

8:30am

Registration Opens*International Terrace*

8:30am - 3:30pm

Pollstar | Google Demo Room*Le Chateau*

Join Pollstar's CTO Dan Martin, boxoffice editor Brad Rogers and the team from Google for an informal Q&A and overview of Pollstar Data. Attendees can learn how to report to Pollstar's Boxoffice, Route Book and Directory Databases, and get a preview and demonstrations of Google DEMAND, Pollstar Data Cloud and other new developments in live entertainment analytics.

9:30am - 9:45am

Welcome Remarks*International Ballroom*

Irving Azoff, CEO, The Azoff Company

Tim Leiweke, CEO & Co-Founder,

Oak View Group

9:45am - 10:30am

The Rule of Three: How C3's Three Cs Changed the Way We Present Live Music*International Ballroom***Moderator:**

Ray Waddell, President, Media and Conferences, Oak View Group

Speakers:

Charles Attal, Founder, C3 Presents

Charlie Jones, Founder, C3 Presents

Charlie Walker, Founder, C3 Presents

Thirteen years ago, Charlie Walker, Charles Attal and Charlie Jones joined forces in Austin, Texas, to create C3 Presents, and the live entertainment industry has never been the same since. The three Cs blew up the paradigm for presenting live events, taking risks and realizing massive success in the realms of urban festival production, creative talent buying, and groundbreaking brand partnerships, with forays into ticketing, artist management, technology, and even politics. Among the highlights were the creation of the Austin City Limits Music Festival and the astounding resurrection of the Lollapalooza brand, first in Chicago and today with Lolla events in Argentina, Berlin, Brazil, Chile, Paris, and Stockholm. Following Live Nation's 2014 acquisition of C3, then the largest indie promoter in the U.S., C3 maintains its entrepreneurial spirit in leading the charge for the world's largest promoter's festival portfolio. For the first time (and, presumably, last, given the announced departure of Jones from C3), the three Cs will discuss how they got here and where they're going in what is guaranteed to be a freewheeling, candid, and highly entertaining session.

10:30am - 11:00am

Rainmaker: NextGen*International Ballroom***Interviewed By:**

Shirley Halperin, Executive Editor of Music, Variety

With:

Dina Sahim, Artist Manager, SAL&CO

As a manager at L.A.-based artist management company, Sal&Co., Dina Sahim has quickly built a solid foundation in music management in her relatively short career. Sahim works with a wide array of urban's top artists who have cemented their positions across the charts and on the concert stage, including French Montana, Harry Fraud, London On Da Track, Ben Billions, Bump J, and most recently, Hope Tala, who's single "LoveStained" was named one of Rolling Stone's top 10 songs of 2019. A native Angeleno, Sahim began her career in music at WME in 2011 and now seeks to empower fellow female leaders in the industry and even the playing field between men and women in music.

11:00am - 11:15am

COFFEE BREAK*Sponsored by Spokane Arena*

11:15am - 12:00pm

Women + The Road 3*International Ballroom***Moderator:**

Ali Harnell, President/Chief Strategy Officer, Women Nation, Live Nation

Speakers:

Sara Bollwinkel, Agent, Paradigm Talent Agency

Kelly Clague, EM.Co

Jessica Koravos, Co-Chair, Oak View Group International, President, Really Useful Group

Lesley Olenik, Vice President, Global Touring, Live Nation

Lindsey Sokol, Founder, Blue Norther Live

What's it like out there for the women who are making the strategic decisions and own the artistic vision to move the live business forward? For the third year in a row, Pollstar Live! provides a platform for the industry's best talent, both executive and artistic.

