



Agenda is current as of 4/30.
Download the Music Biz 2026 app
for the most up-to-date agenda.

Badges will be checked before
entering the programming space.

SCHEDULE AT A GLANCE

monday May 11

9 AM – 6 PM / Hallmark

Navigate Growth & Disruption With Deloitte

10 AM – 5 PM / 2nd Floor Atrium

The Music Industry Lives Here Lounge & Partner Hub

– Sponsored by Downtown Music Holdings

Be sure to visit Girls Who Listen in the Partner Hub.

10 AM – 5 PM / 1st & 2nd Floor

Explore Activation Stations

Meet with Crosley Brands, Jewel Box, Kosign, Cedar Packaging, Rytebox, Slingshot, Tarka Labs & SET on second floor, and visit Artist Growth on first floor.

10 AM – 6 PM / Habersham

Music Biz Roadshow

– Sponsored by The MLC & CD Baby

10 – 10:40 AM	Mastering Self-Management: Navigating the Independent Artist Journey
10:45 – 11:25 AM	Artists Who Build Brands Build Fans
11:30 AM – 12:10 PM	REWIRED: The New Middle-Class Artist Small Business
12:15 – 12:45 PM	Trusting the Tribe: An ATL Artist & Team Keynote Featuring K Camp
1:15 – 1:55 PM	Beyond the Books: How Today's Artists Really Make Money
2 – 2:30 PM	What Can Your PRO Do for You?
2:35 – 3:05 PM	Royalties 101: How the MLC Gets You Paid
3:10 – 3:50 PM	Artists as Media Companies: Building Your Content-to-Commerce Engine
3:55 – 4:35 PM	More Than Music Videos: Different Video Formats for Music & Artist Promotion
4:40 – 5:20 PM	Be Your Own CEO!
5:25 – 6 PM	Redefining Legacy and Forging Your Own Path With YDB of Wu-Tang and Molly Neuman of CD Baby

1:30 – 4:30 PM / Highlands

Startup Lab: A Bootcamp For New Music Ventures

1:30 – 2:15 PM	Responsible Innovation: Aligning Music Tech Startups With Artists & Industry Needs
2:20 – 3 PM	Partners, Not Platforms: Building Better Music Tech Relationships
3:05 – 3:40 PM	From Idea to Impact: The Reality of Scaling in Music Tech
3:45 – 4:30 PM	Investing in the Creator Economy Era: What It Means for Music Tech

1:30 – 6 PM / Kennesaw

Let's Talk Physical

– Sponsored by Memphis Record Pressing

1:30 – 1:45 PM	Memphis Listening Lounge With DJ Jay B
1:50 – 2:25 PM	Why Does Physical Matter Anyway?
2:30 – 2:55 PM	The State of Physical Music Sales by the Numbers
2:55 – 3:20 PM	Independent Record Stores: Where "Community" is More Than a Slogan
3:25 – 4:05 PM	Analog in the Age of Algorithms: Lessons from Vinyl's Resilient Rise
4:10 – 4:55 PM	Optimizing Collector Behavior in Marketing Vinyl Without Alienating Consumers
5 – 5:40 PM	Hybrid Hustle: Bridging Digital Dominance with Physical Success
5:40 – 6 PM	Memphis Listening Lounge With DJ Jay B

2 – 5 PM / Chancellor

Vibe with AWS: Vibe Coding Tutorial Workshop

4:30 – 5:30 PM / 1st Floor Boardroom

Imperfectly Perfect Recovery Group Meetings

5:30 – 6 PM / Highlands

First-Timers Meetup

6 – 8 PM / Grand Ballroom

Spotify Welcome Bash

8 – 10:30 PM / RT60 Rooftop Bar | 89 Centennial Olympic Park Dr NW

Annual Women in Music Party (RSVP via Session Sign-ups on the event app.)

Tuesday May 12

8:30 AM – 5 PM / 2nd Floor Atrium

The Music Industry Lives Here Lounge & Partner Hub

– Sponsored by Downtown Music Holdings
Be sure to visit We Make Noise and RAMPD in the Partner Hub.

