

GOING BACK TO SCHOOL JUST GOT COOLER

MUSIC UNIVERSITY SCHEDULE

SATURDAY, OCTOBER 4

8:30 AM

Registration Opens

9:00 AM – 9:45 AM

Community Forum: How Nonprofits Can Support Independent Musicians in the New Industry

Open forum discussion led by DMMC and Hear Nebraska
FREE to all – registration not required

10:00 AM – 11:00 AM

Producing a Proper Show (And Not Losing Money)

Speakers: Burke VanRaalte (Wooly's, First Fleet Concerts), Amedeo Rossi (80/35, Nitefall on the River, Vaudeville Mews)
Moderator: Andre Perry (Englert Theatre)

Songwriting Workshop with Bob Mould

Speaker: Bob Mould (Musician)

Marketing on a Shoestring: Promote Like a Pro with an Indie Budget

Speakers: Alyssa DeHayes (Riot Act Media), Dustin Smith (Musician, The Maytags)
Moderator: Jill Haverkamp (On Pitch)

11:15 AM – 12:15 PM

From Podcasting to Public Radio

Speakers: Brian Campos (Pants Off Podcast), Chad Taylor (Cityview, Critical Mass), Joe Lawler (Juice, Critical Mass), Mark Simmet (Iowa Public Radio)
Moderator: John Pemble (Iowa Public Radio)

Website Demolition Derby: Does Your Site Cut It?

Speakers: Alyssa DeHayes (Riot Act Media), Amedeo Rossi (80/35, Nitefall on the River, Vaudeville Mews), John Solarz (8/7 Central)
Moderator: Adrien Daller (Musician, Trouble Lights)

Dum Dum Girls Workshop

Speakers: Dee Dee and Jules of Dum Dum Girls (Musicians)

Best of Both Worlds: Integrating Tape and Digital in the Studio

Speakers: Adam Hill (Ardent Studios), Brandon Darner (Musician, The Envy Corps; Producer, Imagine Dragons)

12:15 PM – 1:15 PM

Lunch: \$10 (optional)

Networking, plus special session and performance. Food provided.

1:15 PM – 2:15 PM

From the Studio to Reality: Pressing Vinyl and CDs and Distributing Your Music

Speaker: Joe Vent (A to Z Media), Christopher Ford (Maximum Ames Records, Des Moines Music Coalition)
Moderator: Tommy Doggett (Guitar Center)

Conversation with Dum Dum Girls

Speakers: Dee Dee and Jules of Dum Dum Girls (Musicians)

Paying For Your Project: Exploring Funding Opportunities from Traditional To Cutting Edge

Speakers: Veronica O'Hern (Iowa Arts Council), John June Year (Band), Mary McAdams (Musician)
Moderator: Margi Weiss (Fundraising Consultant)

2:30 PM – 3:30 PM

Producing Music for Film

Speakers: Nathan Cook (Music Producer, Liam Hayes, A Glimpse Inside the Mind of Charles Swan III), Tony Bohnenkamp (Songwriter)

Moderators: Brandon Darner and Luke Pettipole (Musicians, Producers)

A Conversation with Bob Mould

Speaker: Bob Mould (Musician)

What a Manager Can Do for a Great Artist

Speakers: David Priebe (Green Room Music Source) + MAIDS

Moderator: David Mainelli (Entrepreneur and Musician, Bazile Mills)

You Can't Do It Alone: Getting the Support of a Booking Agency

Speakers: Craig Grossman (Green Room Music Source), Patrick Tape Fleming (Gloom Balloon, Poison Control Center)

Moderator: David Priebe (Green Room Music Source)

The Fundamentals: Marketing, Recording, Touring, Distribution

Speakers: The River Monks (Musicians)

Social Media Advertising: Why It Pays to Play with Social Ads

Speakers: Jill Haverkamp and Hillary Ferry (On Pitch)

MUSIC SHOWCASES

5:30 PM – 9:00 PM

The River Monks, Dylan Sires & Neighbors, and MR NASTI

Des Moines Social Club's Basement Bar, 900 Mulberry Street, Des Moines

ALL AGES | FREE

9:30 PM – MIDNIGHT

Bob Mould with Lucca Soria

Vaudeville Mews, 212 4th Street, Des Moines

21+ ONLY

\$10 with Music University registration pass

\$20 without Music University registration pass

\$25 day of (if available)

SUNDAY, OCTOBER 5

9:30 AM – 11:00 AM

Networking Brunch at Mars Cafe

11:00 AM – 11:45 AM

Music Video Screening of locally produced videos at Varsity Theatre

12:00 PM – 12:30 PM

DIY to the Top: How a few guys from Marshalltown, Iowa created one of America's most successful hardcore bands

Speaker: Jeffrey Eaton (Musician, Modern Life Is War)

Moderator: Elliot Imes (Musician, Tyborn Jig, H.D. Harmsen & The Electrophones)

12:35 PM – 12:55 PM

Dum Dum Girls Acoustic Performance

1:00 PM – 2:00 PM

Matisyahu Talk + Mini-Unplugged Session

Presented in part by the Jewish Federation of Greater Des Moines

FOR MORE INFORMATION ABOUT ANY OF THE LISTED SESSIONS, OR TO REGISTER FOR MUSIC UNIVERSITY VISIT DESMOINESMC.COM