11:15am - 12:00pm

The Millisecond News Cycle: PR Strategies in a Radically Transparent World*Beverly Hills Ballroom***Moderator:**

Andy Gensler, Executive Editor, Pollstar

Speakers:

Carrie Davis, Chief Communications Officer, Live Nation

Kristen Foster, President, Full Coverage Communications

Ebie McFarland, Owner/Publicist, Essential Broadcast Media, LLC

Jim Merlis, Co-Owner, Big Hassle Media

John Vlautin, CEO, SpinLab Communications

We are living in a world where fans' thirst for information about artists has never been more rabid, and news—fake or otherwise—can break globally in a manner of seconds. Managers, agents, promoters, venues and other live entertainment stakeholders are faced with a situation where controlling media and shutting down stories is virtually impossible. Live, by its very nature, is unpredictable and "in the moment," a good thing on the whole, but fraught with landmines and potential craziness. In the age of the "insta" hustle and "cancel culture," the best PR professionals can hope for is to stay a beat ahead of the story and steer the narrative as much as possible. Here Pollstar Live 2020 assembles some of the most highly-respected PR professionals in live entertainment for a frank discussion on how to navigate the tense landscape of this unprecedented media and cultural environ, anticipate potential issues, foster positive relationships with media, and make a run at taming the beast.

WEDNESDAY

Pollstar Live! 2020

FEBRUARY 5

11:15am - 12:00pm

So Much World, So Little Time*International Track in association with Midem**Wilshire Ballroom***Moderator:**

Joey "Vendetta" Scoleri, Head of Industry Relations, Live Nation Canada

Speakers:

John Lickrish, CEO, Flash Entertainment (Abu Dhabi)

Lanell Rumion, Agent, CAA

Neil Warnock, Global Head of Touring, UTA

Jackie Wilgar, SVP, Marketing, UK Europe and International Markets, Live Nation

Touring the world is no longer considered a tactic reserved for only a relative few superstar global artists, nor is it always considered a loss leader to build a following in hopes of future returns. Rather, the nature of contemporary content distribution and global music consumption has led to a scenario where artists can generate global demand out of the gate, and fan interest exists in territories that were once available to only a few acts. Today, many Western acts are legitimately capable of selling tickets in multiple territories around the world, so strategic touring often becomes more about prioritizing markets and maximizing the artists' limited resource: time. Experts in the global touring game will lay out how to strategically approach the global marketplace, how to maximize time spent on international touring, which markets to invest in, and where are the safest bets to grow the career through live performance.

12:00pm - 1:30pm

LUNCH*Wilshire Gardens & Oasis Courtyard*

12:00pm - 1:30pm

International Networking Session*Canon Room, Executive Meeting Center***Sponsored by:** Semmel Concerts,

Feld Entertainment

1:30pm - 2:00pm

Back by Popular DEMAND! Can A Grand Data Experiment Transform the Live Events Industry?*International Ballroom***Moderator:**

Eric Gardner, Director of Booking,

Oak View Group

Speakers:

Jeffery Azoff, Partner, Full Stop Management

Nick Turner, Founder in Residence,

Google's Area 120

Parag Vaish, Founder in Residence,

Google's Area 120

During this session at Pollstar LIVE!, two co-founders will launch a stealth startup that is emerging from Area 120, Google's lab for experimental projects. This startup is already working with many of the most reputable companies in the live music industry, alongside the resources that stem from being a part of Google and YouTube. Don't miss this opportunity to learn about this new product, see a demo and understand how this startup can impact the live music industry.

2:00pm - 2:45pm

A Conversation With Scott Stapp*International Ballroom***Interviewer:**

Ray Waddell, President, Media and

Conferences, Oak View Group

Scott Stapp owns one of the most remarkable stories in rock n' roll history, a story of spectacular rise, an equally spectacular fall and, ultimately, redemption. The solo artist, songwriter, and voice of Creed—once one of the biggest rock bands in the world—is very much back in the game, with powerful new music and steadfast resolve in rebuilding his life and career. Following Creed's stunning success through the early 2000s, the subsequent critical backlash, and daily battles with the illnesses of addiction and depression (and all the personal and professional fallout entailed), Stapp hit bottom. Today, more than five years sober, he is supporting his best-received solo album to date, *The Space Between The Shadows*. In what's sure to be a riveting discussion, Stapp will sit for an exclusive Q&A with Oak View Group's Ray Waddell to reflect on his personal and professional evolution, his sense of purpose in sharing the silver lining of his survival, his commitment to the art and craft of live performance, and how he hopes to help other artists avoid making the same mistakes he made.