8:45 – 10:30 AM / Grand Ballroom

Music Biz Buffet Breakfast & AI-Focused Program

(Seating is on a first-come, first-served basis.)

9 – 10 AM / 1st Floor Boardroom

Imperfectly Perfect Recovery Group Meetings

9 AM – 6 PM / Wilton

Roots & Resonance with Calm and Collected Music Group

- 9 – 10:15 AM Welcome Meditation + Grounding with Marni Wandner
- 10:30 AM – 12:30 PM Immersive Block 1: "AWAKEN"
- 2 – 4 PM Immersive Block 2: "ELEVATE"
- 4:30 – 6 PM Sound Bath + Reflection Lounge with Kayce Laine

9 AM – 6 PM / Hallmark

Navigate Growth & Disruption With Deloitte

9:30 AM – 5 PM / 1st & 2nd Floor

Explore Activation Stations

10 – 11:15 AM / Highlands

Record Store Day Town Hall

10 AM – 4 PM / Chancellor

Amazon Innovation Space: Amazon Music & Amazon Web Services

10 AM – 5 PM / Grand Ballroom I & II

CoLab: Break The Silos. Build The Future.

– Sponsored by OpenPlay
(Prior sign-up was required to compete.)

10:30 AM - 2:10 PM / Kennesaw

Music Marketing Forum: KPI, ROI, Oh My!

– Sponsored by Exceleration Music/Redeye Worldwide

- 10:30 – 11:10 AM Why 'Zero-Party Data' Will Be the Next Big Trend in Music Marketing
- 11:15 – 11:55 AM Is Your Marketing Tanking Your Sales?
- 12 – 12:40 PM The Post-Playlist Playbook
- 12:45 – 1:25 PM How to Make Marketing More Human
- 1:30 – 2:10 PM Set It and Grow: How Automation Is Leveling the Marketing Playing Field

11 AM – 12:50 PM / Habersham

Digital Service Progress: The Future of Music Streaming

– Sponsored by Syntax Creative

- 11 – 11:50 AM Leveraging All Platforms: How to Build a Full-Stack Streaming Strategy
- 12 – 12:50 PM Healthy Friction: How Metadata Can Add Depth and Discovery to Streaming 3.0

11 AM – 3 PM / Driveway/Hotel Entrance

Vets Van Experience

– Presented by Amazon Music's Songwriter & Publisher Relations team and CreatiVets

11:30 AM – 12:20 PM / Highlands

[MUSIC BIZ PASSPORT] From the Backseat to the Big Stage: Driving Global Breakthroughs in Key Music Markets

12 – 3:30 PM / Grand Ballroom

Trust & Safety Symposium

– Sponsored by Vobile

- 12 – 12:40 PM AI Music Management: Attribution, Royalty Workflows & the New Frontline of Fraud Prevention
- 12:45 – 1:15 PM Protecting the Groove: Combating Counterfeiting in the Vinyl Market
- 1:20 – 2 PM Customer Due Diligence: Verifying Identity in the Streaming Era
- 2:05 – 2:35 PM [Fireside Chat] When the Voice is Yours: Blanco Brown on Artistry in the Age of AI
- 2:40 – 3:20 PM The Schemes, Scams, & Solutions in Publishing Fraud

1 – 1:50 PM / Highlands

Influencer Royalties and Social Media Licensing: Building Fairness in the Creator Economy

1:15 – 5:30 PM / Habersham

Advancing the Business of Music: Emerging Strategies for 2026 & Beyond

– Sponsored by Deloitte

- 1:15 – 1:45 PM [Fireside Chat] AI, Trust & the New Personalization Playbook
- 1:50 – 2:30 PM More Equals More: UGC Pathways to YouTube Revenue
- 2:35 – 3:15 PM The Algorithm Is Dead. Now What?
- 3:20 – 4 PM Breaking the Algorithmic Ceiling: Data-First Campaigns in a Post-Gatekeeper World
- 4:05 – 4:45 PM Monetizing Direct Artist-Fan Data Platforms
- 4:50 – 5:30 PM New Revenue Through Sports Video on Demand Micro-Licensing

