



TUESDAY, JUNE 15

5:30 PM – 7:00 PM: POLLSTAR LIVE! OPENING RECEPTION

Sponsored by: Climate Pledge Arena & UBS Arena

WEDNESDAY, JUNE 16

All sessions will take place in the International Ballroom.

9:00 AM: OPENING REMARKS

Featuring: Tim Leiweke, *CEO & Co-Founder, Oak View Group*

9:30 AM: GOLDEN ERA 2.0: HOW THE CONCERT BUSINESS COMES BACK & WHAT IT LOOKS LIKE

Sponsored by: Pioneer Coach

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.

MODERATOR:

- Ray Waddell, *President, Media & Conferences, Oak View Group*

PANELISTS:

- Marty Diamond, *Wasserman Music*
- Arthur Fogel, *Chairman of Global Music & President of Global Touring, Live Nation Entertainment*
- Ron Laffitte, *Patriot Management*
- Dre London, *Fionda Management*
- Marsha Vlasic, *President, Artist Group International*

10:15 AM: RAINMAKER: VOICES OF LIVE

Pollstar Live's Rainmakers series feature intimate Q&A from industry innovators and influencers who are creating positive change in the live entertainment industry through boldness and creativity.

MODERATOR:

- Tobi Parks, *Business & Legal Affairs, Lawyer, Sony Music Entertainment, Owner, xBk*

PANELISTS:

- Dayna Frank, *CEO, First Avenue & the 7th St. Entry*
- Audrey Fix Schaefer, *Head of Communications, I.M.P.*

10:45 AM: BREAK

Wilshire Gardens

11:15 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.

MODERATOR:

- TBC

PANELISTS:

- Paul Bassman, *Managing Director, Higginbotham*
- Phil Quist, *Music Agent, CAA*
- Peter Shapiro, *Founder, DayGlo Ventures*
- Larry Webman, *Agent, Wasserman Music*
- Molly Zidow, *VP Operations, Danny Wimmer Presents*

12:00 PM: THE STATE OF THE MARKET FOR TOUR & EVENT SPONSORSHIPS IN 2021 AND BEYOND

Sponsored by: Ross Video

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.

MODERATOR:

- Malcolm Gray, *Live Nation Entertainment*

PANELISTS:

- Kevin Gelbard, *Music Brand Partnerships Executive, CAA*
- Dan Griffis, *President, Global Partnerships, Oak View Group*
- Maureen Valker-Barlow, *SVP Brand Alliances, Danny Wimmer Presents*
- Russell Wallach, *Global President, Live Nation, Live Nation Entertainment*
- Mark Weinstein, *Marketing & Loyalty, Hilton*

12:45 PM: LUNCH

Wilshire Gardens

2:00 PM: AN HONEST LOOK AT DIVERSITY & INCLUSION IN LIVE ENTERTAINMENT

Sponsored by: Live Nation

In a Pollstar industry research project last year, $\frac{2}{3}$ 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.

MODERATOR:

- Jonathan Azu, *Founder, Culture Collective*

PANELISTS:

- Nicole Barsalona, *President, Women in Music*
- Shavonne Dargan, *SVP, Strategy & Marketing, CURATeD/Live Nation Media & Sponsorship*
- Binta Niambi Brown, *Founder, Omalilly Projects*
- Eddie Orjuela, *Latin Talent Buyer, Nederlander Concerts/Orjuela Entertainment, LLC*
- Noelle Scaggs, *Founder, Diversify The Stage, Elektra Recording Artist, Fitz & The Tantrums*
- Bao Vo, *Artist, Bao Vo Creative, Inc.*

2:45 PM: NOW, WHERE WERE WE? PICKING UP THE PIECES AFTER A YEAR OFF THE ROAD

Sponsored by: Banc of California Stadium

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.

MODERATOR:

- TBC

PANELISTS:

- Sara Bollwinkel, *SVP, Wasserman Music*
- Ken Fermaglich, *United Talent Agency*
- Adam Kornfeld, *President of Touring North America, Artist Group International*
- Doc McGhee, *McGhee Entertainment*
- Howard Rose, *President, Howard Rose Agency*

3:30 PM: BREAK

3:45 PM: 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.

MODERATOR:

- Brian Kabatznick, *EVP*, Oak View Group

PANELISTS:

- Helena “Leca” Guimarães, *International Festival Director*, C3 Presents
- Rob Hallett, *CEO*, Robomagic Live
- Georg Leitner, *CEO*, Georg Leitner Productions GmbH
- John Reid, Live Nation Entertainment
- David Zedeck, *Global Head of Music*, United Talent Agency

4:30 PM: SET UP AND TURN AROUND SUPPLY AND SERVICES PRESSURES – SUPPLY CHAIN FACTORS IN THE NEW NORMAL

Across all industries there are challenges in managing Just in Time Inventory needs. Shortages in tools, safety products, raw materials, like steel and construction supplier, and many items required to keep your operations running on time, on target and mitigating delays and disruptions. We will review insights we are seeing in the earliest stages of the recovery across various industries, and some approaches and strategies being applied to ensure the delivery of quality entertainment, services and solutions are not impacted by the new pressures that have emerged as part of our global recovery.