3:00pm - 3:30pm

Rainmaker II: NextGen*International Ballroom***Inverviewed By:**

Zoë Sonquist King, SVP Brand Partnerships & Development, Paradigm Talent Agency

With:

Zach Zimmerman, Founder/CEO, ZTZ Entertainment

As Uber's former Global Head of Music and Entertainment, Zach Zimmerman spent the better part of five years helping the tech company forge first-of-its-kind partnerships with marquee artists like Billie Eilish, Khalid, Ed Sheeran, John Mayer, Lil Nas X and many others. He also brokered the company's largest commercial partnerships in the entertainment industry, including a worldwide deal with mega-promoters like Live Nation. Now, Zach will take his tech-unicorn honed skills and apply them to artist management with his new venture ZTZ Entertainment. In this candid Q&A with Paradigm Talent Agency's Zoë King, Zach will talk about how ZTZ clients David Dann, Chloe Gilligan and Rocket Penguin will benefit from the firm's innovative approach to the marketing and funding of developing talent.

3:30pm - 3:45pm

COFFEE BREAK

3:45pm - 4:30pm

Live 2030: The Cultural Technological and Biological Impact on the Concerts of the Future*International Ballroom***Moderator:**

Dan Berkowitz, CEO & Founder, CID Entertainment

Speakers:

Eddie Clemens, Head of Tour Marketing, UTA

Mike Einziger, Co-Founder, Mixhalo

Blythe Reyes, VP Product, Ticketmaster

Ben Samuels, President & General Manager, MelodyVR

Kelly Strickland, SVP, US Concerts Tour Marketing, Live Nation

Bill Werde, Director, Bandier Program, Syracuse University

Who will be touring 10 years from now? How will it be presented? How much are tickets? And how will they be delivered? All of these factors—culture, technology and biology—will have an impact on the live experience in 2030. Today, live is enjoying a cultural tailwind as consumers—especially young consumers—value experience over “stuff”; Will that trend prevail? Tech will no doubt impact the concert experience with the advent of 5G and AR/VR, as well as sound and visuals, not to mention ticketing and the entire transactional dynamic. Finally, simple biology will dictate that some artists will eventually fall out of the touring marketplace. Who will replace them and what is the future of artist discovery and development? We’ll examine the future of live from all angles as experts weigh in.

3:45pm - 4:30pm

Pollstar Data Cloud: The Next Gen Tool For Live Data Management*Beverly Hills Ballroom***Moderator:**

Jon Guynn, VP Operations, Media & Conferences, Oak View Group

Speakers:

Ken Fermaglich, Partner, Music Agent, UTA

Eric Gardner, Director of Booking,

Oak View Group

James Sather, Business Development Manager, Google Cloud Platform

The advent of the Age of Information allowed promoters, talent buyers, agents and venues to support the gut instinct that had sustained them through the birth of the industry with hard data to support critical strategic planning. Consider the concert industry data game revolutionized. With the launch of Pollstar Data Cloud, Pollstar subscribers and industry pros have the opportunity to tap into the box-office data on 60,000 artists to slice, dice, compare, provide context, manage, filter, and otherwise use to address their personal touring solution for any artist or artists. This informative panel will discuss how savvy professionals use data to inform touring strategy, lay out the basics of what Pollstar Data Cloud is, and unveil what it can mean to your planning and execution of live events.

3:45pm - 4:30pm

**International Festivals:
Balancing Emerging Markets
vs. Mature Mainstays***International Track in association with Midem**Wilshire Ballroom***Moderator:**

Laurie Kirby, Esq., Co-Founder, FestForums

Speakers:

Cindy Castillo, MadCool Festival

John Giddings, Managing Director, Solo Music Agency

Leca Guimarães, International Festival Director, C3 Presents

Rob Kelso, Director of Business Affairs, Creativeman / Summer Sonic

Peter Noble, Director, Bluesfest Group of Companies

For many years, the global festival marketplace was carved in stone, offering a consistent and productive global opportunity for agents to strategize international festival plays for clients well in advance, with few surprises and few risks. In the past decade, the international festival landscape has shifted dramatically, not only in terms of the evolution of mature festivals, but also with new events in established markets, and the development of emerging markets eager to jump into the festival business. Today, agents, managers, and event producers are faced with myriad choices and a more complicated scenario as they seek to strategically map global touring and maximize each festival play. Promoters, producers and agents from the global festival scene will provide an update on the world of global music festivals.