2:30 – 5:30 PM / Highlands

Fan Engagement Forum

- 2:30 – 3:10 PM Beyond the Algorithm: The New Age of Fan Experience
- 3:15 – 3:55 PM Enhancing, Elevating & Monetizing the Active Music Fan Experience
- 4 – 4:40 PM Experience Is the New Headliner: How Music Brands Identify and Serve High-Value Fans
- 4:45 – 5:30 PM Unlocking the Future of Music Through Fan-Powered Monetization

3:30 – 5:15 PM / Kennesaw

Kids' Bops: Reaching Music's Youngest Fans

- 3:30 – 4:20 PM The Fans of Tomorrow Are Already Here...Why Kids Have Become the Industry's Ultimate Music Fans
- 4:25 – 5:15 PM The Hidden Growth Channel: Monetizing Music for the Next Generation of Listeners

5:30 – 6:30 PM / Grand Ballroom

Vevo Cocktail Party

6 – 10 PM / The Electric Room | 1055 Howell Mill Rd NW, Floor 7

Open On Sunday Music Biz Networking Mixer (RSVP via Session Sign-ups on the event app.)

6:30 – 8 PM / Grand Ballroom

RAMPD Presents: DisCo House Access Mixer (RSVP via Session Sign-ups on the event app.)

wednesday **May 13**

8:30 AM – 5 PM / 2nd Floor Atrium

The Music Industry Lives Here Lounge & Partner Hub

– Sponsored by Downtown Music Holdings
Be sure to visit Backline, Rhythm & Relief, and Women In Music in the Partner Hub.

8:45 – 10:30 AM / Grand Ballroom

Music Biz Buffet Breakfast + Trends & Policy Overview

(Seating is on a first-come, first-served basis.)

9 AM – 6 PM / Wilton

Elements In Motion with Calm and Collected Music Group

- 9 – 10 AM Yin Yoga with Jonny Mah
- 10:30 AM – 12:30 PM Immersive Block 3: "EXPAND"
- 2 – 4 PM Immersive Block 4: "RESTORE"
- 4:30 – 6 PM Sound Bath + Reflection Lounge with Kayce Laine

9 AM – 6 PM / Hallmark

Navigate Growth & Disruption With Deloitte

9:30 AM – 5 PM / 1st & 2nd Floor

Explore Activation Stations

9:45 – 10:35 AM / Highlands

**AI Agents in the Music Industry:
How Natural Language Will Build the Next Wave of Music Tech**

10 AM – 1 PM / Grand Ballroom I & II

Startup Round Robins (Prior sign-up was required.)

10 AM – 4 PM / Chancellor

Amazon Innovation Space: Amazon Music & Amazon Web Services

11 AM – 12 PM / Habersham

Spotify for Artists Masterclass: The Release Journey in Practice

11 AM – 2 PM / Kennesaw

Music & Money

- Sponsored by Sound Royalties
- 11 – 11:45 AM Building the Blueprint to Generational Wealth in Modern Entertainment
 - 11:50 AM – 12:35 PM Financing the Future: Royalties, Rights & Revenue in the Age of AI Artists
 - 12:40 – 1:10 PM The Hidden Economics of Music: Who Actually Gets Paid?
 - 1:10 – 1:15 PM NMPA Gold & Platinum Recognition: Honoring RUSS
 - 1:15 – 2 PM Future-Proofing Royalties & Revenue: Tech, Rights & AI in 2026

11 AM – 1 PM / Highlands

Humans of Music: Supporting the Industry's Greatest Asset

- 11 – 11:40 AM Nurture the Noise: What Mental Health Really Costs the Music Industry
- 11:45 AM – 12:15 PM Mental Health Roundtable Discussions
- 12:20 – 1 PM Stronger Together: Creating a Culture of Mental Wellness in Music

11 AM – 3 PM / Driveway/Hotel Entrance

Vets Van Experience

– Presented by Amazon Music's Songwriter & Publisher Relations team and CreatiVets

12:30 – 1:20 PM / Grand Ballroom

Who's Responsible for Labeling AI Music?

