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MONDAY, FEBRUARY 7TH

5:30 PM

Pollstar Live! 2022 Opening Reception

Wilshire Gardens

POLLSTAR LIVE! 2022 – DAY 1

9:00 AM

Opening Remarks

International Ballroom

9:15 AM

To be Announced

International Ballroom

10:00 AM

Candid Q&As with Prevalent Visionaries, Change Agents & Thought Leaders of the Live Entertainment Industry

International Ballroom

10:30 AM

Is This What They Mean by Roaring '20s?

International Ballroom

If 2021 was about cranking up the machine following the most devastating global shutdown the live entertainment industry has ever faced, then 2022 and beyond is about re-establishing a sense of normalcy and continuing the wave of success that characterized the past decade of the live music business. While the touring business came to a virtual standstill for much of 2020, the evolution of this dynamic business continues forthwith. What has been shown to be true is demand for live entertainment continues unabated and fans still clamor to engage with their favorite artists, venues, and events. In flux? Pricing, booking, billing, logistics, international planning, routing, staffing, and show protocols. Leaders in live entertainment will share what the coming year looks like, what they've learned post-shutdown, and how they're planning for 2023.

Moderator:

Speakers:

Omar Al-joulani, President, Live Nation Concerts

Marty Diamond, EVP & Managing Executive, Wasserman Music

Lucy Dickins, Co-Head of Music, WME

Samantha Kirby-Yoh, Co-Head of Global Music, United Talent Agency

Marsha Vlastic, President, AGI

11:10 AM

Break

International Ballroom Foyer

11:30 AM

Global Touring Now!

International Ballroom

The Great Global Recovery is underway, as the international touring environment in which artists were able to tour that developed in this millennium steadily regains its footing. The post-pandemic landscape still finds a wide range of recovery, forcing those who deal in global touring to strategically plot

Tuesday, February 8, 2022



international efforts with pinpoint accuracy and the most up-to-the-date information possible, knowing that the entire plan could shift at any time. International promoters, agents and venues will discuss their current set of circumstances and forecast what changes may be in store, as well as what could impact global touring in the future.

Moderator:

Speakers:

Ashish Hemrajani, Founder & CEO, BookMyShow

Georg Leitner, CEO, Georg Leitner Productions GmBh

Jason Miller, CEO, Eventim Live Asia

Lesley Olenik, VP, Touring, Live Nation

Neil Warnock MBE, Co-Head of UTA UK & Head of Global Touring Music, United Talent Agency

11:30 AM

Elvis Is In The Building: Venues Booking, Presenting and Producing Content

Beverly Hills Ballroom

Demand for live entertainment content is as strong as ever but the inventory of quality venues vying to host that content continues to increase. Choices abound, and venues are often faced with shuffling dates, staggering on-sales, directing traffic, juggling avail, prioritizing holds, and, increasingly, booking their own talent. Often, it is the venues who are best-positioned to gauge demand in their markets and serve as the best marketers of the events they host. Some of the top venue bookers and content providers in the industry will take on the subject of venues booking talent in this Pollstar Live! exclusive perspective.

Moderator:

Speakers:

Grace Blake, Programming Director, City Winery NYC, Pier 57

Starr Butler-Jemison, VP Booking and Events, Fiserv Forum & Milwaukee Bucks

Geni Lincoln, GM and SVP Live Events, The Forum

Peter Shapiro, Founder & CEO, Dayglo Presents

Dana Warg, VP of Entertainment Booking, 313 Presents

12:10 PM

This Is Not a One-Off: Making Sense of the New Normal

International Ballroom

By the time 2021 came to a close, the live entertainment industry had largely come to terms with a vastly changed environment with a new set of rules prioritizing safety, security, and social concerns. In the process, the “new normal” has morphed into simply “normal.” A primary concern for today’s live professionals is consistency. What are (or should be) the ways of coordinating such formerly “set in stone” modes of operation as ingress/egress, VIP/meet-and-greets, front- and back-of-house protocols, on-sales, safety/sanitization, and staffing? Live entertainment pros will take this topic up here.

Moderator:

Speakers:

Peter Katsis, Managing Partner U.S. Music, YM&U

Donna Westmoreland, Chief Operating Officer, I.M.P., Inc.

12:10 PM

Safety & Security at Live Events is Job #1

Beverly Hills Ballroom

The safety of the concert-going public has always been the highest priority, yet bad things still happen. Security and crowd management experts will discuss how to see tragedy before it happens, how to get fans in and out in safest, most expedient manner possible, threat management at venues small and large, and how to expect the unexpected, and what to do if things do go off the rails, from club to stadium level. This could be the most important panel you attend all year.