PANELISTS:

- RC Lawler, *Director*, Grainger Consulting Services
- Kevin Hartler, *Sr Director*, Grainger Consulting Services
- Brian Botts, *Southern California Sales Manager*, Grainger
- Michael Olagbegi, *VP Regional Sales*, Grainger

4:45 PM: KEYNOTE Q&A

MODERATOR:

- Gail Mitchell, *Executive Director*, R&B/Hip-Hop, Billboard

PANELISTS:

- Sebastian Maniscalco, *Comedian/Actor*
- Judi Marmel, *Partner, President of Talent*, Levity Live

8:00 PM: 32ND ANNUAL POLLSTAR AWARDS – A CELEBRATION OF LIVE

Sponsored by: Live Nation



THURSDAY, JUNE 17

8:00 AM: MORNING BEVERAGES

*Sponsored by: Semmel Concerts, Air Partner, & Georg Leitner Productions
Wilshire Gardens*

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.

MODERATOR:

- David Kells, *EVP, Entertainment and Venues, Bridgestone Arena*

PANELISTS:

- Gerry Barad, *EVP, Booking, Live Nation Global Touring*
- Joe Harris, *Music Agent, CAA*
- Peter Katsis, *Managing Partner, US Music, YM&U Group*
- Jbeau Lewis, *Agent, Music Leadership, United Talent Agency*
- Geni Lincoln, *GM & SVP/Live Events, Forum*
- Bruce Solar, *Partner/Head of Music Worldwide, APA*

10:00 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.

MODERATOR:

- Robert Davari, *Founder & CEO, Tixr*

PANELISTS:

- Chayce Cheatham, *TikTok*
- Mary Kay Huse, *CEO & Co-Founder, Mandolin*
- Jamal Jimoh, *VP, Head of Commerce, Hitco Entertainment*
- Joel Madden, *Co-Founder & CEO, Veeps.*
- Ant Taylor, *Founder & CEO, Lyte Inc.*

10:45 AM: STARTING OVER: HOW TO STAY IN THE BUSINESS YOU LOVE

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. More than a few of those employees opted to embark on new careers, but many 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's 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.

MODERATOR:

- Scott Carmichael, *Founder & CEO, Prodigy Search*

PANELISTS:

- David Garretson, *Special Representative, IATSE*
- Natasha Russ, *Regional Director, HR - West, Legends*
- Nurit Smith, *Executive Director, Music Forward Foundation*
- Jeremy Young, *Director of Music Tours and Live Event Sales, CAPS Payroll*

11:30 AM: BREAK

11:45 AM: I REALLY DID FORGET MY WALLET: THE NEXT ERA IN CASHLESS/TOUCHLESS

The pandemic has teams and venues concerned (freaked out?) about exposing fans, staff and tours to disease. The issue has teams 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 sports venues reopen for business, especially with the advent of 5G. 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.

MODERATOR:

- Dr. K. Elizabeth Hawk, *President, Ampersand Intelligence*

PANELISTS:

- Stas Chijik, *Co-Founder, CEO, BillfoldPOS*
- Michael Conley, *SVP, Chief Information Officer, Cleveland Cavaliers*
- Amy Latimer, *President, TD Garden, Chief Development Officer, Delaware North*
- Brendan Lynch, *Ticketmaster*
- Wayne Scarsella, *EVP, Sports & Entertainment, Appetize*

12:30 PM: CLOSING KEYNOTE CONVERSATION: REVIVING LIVE: WHAT'S NEXT?

The Covid-19 pandemic wreaked havoc on the live entertainment industry, shutting down all touring and live events worldwide for the first time in history. Now, as the industry emerges from the smoldering embers of what had been the most successful 10-year run the business had ever seen, shows are on sale, the buses and trucks are fired up, and the industry writ large is "getting the band back together." Most—but not all—shows and events that are on sale are performing well, and the low overall refund activity sends the message that fans are eager to resume their love affair with live. Even so, critical questions remain as to what sort of industry to which we shall return. Executives and entrepreneurs making huge bets on the future of live entertainment will convene for a candid discussion from the perspectives of venues, agencies, talent buying, management and business development in an unprecedented Conversation.

1:15 PM: AGENTS LIVE & LUNCH

Beverly Hills Ballroom & Wilshire Gardens