



TUESDAY, JUNE 15

5:30 pm – 7:00 pm: Pollstar Live! Opening Reception

WEDNESDAY, JUNE 16

8:00 am: Registration Open

9:00 am: Opening Remarks

9:15 am: Golden Era 2.0: How the Concert Business Comes Back & What it Looks Like

The return of live entertainment to the era of unprecedented growth and success it experienced the past decade appears likely, but many challenges exist. Beyond the simple safety and security of fans, leaders of live have to chart a course that must take into account a vastly changed landscape in terms of ticketing, deal structures, traffic, venue capacities, artist relations and fan engagement. Fans overwhelmingly are ready to go to shows, but it's not a matter of turning on the lights and opening the doors. This panel will examine what the business will look like when it returns to full-tilt boogie, where and when that happens, what sort of business we will be coming back to, and what we can expect in 2022.

10:00 am: Rainmaker I: Voices of Live

11:00 am: Now, Where Were We? Picking Up the Pieces After a Year Off the Road

When we left a thriving live entertainment business function at extremely high levels in March of 2020, there was much ado about everything - "farewell" tours from some of the biggest names in the industry, highly anticipated mega-treks from blockbuster acts at the stadium and arena level, and major NexGen performing artists that were only beginning to test the waters of superstardom as what is expected to be a lengthy touring career. Never has the industry had to push pause in such a manner, especially as we scale unprecedented heights with exciting young talent and proven performers engaging hundreds of thousands of fans. So how to start back? Those in the trenches will examine how they maintain connections with fans and re-start the machine as Golden Era 2.0 awaits.

11:00 am: The Future Of GA: What Are the Implications?

As we all learned, there is no substitute for hundreds (or thousands) of people packed together in one venue for the shared purpose of experiencing the music we love, breathing the same air as the performers and moving about freely in the love of live. As fans and the industry prepare for the return of live music that is actually "live," it's that "breathing the same air" part that has a lot of folks concerned. A major trend in the post-pandemic live experience has been to keep groups of fans sequestered in "pods" or certainly reserved seating areas, which begs the question: what is the future of General Admission? Many venues, from clubs to sheds to festivals, make a living on the GA experience, and certainly more than a few bands thrive in that environment. A panel of professionals who operate in the GA world will weigh in on how it might look in a post-pandemic touring world.

11:45 am: The State of the Market for Tour & Event Sponsorships in 2021 and Beyond

Will take a deep dive into current market conditions, the appetite for brands to spend money and engage fans at live events, including tours, festivals, venues, and special events. What's out there, which categories are most active, what are expectations, how has the market changed, what's the global picture, what are metrics for success/managing expectations, what does the future look like? Speakers include CMOs from the brands, account executives, agency reps, event producers, etc.

11:45 am: Where Can We Go Now? A Look at International Touring Post Covid

Even under normal circumstances, international touring is a complex and multifaceted undertaking requiring vision, fortitude, and flexibility. These are not normal circumstances, as markets recover financially and in terms of the pandemic at different rates and levels. Still, artists have continued to build international fan bases over the past year, and perhaps have even broken new markets via streaming and album releases since they last were able to tour globally. A group of plugged-in players in the international live game will weigh in on where the opportunities lie and how to plot a global game plan over the next few years.

12:30 pm: Lunch Break

2:00 pm: An Honest Look at Diversity & Inclusion in Live Entertainment

In a Pollstar industry research project last year, two-thirds of those surveyed acknowledged the need for greater inclusivity in the live entertainment industry, with more than half believing “we can do better in achieving racial/cultural diversity,” and only 21% feeling the industry has done a good job increasing racial/cultural diversity.”

Few would argue that the business of live entertainment is populated by people whose heart is in the right place, yet this is a business overwhelmingly populated—and run—by white males. The question is not only how leaders can make their companies and partners more inclusive and diverse, but how can talented, but traditionally marginalized, people avail themselves of the opportunities that are out there in an industry that seems to want to do the right thing.

