

TUESDAY, JUNE 15

All sessions will take place in the International Ballroom.

10:00 AM: OPENING REMARKS

Featuring:

- Jake Berry, *CEO, Jake Berry Productions*
- Ray Waddell, *President, Media & Conferences, Oak View Group*

10:15 AM: ROADIES OF COLOR/INCLUSIVITY ON THE ROAD & AT THE SHOW

Roadies of Color was conceived more than 10 years ago as a social network of sorts giving professionals in the live industry the chance to “unite, network, promote each other and collaborate in order to help promote a more diverse and inclusive industry.” Today, as the lack of diversity in live entertainment has become increasingly apparent to an industry motivated to be more inclusive, ROC has become an essential platform for support, advocacy and enlightenment. While touring grapples with myriad issues to get up and running, none loom more important than our responsibility to do the right thing and create a fair, equitable and diverse live entertainment industry.

MODERATOR:

- Charlie Hernandez, *President, QED Productions; Co-Founder, JustABunchOfRoadies*

PANELISTS:

- Tina Farris, *CEO/Owner, Tina Farris Tours*
- Rebekah Foster, *Owner, Ujima Sound Productions Ltd.*
- Lance K.C. Jackson, *Production Stage Manager; Co-Founder, R.O.C.U.*
- David “5-1” Norman, *Tour Director/Tour Accounting, Tour Forensics*
- Bill Reeves, *Production Manager, Co-Founder, R.O.C.U.*
- Malcolm Weldon, *Production Manager, Just A Guy Pushing Boxes*

11:00 AM: WHAT I DID ON MY SUMMER VACATION: HOW THE PRODUCTION BIZ STOOD TALL IN THE PANDEMIC

For many touring professionals, March of 2020 began what was to become their longest stretch at home in decades. In addition to learning a new language, finally finishing that deck, and learning how to play the banjo, the influential leaders in live entertainment production rose to the occasion in all kinds of ways. Not only did the pandemic give us a lesson in survival, it also provided an opportunity for the rock stars of concert production to influence government aid, inspire philanthropy, create new ways of doing business, and perfect the noble art of making a difference. Leaders on that front will discuss how they were impacted by the pandemic, the challenges and opportunities presented, and how we can successfully move to the next phase.

MODERATOR:

- Debbie Taylor, *Production Coordinator, ACDC, U2, Black Sabbath, Guns 'N Roses & The Rolling Stones*

PANELISTS:

- Maria Brunner, *Founder, Musically Fed, President & Founder, Insight Management*
- Joey Gallagher, *CEO, Gallagher Staging*
- Robin Shaw, *Co-Founder, Upstaging, Inc.*
- Michael Strickland, *Chair & Founder, Bandit Lites*
- Zito, *Production Manager, Zito Production Services*

11:45 AM: DAY OF SHOW: WHAT CAN WE EXPECT?

While everybody seems to agree that we are returning to an industry that will be vastly different than the one we left, exactly how the mechanics of show day have changed remains an ongoing discussion. So what can touring professionals expect as the industry ramps up for what many expect to be the busiest period in the history of our business? Knowledgeable and influential production pros from clubs to stadiums and festivals will update us on what to expect and how to overcome challenges in terms of capacities and configurations, sanitization, back-of-house protocols, ingress/egress, traveling limitations, staffing, budgeting, VIP/premium, safety/security, etc., and other areas.

MODERATOR:

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

PANELISTS:

- Shelly Cohen, *Company Manager, VStar Entertainment*
- Laurie Jacoby, *EVP & CEO, BSE Global*
- Steve Lawler, *Director of Production, Live Nation Entertainment*
- Ralph Marchetta, *SVP, GM, Phoenix Suns Arena*
- Roger Sandau, *Managing Principal, Epic Brokers*

12:30 PM: LUNCH

Beverly Hills Ballroom

2:00 PM: BEYOND CONCERTS: THE NEW PRODUCTION PARADIGM

A torrent of new terms entered the lexicon or changed parameters over the past year, including expanded streaming of live performances, drive-in shows, Zoom calls, virtual officing, pivoting, social distancing, and much more. At the same time, players in our business outside of the live music, particularly eSports, WWE, and producers of other non-music events, often led the way in blazing new territory that has much to offer those in the legacy concert production world. We'll hear from alternative live entertainment producers about what works now, and how much of this new way of doing business in a restricted environment will translate into permanency as the business nominally returns to normal and looks toward the future.