Tuesday, February 8, 2022

12:50 PM

Lunch

Wilshire Gardens & Oasis Courtyard

2:15 PM

Reality Check: Career Development for Artists New to Touring

International Ballroom

Live performances virtually stopped in 2020 and much of 2021, but artist development did not. What many artists found when the world re-started was a situation where their following and demand were farther along than their touring history would normally be, creating situations where these artists might be capable of playing bigger rooms than they were actually experienced enough to pull off. For others, the whole touring dynamic is a new and exciting frontier, requiring skillful management and a more strategic plan than ever. As fans and artists both were reminded, streaming is a completely different animal than performing live in front of actual people. It's also worth noting that there are a lot of fans out there who are also new to the live event experience, from club to festival level. Let's discuss!

Moderator: Jamie Cheek, President, FBMM

Speakers:

Zac Bluestone, Music Agent, Wasserman Music

Shirin Nury, Music Agent, CAA

3:00 PM

Rainmaker II

International Ballroom

3:30 PM

Spotlight

International Ballroom

3:45 PM

To be Announced

International Ballroom

4:30 PM

Roundtables & Networking

Wilshire Gardens

8:00 PM

33rd Annual Pollstar Live! Awards

International Ballroom

9:30 PM

Pollstar Live! Awards Post Reception

International Ballroom Foyer and Terrace



POLLSTAR LIVE! 2022 – DAY 2

9:00 AM

What Fans Really Want (And Do They Know It Yet?)

International Ballroom

As all aspects of the fan experience move more completely toward mobile, innovators continue to chart new territory as fans adapt to the security of digital ticketing and all that this technology has to offer. Not only are many fans happily relegating physical tickets to history, they are increasingly receptive to new event-related opportunities with venues, and tours, including parking, concessions, VIP, promotions, bundles, and other digital assets like NFTs. Forward-thinking venues, artists, family shows, touring content, and others are learning more about their customers as demand climbs and presenters continually strive to incentive fans, solve the pricing puzzle, and crack the code on what fans want most. A panel of thought leaders from the front lines of this next era of the live entertainment industry will break down what this revolution in what was once “ticketing” has entered an exciting new frontier. Moderator: Jonathan Azu, Founder and CEO, Culture Collective

Speakers:

David Marcus, EVP Global Music, Ticketmaster

9:45 AM

Rainmaker III

International Ballroom

10:15 AM

Spotlight

International Ballroom

10:30 AM

How the Next Era Of Music Festivals Will Be Safe, Sustainable and Sold Out

International Ballroom

The public remains enamored of the music festival experience worldwide, and the festival boom continues from massive destination festivals to regional and boutique events. But the festival equation has changed, and festival producers must consider a paradigm shift not only in terms of how festivals are booked, but how they impact the environment and, in the wake of the Astroworld strategy, an increased focus on crowd management. The stakes are higher than ever in the festival business as producers find the balance between profitability, safety, and sustainability. Leaders in the festival world will discuss this challenging next era here.

11:10 AM

Break

International Ballroom Foyer

11:30 AM

When the Going Gets Weird: Why Former Road Gurus Move Into Management

International Ballroom

Throughout the history of music touring there has long been a gulf between those strategizing in the offices and those on the road tasked with turning that strategy into reality. Increasingly, that gulf is evaporating as the industry is now seeing music professionals with actual road experience shift into management positions, proving the old Hunter S. Thompson adage to be true: when the going gets weird, the weird turn pro. Let's see how that plays out here in this exclusive panel.

Moderator:

Eric Mayers, Tour Manager, Red Light Management

Speakers:

Brian Cross, Head of Touring, Monotone, Inc.



Amy Davidson, SVP, Head of Touring, mtheory
Alicia Karlin, VP Talent, AEG Presents
Zeke Hutchins, Artist Manager, Mick Management
Heather Ryan, Tour Manager, Sofi Tukker

11:30 AM

So if 2022 is the Year of the Stadium, What Was 1994?

Beverly Hills Ballroom

This coming summer will see so many stadium tours crossing the U.S. that it has been unofficially dubbed The Year of the Stadium. But those have been around a while remember when 1994 was considered the Year of the Stadium, with the world's largest venues packed by the likes of Pink Floyd, the Grateful Dead, the Eagles, the Rolling Stones and Billy Joel/Elton John. So how much better are we today at producing profitable stadium shows than we were 30 years ago, and what's driving the current boom? Pros in the stadium game will examine the economics of staging shows in these large venues built for sports, managing egos versus reality, managing the manifest, the opportunities for flex pricing, and the math in play when considering one stadium shows versus two in an arena or shed.

Moderator:

Speakers:

Gerry Barad, COO, Live Nation Global Touring

Christy Castillo Butcher, SVP of Programming and Events, SoFi Stadium and Hollywood Park

12:15 PM

Lunch

Oasis Courtyard and Wilshire Gardens

1:30 PM

Rainmaker IV

International Ballroom

2:00 PM

To Be Announced

International Ballroom

2:45 PM

Keynote Q&A with Pitbull

International Ballroom

3:30 PM

Agents Live!

Beverly Hills Ballroom & Salon

Wednesday, February 9, 2022