

# 2019 MUSICCOUNTS SCHOLARSHIP MENTORSHIP WEEK

## DAY 1

### **ORIENTATION & WELCOME LUNCH**

with MusiCounts Staff

### **MUSIC PUBLICITY**

with Samantha Pickard, Strut Entertainment

### **CARAS OVERVIEW & ROUNDTABLE**

with JUNO Awards & MusiCounts Staff

## DAY 2

### **PITCHING YOURSELF**

with Dr. Catherine Moore, University of Toronto

### **BOOKING AGENTS & TALENT**

with Jordan Powley, The Feldman Agency

### **MUSIC STREAMING**

with Anne Stirk & Adrian Burke, Spotify Canada

### **ARTIST ROUNDTABLE**

with Elijah Woods x Jamie Fine

# 2019 MUSICCOUNTS SCHOLARSHIP MENTORSHIP WEEK

## DAY 3

### **DIGITAL STRATEGY & SOCIAL MEDIA**

with Danielle Sanford & Elyssa Macri, JUNO Awards

### **RADIO & THE MUSIC INDUSTRY**

with Rogers Radio Staff

### **RADIO PRODUCTION & TOUR**

with Chris Pottage & DJ Clymaxx, KISS 92.5 FM

### **ROLE OF THE RECORD LABEL**

with Chris Moncada, eOne/Last Gang Records

### **DISCOVERING ARTISTS USING ARTIFICIAL INTELLIGENCE**

with Jerry Zhang, Sodatone • Acquired by Warner Music Group

## DAY 4

### **TOURING & BREAKING OUT**

with Matt Webb, Marianas Trench

### **ARTIST MANAGEMENT**

with Sandy Pandya, Arthaus

# 2019 MUSICCOUNTS SCHOLARSHIP MENTORSHIP WEEK

## **LIVE MUSIC & VENUE TOUR**

with Jeff Cohen, Horseshoe Tavern

## **SONGWRITING MASTERCLASS**

with Matt Webb, Marianas Trench

## **AWARD PRESENTATION & INDUSTRY MIXER**

at Dine Alone Records

## DAY 5

## **MUSIC PUBLISHING**

with Margaret McGuffin, Canadian Music Publishers

## **RECORDING STUDIO TOUR & TALK**

with Kim Cooke, Revolution Recording

## **MUSIC SYNC & LICENSING**

with Temi Argyropoulos, Anthem Entertainment