



# CRASH COURSE FOR ARTISTS

## An Intro to the Business of Bluegrass

**MONDAY, SEPT. 28, 1:15-5 P.M.**  
**NASHVILLE CONVENTION CENTER, ROOM 203**

Are you a new bluegrass artist, or an established group that is ready to step up the next level of touring and expertise in the music industry? If so, you'll want to check out IBMA's Crash Course on Monday afternoon. The four-hour course will introduce you to the basics of the bluegrass music industry with presentations from respected professionals in the areas listed below. Registered convention attendees are welcome to attend all or part of the following four-part workshop.

1:15-1:20 p.m.	<b>WELCOME &amp; COURSE INTRODUCTION</b> - <b>Jon Weisberger</b> , World of Bluegrass Education Committee Chair (moderator)
1:20-2:05 p.m.	<b>BOOKING 101</b> — <b>John Everhart</b> , Keith Case & Associates
2:05-2:15 p.m.	Break
2:15-3 p.m.	<b>PRESS KITS, EPK'S &amp; WEBSITES</b> – <b>Stephanie Fields</b> (press kits & EPK's), Compass Records & <b>Casey Driessen</b> (websites)
3-3:10 p.m.	Break
3:10-3:55 p.m.	<b>RADIO &amp; ONLINE PROMOTION</b> – <b>Sammy Passamano, III</b> ; Rural Rhythm Records & <b>Penni McDaniel</b> , Hope River Entertainment & Rural Rhythm Records
3:55-4:05 p.m.	Break
4:05-4:50 p.m.	<b>PREPARING FOR A SUCCESSFUL RECORDING SESSION</b> – <b>Erick Jaskowiak</b> , Chief Recording Engineer, Compass Records