4:30pm - 5:30pm

**Closing Keynote Panel:
A Conversation with Nicki Minaj
& Irving Azoff***International Ballroom*

The Queen of Hip-Hop meets the King of Managers in an exclusive keynote conversation which promises to be wildly engaging.

Nicki Minaj is one of the most powerful, successful, outspoken, and disruptive rap artists and businesswomen in the industry, while Irving Azoff, Chairman and CEO of The Azoff Company, doesn't share any of those qualities.

THURSDAY

Pollstar Live! 2020

FEBRUARY 6

8:30am

Registration Opens*International Terrace*

8:30am - 2:30pm

Pollstar | Google Demo Room*Le Chateau*

Join Pollstar's CTO Dan Martin, boxoffice editor Brad Rogers and the team from Google for an informal Q&A and overview of Pollstar Data. Attendees can learn how to report to Pollstar's Boxoffice, Route Book and Directory Databases, and get a preview and demonstrations of Google DEMAND, Pollstar Data Cloud and other new developments in live entertainment analytics.

9:15am - 9:45am

Rainmaker III: NextGen*International Ballroom***Interviewed By:**

Ryan Borba, Managing Editor, Pollstar

With:

Tariq Cherif, Co-founder, Rolling Loud Festival

As co-founder of Rolling Loud, hip-hop's largest music festival, Tariq Cherif has quickly made a mark on the North American live urban music scene. Always a fan first, Cherif's music career began in 2009 as an artist, producer, and intern at a recording studio before realizing that being a creative was not his destiny. In October 2010, Cherif co-founded Dope Entertainment with partner Matt Zingler and quickly grew it to become Florida's leading hip-hop concert promotions company, launching Rolling Loud in 2015. Cherif will discuss plans to expand the brand nationally and internationally, diversify ancillaries including merchandising and media, and venture into artist management.

9:45am - 10:30am

This One's From Our New Album: The Labels' Role in Contemporary Touring*International Ballroom***Moderator:**

Sam Alpert, SVP, Marketing,

Paradigm Talent Agency

Speakers:

Jonathan Eshak, Partner, Mick Management

Harlan Frey, SVP, Touring & Artist Development, Atlantic Records

Ethiopia Habtemariam, President,

Motown Records

Michelle Jubelirer, COO,

Capitol Music Group

Keith Sarkisian, Agent, WME

Brad Wavra, SVP, Touring, Live Nation

Once upon a time, labels would dependably bankroll the touring efforts of developing artists to ensure they brought their sound (and new songs) to the people (recoupable, of course), and also provide whatever support needed to more established artists when they toured, all geared toward tapping into the energy and attention of live to stimulate album sales. While that's an oversimplification of sorts, it is true that tours for contemporary artists were invariably scheduled around record releases; artists toured to support their new albums. As the digital age has radically disrupted financial models for labels, that traditional dynamic has, to a large degree, flipped, and touring has become the leading revenue producer for most artists today. Yet, while still on parallel courses, the agendas of labels and touring stakeholders remain the same: build an artist into a superstar. In a Pollstar Live! first, label executives (and a couple of touring guys) will discuss the evolving relationship between labels and live.

9:45am - 10:30am

Cannabis & Your Event*Beverly Hills Ballroom***Moderator:**

Jim Lewi, Special Projects, Red Light Ventures

Speakers:

Lori Ajax, Chief, Bureau of Cannabis Control

Dustin Moore, Partner, Axiom Advisors, Inc. Caroline Phillips, Principal/Founder, The High Street PR & Events

Steve Welkom, COO, Another Planet Entertainment

Promoters, producers, publishers, ponderers, and regulators weigh in on the cultural, legal, artistic, and operational prospects of weed at live events.

