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PRODUCTION LIVE! 2022

10:00 AM

Opening Remarks - Ray Waddell, President, OVG Media & Conferences, Oak View Group
[Beverly Hills Ballroom](#)

10:15 AM

Is It Time to Re-Think Front-of-House?

[Beverly Hills Ballroom](#)

With festival attendance expected to return to full capacity, a wealth of stadium tours on tap, and venues from club to stadium level considering ways to maximize their use of GA seating, the live music industry at large is taking a fresh look at front-of-house. The tragedy at Astroworld in Houston added a sense of urgency to this conversation, as professionals operating in the worlds of security, risk management, festival layout, stadium configurations, and production considerations in general are forced to re-think how they look at their manifests, capacities, ingress/egress, and crowd management. Moderator: Ed McPherson, Entertainment Litigation Attorney, McPherson LLP

Speakers:

Jim Digby, President & Co-Founder, Event Safety Alliance

Mike Downing, Chief Security Officer, Oak View Group

J.T. Klingenstein, Vice President, Prevent Advisors

Cory Meredith, President, Allied Universal Event Services

11:00 AM

How Do Fuel Prices, Labor Shortages and Supply Chain Issues Affect Our Business (and What Can We Do About It?)

[Beverly Hills Ballroom](#)

Stories about shipping delays, supply chain issues, staffing shortages, and ever-escalating fuel prices dominate the news cycle and create unique obstacles for the business of live entertainment and touring. Already facing issues with more demand than supply in terms of production gear (and trained professionals to operate it) due to heavy touring traffic expected as touring returns to full speed in 2022 and beyond, the issue has been exacerbated over the winter, with few prospects of getting better on the horizon. Gas prices are well above where they were the last time touring was at full strength, creating issues for every aspect of touring at a time when budgets are tight and ticket price sensitivity is reality. Touring professionals will address how they're dealing with these unique problems and when and if this environment might take a turn for the better.

Moderator: Jamie Cheek, President, FBMM

Speakers:

Justin Carbone, Executive Vice President, Live Performance Touring, Rock-it Global

Trent Hemphill, President & CEO, Hemphill Brothers Coach Company

Lance Jackson, Production Stage Manager/Co-Founder, R.O.C.U.

Steve O'Connell, Co-Founder & President, SOS Global

Victor Reed Sr. CEO, Global Event Production Network

11:45 AM

The Future of Live Events is Clean and Green

[Beverly Hills Ballroom](#)

Artists and live entertainment professionals are certainly environmentally conscious and on the forefront of progressive thinking around sustainability and reducing the carbon footprint associated with live events. Indeed, festivals, venues, and the events themselves have come a long way in running clean events, from reducing single-use materials, exploring alternative power, and encouraging recycling, among other initiatives. Solving the carbon-neutral puzzle becomes a much more challenging affair for the touring community, as the perception remains that budgets increase in direct proportion to



Monday, February 7, 2022

how "green" the tour becomes, considering the prospect of moving gear, buses and trucks, and personnel across the country and globe. This panel explores what artists and their touring teams are doing to tour responsibly with a financial model that works. What are the latest technologies and best practices for tours that can be implemented today, and what is on the horizon, including alternative power, staging, transportation, waste management, and reducing the environmental impact of the live thing?

Moderator: Dr. Elizabeth Hawk, President, Ampersand Intelligence

Speakers:

Lucy August-Perna, Director of Global Sustainability, Live Nation

Denise Melanson, Director, Social Impact, Wasserman Music

Doug Oliver, General Manager, Pioneer Coach

Eric Ritz, Founder & Executive Director, Global Inheritance

Neel Vasavada, Co-Founder, Overdrive Energy Solutions

12:30 PM

Lunch

Oasis Courtyard

2:00 PM (45m)

Staffing Up with Expertise, Skill & Inclusivity

Beverly Hills Ballroom

The pandemic global shutdown of touring created a situation where hundreds of seasoned professionals were forced to pivot in their careers, and many of them found new gigs that were more palatable than a life on the road. Beyond that, a general labor shortage across the U.S. and beyond makes finding any suitable labor a challenge, much less experienced, dependable pros who possess the unique array of skills necessary to be superior concert production specialists. Most importantly, the live entertainment business is laser-focused on diversity and offering opportunities to those who have undoubtedly been under-represented among those doing the work that makes live music happen. In many ways, live is being reborn, infused with more new blood than since the infancy of the modern touring business. This panel will focus on how to staff up with the best people while at the same time demanding inclusivity across the board on the touring team.

Moderator: Todd Dyer, VP of Sales – Venues, Music Tours & Live Events, CAPS, A Cast & Crew Company

Speakers:

Fanshen Cox, Development Executive & Producer, Pearl Street Films

Tina Farris, CEO/Owner, Tina Farris Tours

Kalpana Kotagal, Partner, Cohen Milstein

Robin Shaw, Co-Founder, Upstaging, Inc.

Malcolm Weldon, Production Manager, Just A Guy Pushing Boxes

2:45 PM

This Is The Latest/Greatest For Live Music Production

Beverly Hills Ballroom

The touring business stopped, but innovation and advancement in live entertainment production gear, technologically and otherwise, did not. As production pros prepare to face the music in 2022 and beyond, leaders in the event production realm will familiarize Production Live! attendees with the latest advancements in lighting, sound, staging, video and touring technology.

Sponsored By: L-Acoustics

Moderator: Michael T. Strickland, Chair and Founder, Bandit Lites, Inc.



Speakers:

Jeroen Hallaert, VP Production Services, PRG
Bob O'Brien, Touring & Live Events, SOS Event Logistics
Danny O'Bryen, President, Screenworks/NEP
Laurent Vaissié, CEO, L-Acoustics

3:30 PM

Break

Beverly Hills Foyer & Patio

3:45 PM

Keynote Q&A: Fire and Pyro and Blood, Oh My! A Conversation with Doc McGhee
Beverly Hills Ballroom

Moderator: Ray Waddell, President, OVG Media & Conferences, Oak View Group

Speaker:

Doc McGhee, CEO, McGhee Entertainment, Inc.

4:30 PM

Stranger in a Strange Land: Road Managing in 2022

Beverly Hills Ballroom

The skill set required to oversee a team of production pros that moves hundreds of miles a day, sets it up and tears it down, and makes the magic happen night after night, has always been unique. Today, this gig is more challenging than ever, with managers managing budgets, "creative" routing, staffing, accommodations, T&E, guest lists, front-of-house, back-of-house, new venues, old venues, vendors, gear, staffing and stagehands, ever-changing economics, and those big road dog personalities we all know and love. What makes a great tour manager? We'll let a few great ones tell you at Production Live 2022!

Moderator: Tina Farris, CEO/Owner, Tina Farris Tours

Speakers:

Richard Coble, Tour Manager, RC Touring
Ken Helie, Tour Manager, John Mayer/Dead & Company
Steve Lopez, Tour Manager, Widespread Panic
Misty Roberts, Tour Manager, Independent
Zito, Production Manager, Zito Production Services

5:30 PM

Pollstar Live! 2022 Opening Reception

Wilshire Gardens

Monday, February 7, 2022