and Artist commitments. Who do these programs affect and how?
   PANELISTS: Deana Baker, Choctaw Casinos
   Bill Borenstein, MotorCity Casino Hotel
   Jay Byrd, CAA
   Jeff Epstein, UAA
   Adam Kornfeld, AGI
   Andrew Tenenbaum, Future Beat LLC
   Dwayne Ulloa, AKA Productions
   MODERATED BY: Kell Houston, Houston Productions and Randy Wright, Integrity Events

2. CHANCE FAVORS THE PREPARED MIND: A CONVERSATION ABOUT SAFE, SUCCESSFUL EVENTS & THE IMPORTANCE OF PLANNING, TRAINING, AND EXPERIENCE Omni, Level Two, Legends G
   Sponsored by Minnesota State Fair.
   Achieving the right balance between ensuring public safety and fostering an atmosphere of celebration requires the collaboration of many diverse stakeholders. While violence of any sort is rare at live events, perception and reality must converge as we formulate workable plans for assessing risk, understanding crowd dynamics, and implementing emergency responses.
   PANELISTS: Brice Allen, Tennessee Office of Homeland Security
   Dave Fortune, Huka Entertainment
   Tracee Hollman, SHO Intelligence & SHO Services
   Ed Klima, Emergency Preparedness Consultant & Sr. Director of Public Safety, Dover Motorsports Inc.
   MODERATED BY: Bob Babisch, Summerfest

3. PERFECTING PROXIMITY TECHNOLOGY Omni, Level Two, Music Row #3
   Beacons, geo-fencing, and geo-targeting – proximity technology generates a veritable gold mine of data with relatively little effort as event producers track attendee behavior and deploy marketing activations. How can you leverage this constant feedback loop to up your game? How do you ensure that your geomarketing strategy enhances the event experience instead of becoming a nuisance? With this presentation, we examine what we’ve learned from the first few years of proximity technology and the Do’s and Don’ts that ensure success.
   PRESENTED BY Travis Janovich, Etix

4. E-SPORTS: GAME ON Omni, Level Two, Music Row #5
   Live pro-gaming competitions are an exploding phenomenon attracting an estimated 32M million fans in the U.S. alone. In this segment we will learn the tricks of the trade from league owners, organizers, and venue managers on the cutting edge of this new form of entertainment. We will define expenses & revenue streams, explore broadcast rights & digital content, and target the specific needs of this unique audience.
   PANELISTS: Tobias Sherman, IMG eSports
   Peter Melican, Major League Gaming
   Bredan Buckley, Columbus Arenas Sports & Entertainment
   Brad Fry, AFKgg Gamer Lounge
   MODERATED BY: Sid Greenfeig, MGM Resorts International / T-Mobile Arena

11 AM - AGENTS ALLEY ** PLUS ** PROMOTERS ALLEY Omni, Level Two, Legends Ballroom
   Agents Alley sponsored by Swiftel Center.
   Promoters Alley sponsored by SMG.
   Often copied but never duplicated, IEBA’s Agents Alley is a trade show like no other. In two short hours at 50+ booths, Buyers have the opportunity to meet with hundreds of Agents – Agents who represent virtually every Artist touring nationally in the upcoming season. IEBA’s Agents Alley is a concentrated marketplace for entertainment professionals who buy, book, and sell talent. This year, Promoters take their place on the Alley and spend quality time with their valued partners.
TUESDAY, OCTOBER 11, 2016, cont.

1 PM - LUNCH FOR ATTENDEES Omni, Level Two, Broadway West Ballroom
Sponsored by ICM Partners.

2:30 PM – LIVE PERFORMANCE: MENTALIST KEVIN VINER The Country Music Hall of Fame® and Museum’s CMA Theater

2:35 PM – ONES TO WATCH POWER PANEL: KANE BROWN, MARTHA EARLS, AND BRAEDEN ROUNTREE
The Country Music Hall of Fame® and Museum’s CMA Theater
Social media sensation turned rising country star Kane Brown first garnered attention via the homegrown music videos he posted to his Facebook page. Everything changed when his cover of George Strait’s “Check Yes or No” received more than 7 million views and his own “Used to Love You Sober” sold over 100,000 singles in under a month – an impressive feat for an unsigned artist. Fast forward 8 short months and today Kane Brown is a RCA Nashville recording artist with a coveted spot on the Florida Georgia tour. His 4th single “Thunder in the Rain” is topping the iTunes sales chart, and he’s just announcing a 30-date headlining tour set to kick off this November and to include stops at Irving Plaza, Detroit’s Filmore, Varsity Theater, and House of Blues in New Orleans, Orlando, Dallas, Houston & Vegas.

3:15 PM - KEYNOTE PRESENTATION: WAIT BUT WHY’S TIM URBAN The Country Music Hall of Fame® and Museum’s CMA Theater

4 PM - PARADISE ARTISTS PARTY The Country Music Hall of Fame® and Museum’s CMA Theater

6-8 PM - FREE TIME / DINNER BREAK

8 PM - HONORS & AWARDS CEREMONY The Country Music Hall of Fame® and Museum’s CMA Theater
Sponsored by iWireless Center.

9:30 PM - WME PARTY (immediately following the awards ceremony)
The Country Music Hall of Fame® and Museum, The Lone Star Lounge
Performances by DJ KO, Bishop Gunn, Eric Paslay, Rick Astley, and Randy Houser. Hosted by Todd Chrisley.