9:45am - 10:30am

An Update on The Global**Venue Landscape***International Track in association with Midem**Wilshire Ballroom*

The global venue I

Moderator:

Brian Kabatznick, EVP, International Facilities, Oak View Group

Speakers:

John Boyle, President, Live Nation Japan

Michael Brill, CEO, D.LIVE

Ashish Hemrajani, CEO & Founder, BookMyShow (India)

Lucy Noble, Artistic and Commercial Director, Royal Albert Hall

James Taylor, Senior Commercial Manager, Wembley Arena and, ultimately, World Music Head Marc Geiger in L.A. Following much persuasion to move to Texas, Lobl took her game to Austin to work for C3 Presents in the new role of Global Festival Buyer. She now works closely with Live Nation's EU team, aggregating artist offers for 197 festivals domestically and abroad, including Bonnaroo, Lollapalooza Stockholm, and the various international Lollapaloozas. Sophie is also Director of Campground experiences at Bonnaroo, where she curates and manages 12 stages in the campgrounds.

10:30am - 11:00am

Rainmaker IV: NextGen*International Ballroom***Interviewed By:**

Marc Geiger, Head of Music, WME

With:

Sophie Lobl, Global Festival Buyer,

C3 Presents

Born in London, Sophie Lobl made her way to the United States following her Bachelor's at Leeds University, launching her career in entertainment at Radio 1, where she worked as an assistant producer on shows such as Annie Mac, Zane Lowe and Mistajam, to name a few. Next up was William Morris Endeavor, where Lobl advanced from reception to working with Endeavor's Russell Warby, Ari Emanuel and, ultimately, World Music Head Marc Geiger in L.A. Following much persuasion to move to Texas, Lobl took her game to Austin to work for C3 Presents in the new role of Global Festival Buyer. She now works closely with Live Nation's EU team, aggregating artist offers for 197 festivals domestically and abroad, including Bonnaroo, Lollapalooza Stockholm, and the various international Lollapaloozas. Sophie is also Director of Campground experiences at Bonnaroo, where she curates and manages 12 stages in the campgrounds.

11:15am - 12:15pm

Roundtable Sessions*Whittier Room*

Intimate, candid, and essential, Pollstar Live! roundtables feature critical topics for specific industry stakeholders, hosted by leading professionals in each sector. Come for the relevant topics, stay for the engaging conversation!

Safety & Security

- Mary Haskett, CEO & Co-Founder, Blink Identity
- James Brett, CEO, Founding Investor, APPIX Project Inc.

The Future of Open Ticket Marketplaces

- Jeff Poirier, General Manager – Music, Theater & Performing Arts (North America), StubHub
- Barry Rudin, Owner, Barry's Tickets
- Ant Taylor, CEO, Lyte

What 5G Means to the Live Biz

- Dave Macdonald, Strategy Director, AT&T Sports & Entertainment

Legal/Risk Management

- Paul Bassman, President/ CEO, Ascend Insurance Brokerage
- Timothy Epstein, Partner, Duggan Bertsch, LLC

Touring in an Election Year

- Emily White, Founding Partner, Collective Entertainment
- Christopher Moon, Co-Founder, 46 For 46

Merch/Concessions

- Dan Goldberg, SVP, Artist Services, Warner Music Group
- Dell Furano, Founder, Epic Rights

Fan Engagement

- Kate Lieberman, VP, Guest Services, Live Nation
- Don White, CEO & Co-Founder, Satisfi Labs

Sustainability

- Lucy August-Perna, Manager, Venue Sustainability, Live Nation
- Michael Martin, Founder & CEO, r.Cup

Branding Sponsorship 101*(Palm Room)*

- Marcie Allen, President & Founder, MAC Presents
- Kacie Lehman, SVP Partnerships, MAC Presents

Coffee Sponsored by Barclays Center

THURSDAY

Pollstar Live! 2020

FEBRUARY 6

12:15pm - 1:30pm

LUNCH*Wilshire Gardens & Oasis Courtyard*

1:30pm - 2:15pm

Betting on Live: The Renaissance of Entertainment at Casino Properties*International Ballroom***Moderator:**

Billy Brill, Billy Alan Productions

Speakers:

Andrew Blank, Casino Division Director & Promoter, C3 Presents

Jay Byrd, Music Agent, CAA

Billy Conn, Talent Buyer, Live Nation

Paul Davis, VP, Entertainment/Booking & Development, MGM Resorts

Dan Pferschy, Director of Entertainment, Agua Caliente Resort Casino Spa Rancho Mirage