MODERATOR:

- Jake Berry, *CEO, Jake Berry Productions*

PANELISTS:

- Rutger Jansen, *SVP, Production Operations, Insomniac Events*
- Bob O'Brien, *Production Manager, SOS Global Express*
- Jeremy Shand, *Dir. Of TV Production Mgmt, Event Tech Ops, WWE*
- Stephen Shaw, *Founder & Co-President, Round Room Live*
- Chris Weathers, *Director of Production, Live Nation Entertainment*

2:45 PM: POSITIVE DISRUPTION: A NEW WAY TO KEEP LIVE ENTERTAINMENT SAFE

Some of the largest and most respected companies in the world are staking their reputation and the health and safety of their customers, employees, and fans on a breakthrough technology that is changing the way the world thinks about hygiene. This session will open your eyes to the power of disruptive innovation and the importance of constantly reevaluating the status quo.

PANELIST:

- Shannon Dan, *EVP, ZOONO*

3:00 PM: THE NEXT GIG: NAVIGATING THE EMPLOYMENT LANDSCAPE FOR TOURING PROS

As the pandemic brought mass gatherings to a screeching halt in 2020, tens of thousands of professionals found themselves without a gig, whether through furloughing, layoffs, staff reductions, or the fact that there were no jobs to be found or industry to work in. As a whole, members of the touring community were forced to shift gears, stay home for the first time in years, and, in many cases, even leave the industry they love in order to survive. Now, as the fog lifts and skilled professionals seek to return to the live thing, what's the job market like? Furthermore, how attractive are such "straight job" perks as paid vacations, health insurance and job security and will they become prevalent in our traditionally self-reliant profession? This panel will offer critical advice on how to get back into the game, direction on what's out there, insight on opportunities, what "safety nets" are available, and a clear, realistic perspective on the employment landscape for live pros in 2021.

MODERATOR:

- Kelly Weiss, *Business & Legal Affairs*, ICM Partners

PANELISTS:

- Todd Dyer, *VP of Sales – Venues, Music Tours & Live Events*, CAPS, A Cast & Crew Company
- David Garretson, *Special Representative*, IATSE
- Jeff Giek, *Founder & CEO*, Rhino Staging & Event Solutions
- Sarah Rio, *Sixthman*

3:45 PM: BREAK

Sponsored by: Hemphill Brothers

4:15 PM: WHERE DO WE GO FROM HERE III? ASK THE PROS.

As live industry pros prepare to re-enter the fray for what amounts to an industry re-set, expertise, expertise and vision will play a key role in this Return to the Golden Era. For Production Live's most popular session, some of live entertainment's most knowledgeable, candid and outspoken influencers will take on all comers with a freewheeling, anything goes session that can take off in any direction. Get your questions ready!

MODERATOR:

- Stuart Ross, *Manager*, Stuart Ross Management

PANELISTS:

- Jake Berry, *CEO*, Jake Berry Productions
- Charlie Hernandez, *President*, QED Productions, *Co-Founder*, JustABunchOfRoadies
- Marty Hom, *Tour Manager/Director*, Fleetwood Mac, Shakira, Stevie Nicks, Beyoncé, Barbra Streisand, Van Halen, Lionel Richie
- David "5-1" Norman, *Tour Director/Tour Accounting*, Tour Forensics
- Kelly Weiss, *Business & Legal Affairs*, ICM Partners

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

*Sponsored by: Climate Pledge Arena & UBS Arena
Wilshire Gardens*