3:00 pm: Rainmaker II: Voices of Live

3:30 pm: Keynote Q&A

4:15 pm: Roundtables

- **TICKETING/REFUNDS:** Strange New World
- **DIGITAL MARKETING:** How We Communicate with Fans
- **SAFETY/SECURITY:** What Safe Shows Look Like
- **FAMILY SHOWS:** What's the Market?
- **VENUES:** Post-Covid 101
- **INTERNATIONAL:** ReCap of Global
- **BRANDING/SPONSORSHIPS:** Partnerships Today
- **INSURANCE/RISK MANAGEMENT:** Liability 2021
- **STAFFING/EMPLOYMENT:** What's the Opportunity?
- **SUSTAINABILITY:** State of the Art

7:30 pm: 32nd Annual Pollstar Awards A Celebration of Live



THURSDAY, JUNE 17

8:00 am: Registration Open

9:00 am: Hell Yes, I'm Still Going: Untangling the Most Massive Rescheduling Campaign in the History of Earth

The title of this panel pretty much says it all. In March of 2020, concert producers, tour organizers, artists and venues were faced with an unprecedented challenge of cancelling or postponing thousands of shows and events worldwide. Many were rescheduled, some more than once, and yet, even faced with this vast uncertainty, fans overwhelmingly opted to hold on to their ticket. Those in the trenches will discuss how they dealt with this monumental challenge, how the rescheduling process has gone, and the fan engagement dynamic in play in these completely unique times.

10:00 am: Rainmaker III: Voices of Live

10:45 am: I'm With the Band: The Artist's Perspective

Much has been made about how fans and the industry were impacted by the shutdown, and rightly so, but few had their lives and livelihoods affected by a non-existent live thing more than did the artists who grace our stages. For many artists, a respite from the road, once the shock wore off, was embraced as musicians reconnected with friends and families and became accustomed to a world where their dog didn't bark at them. In this popular session, touring musicians will talk about how they spent their time away from the road, how it affected them personally and professionally, and the prospect of returning to the road and reconnecting with their touring teams.

10:45 am: Starting Over: How to Stay in the Business You Love

Faced with massive postponements and little or no revenue coming in, many tours, producers, promoters, agencies, venues, and vendors worldwide were faced with furloughing thousands of live entertainment employees. Many of them opted for new careers, but most have expressed a desire to return to the industry they love. This panel will break down the employment landscape for the live entertainment industry as it is poised to resume full blown activity, and tips on how those who found themselves at home, off the road, or out of the business might find a way back in to elevate their career.

11:30 am: I Really Did Forget my Wallet: The Next Era in Cashless/Touchless

The pandemic has venues, touring pros and event producers concerned (freaked out?) about exposing fans, staff, and tours to disease. The issue has venues and events putting a greater focus on installing contactless technology for general concessions, premium dining, and other transactions, whether its tap-and-go payments with credit cards or mobile ordering. To this point, the mobile piece represents just 2% to 5% of total transactions over the past 15 years those systems have been available. Some feel those numbers could spike dramatically after venues reopen for business, especially with the advent of 5G and health concerns. A look at the latest and greatest in this and other new tech that will protect and entertain fans of the live experience in the Great Return.

11:30 am: Changing Lanes: How to Turn Shutdown Fan Engagement Into Post-Pandemic Ticket Sales

Marketing specialists, PR pros, social media managers, and fan engagement experts were faced with a unique challenge last year: how to keep fans engaged with venues, artists, and events with no live experience to build around. Most rose to the occasion, parlaying social media programs, streaming events, and deep participation from the artists and influencers themselves into meaningful connections. Many managed to not only maintain existing connections, but also build equity by reaching fans at home and availing themselves of unique opportunities as they arose. Still, it's all about the live thing, and all indicators are that fans are more than ready to return to venues and festivals to see their favorite artists perform in person. A panel of savvy music and event marketers will explore ways to tap into the excitement and carve out a place for their events and tours in what is sure to be a highly competitive marketplace ahead.

12:30 pm: Keynote Q&A

1:15 pm: Agents Live & Lunch