Seth Shomes, Head of Casino Division, Music & Non-Traditional Touring, UTA

Cast aside any preconceived notions about live entertainment at casinos and gaming properties. Shows at these state-of-the-art performance venues, in Las Vegas and across the nation, are big business, for artists of a wide range of genres, audiences, and positions on the career arc. The idea that entertainment at casinos can ignore profits and is all about the drop is outdated; producers and talent buyers for gaming properties are faced with the same issues as the broader industry, namely efficient production that doesn't compromise the show, talent budgets, catering costs, scaling, marketing, and the value of hard tickets. A primary difference is also a challenge: Casinos are very much in the VIP business, so must also consider comps versus player development and the breakdown of fans. Professionals deeply immersed in the gaming talent game will provide a state-of-the-business snapshot of talent at casino properties.

1:30pm - 2:15pm

K-Pop + J-Pop: Demystifying a Red Hot Global Phenomenon*Beverly Hills Ballroom***Moderator:**

Sarah Pittman, Editor, Pollstar.com/Pollstar Daily Pulse

Speakers:

Ashley Choi, Global Music Management Consulting, Kpop

Steve Dixon, Music Tour Management

David Zedeck, Global Head of Music, UTA

From South Korea's BTS breaking box office records and BLACKPINK wowing fans at Coachella to Japan's Babymetal making headlines as the first Asian act to top the Rock Albums chart, K-pop and J-pop have never been hotter. The Pollstar data confirms their power, but some still question the depth and breadth of the appeal of K-Pop and J-Pop in terms of international and domestic markets. Can it work everywhere? What defines a potential hotbed? How is this music best marketed and promoted as a live attraction? What is the passion barometer for selling tickets? This panel will examine how K-pop and J-pop artists have risen from niche fan bases to worldwide sensations, and what other artists and their teams can learn from the fervor surrounding the genre's superstars.

1:30pm - 2:15pm

Global Sponsorships: What's Out There for the World*International Track in association with Midem**Wilshire Ballroom***Moderator:**

Andrew Hampp, Founder, 1803 LLC

Speakers:

Marcie Allen, President & Founder, MAC Presents

Rob Beckham, CEO & President, The AMG

Alisann Blood, Co-Head, Music Branding Team, UTA

Nathan Gregory, Agent, Music Brand Sponsorships, CAA

The popularity of live music is fully a global phenomenon in 2020, with artists owning global footprints and taking worldwide tours and album launches to market. At the same time, the live entertainment space remains one of the most robust and growing categories for brands to raise awareness, increase revenue and own a more global presence. So how do brands, events, artists, and tours best tap into the opportunities presented by live music events, be they one-off concerts, tours passing through several countries and territories, or festivals, venues, etc. Topics to be discussed include what sort of opportunities are out there, how best to engage fans at these events, what is expected from both parties, how can brand messaging transcend cultural, language, political, and other boundaries, where is this space going, and what is the range of commitment required.

2:15pm - 2:30pm

COFFEE BREAK

2:30pm - 3:15pm

Chris Young: A Global View for Country Music*International Ballroom***Interviewed By:**

Rob Beckham, CEO & President, The AMG

With:

Chris Young, Musician

Multi-platinum RCA Nashville singer/songwriter Chris Young belongs to some exclusive clubs, including the iconic Grand Ole Opry, as well as artists with 2 Billion on-demand streams, 12 million singles sold, 11 career No. 1 singles, 17 Gold/Platinum/Multi-Platinum certified projects, and multiple GRAMMY, CMA and ACM noms. As a consistent ticket-seller and headliner at amphitheaters, arenas and festivals, Young drew more than 400,000 fans in 2019. As he tees up his next tour in support of his 8th album, Young will discuss the arc of his increasingly global career with one of Nashville's most successful and visionary executives, Rob Beckham, President/CEO of the fast-growing Nashville management firm The AMG (and former co-head of WME Nashville) for a session that will shed light on where country music is today, the art and craft of live performance, and where this powerful, instinctive artist and his music are bound.

3:15pm - 5:15pm

Agents Live*Executive Meeting Center*

7:00pm - 8:00pm

Pre-Awards Reception*Oasis Courtyard & Executive**Meeting Center*

8:00pm - 10:00pm

31st Annual Pollstar Awards*International Ballroom**Presented by Live Nation**Hosted by Whitney Cummings*