

MIXTAPE SESSIONS MUSIC CONFERENCE: PREVIEW

Presented by Adam Cruz, Duce Martinez, Lincoln Park Coast Cultural District and Newark Arts

Name of Program: Mixtape Sessions Music Conference: Preview
Date: Thursday, August 1st 2019
Time: 11:00am – 4:00pm
Program Elements: **Newark Public Library, 5 Washington Street, Newark, NJ
Centennial Hall**

CONFERENCE AT A GLANCE

11:00am	START
11:00am – 11:30am	Registration/Check-In and Coffee/Tea Bar
11:30am – 11:40am	Welcome Remarks
11:40am – 12:00pm	Opening Keynote
12:00pm – 12:10pm	NETWORKING BREAK I
12:10pm – 12:45pm	TRACK 1: LPCCD Artist Health Forum
12:45pm – 1:00pm	NETWORKING BREAK II
1:00pm – 1:45pm	TRACK 2: Bankroll on Swole
1:45pm – 2:00pm	NETWORKING BREAK III
2:00pm – 2:45pm	The Hustle Effect: A Series of Conversations
2:45pm – 3:00pm	Thank You to Sponsors, Newark Arts, and ArtStart 2019 / Closing remarks
3:00pm – 4:00pm	Mixtape Sessions Mixer (a reception and networking social)
4:00pm	END

MIXTAPE SESSIONS MUSIC CONFERENCE

Presented by Adam Cruz, Duce Martinez, Lincoln Park Coast Cultural District and Newark Arts

Name of Program: Mixtape Sessions Music Conference: Preview
Date: Thursday, August 1st 2019
Time: 11:00am – 4:00pm
Program Elements: Newark Public Library, 5 Washington Street, Newark, NJ
Centennial Hall

WORKSHOP AND CONVERSATION DESCRIPTIONS

12:10pm – 12:45pm TRACK 1: LPCCD Artist Health Forum

Lincoln Park Music Festival's Artist Health Forum

Lincoln Park's Sustainable Health and Wellness forum addressing the needs of artists, health care, insurance and how to get it. Plan for now, the future, get covered and shift from the emergency "Go Fund Me" mindset.

1:00pm – 1:45pm TRACK 2: Bankroll on Swole

Bank Roll on Swole: Realities of Royalties, Licensing, and Money Management

A conversation with experts about financial and estate planning with all that revenue from your greatest asset - your music!

2:00pm – 2:45pm The Hussle Effect: A Series of Conversations

The Hussle Effect: A Series of Conversations

The first in a series of conversations about how to expand your level up game, buy your own 'hood, and evolving from being in the business to "a business, man." This conversation will focus on artist ownership of music, licensing, placement and negotiating the best deals in an era of streaming.

3:00pm – 4:00pm Mixtape Sessions Mixer (a wine reception and networking social)