1 – 2 PM / 1st Floor Boardroom

Imperfectly Perfect Recovery Group Meetings

1 – 4 PM / Habersham

Music Publishers' Summit

– Sponsored by Ingenta, Muserk, & Tresona

- 1 – 2 PM From Spreadsheets to Systems: Rebuilding the Publishing Back Office
- 2:05 – 3 PM Better with Vetter? The State of Termination Rights Following Vetter v. Resnik
- 3:05 – 4 PM Cross-Cultural Collaborations: Growing Premium Non-English Subscriber Bases

1:30 – 2:20 PM / Highlands

Gamifying Legacy: Turning Deep Catalog into High-Value Fan Rituals

2 – 3:45 PM / Grand Ballroom I & II

Women In The Room: Leadership Roundtables & More

– Sponsored by Meta

- 2 – 2:50 PM Music Biz, Introduce Yourself!
- 3 – 3:45 PM Women's Leadership Roundtables

2:30 – 5:30 PM / Kennesaw

Workflow Workshop: Improving How Our Industry Operates

– Sponsored by DataArt

- 2:30 – 3:10 PM AI Isn't the Threat – Incentives Are
- 3:15 – 3:55 PM How Connected Infrastructure Is Optimizing Music Business Transactions
- 4 – 4:45 PM From Pilots to Production:
Operationalizing AI & Interoperability in Music Workflows
- 4:50 – 5:30 PM The LLM of Music: Understanding the Next Frontier of Music Intelligence

3 – 6 PM / Highlands

Thrive Through Live: Lessons Learned From The Road

- 3 – 3:45 PM The \$10 Billion Leak: How Ticket Scalping Drains the Entire Music Industry
- 3:50 – 4:35 PM Artists' Tour Marketing White Whale:
Ticket Buyer Data and How to Unlock Its Value
- 4:40 – 5:25 PM Unlocking Live Performance Royalties:
The Importance of Licensing, Data & Reporting
- 5:30 – 6 PM Thrive Through Live Roundtable Discussions

4:30 – 5:20 PM / Habersham

[MUSIC BIZ PASSPORT] The Global Rise and Influence of Latin Music & Emerging Genres

5:30 – 6:30 PM / 2nd Floor Atrium

Loeb & Loeb Pre-Awards Cocktail Party

6:30 – 9:30 PM / Grand Ballroom

Bizzy Awards Dinner

(Doors will open at 6:15 PM. Seating is on a first-come, first-served basis.)

Thursday May 14

9 AM – 3 PM / Wilton

Return To Stillness with Calm and Collected Music Group

- 9 – 10 AM Vinyasa Yoga with Jonny Mah
- 10:30 AM – 12:30 PM Immersive Block 5: "COMMUNE"
- 1:30 – 3 PM Closing Sound Bath + Group Reflection with Kayce Laine

9:30 – 10:30 AM / 1st Floor Boardroom

Imperfectly Perfect Recovery Group Meetings

10 AM – 5 PM / 2nd Floor Atrium

The Music Industry Lives Here Lounge & Partner Hub

– Sponsored by Downtown Music Holdings

10 AM – 5 PM / 1st & 2nd Floor

Explore Activation Stations

10 – 10:50 AM / Habersham

Music Streaming's Role in the Superfan Era

10 AM – 2 PM / Grand Ballroom I & II

Synchronicity: Music Sync Panels + Supervisor Critiques

– Sponsored by Parasol Music & Reel Muzik Werks

- 10 – 11 AM Something to Sync About
- 11 AM – 12 PM Sync Mingle & MEGG Performance
- 12 – 2 PM Supervisor Roundtables (Prior sign-up is required)

10 AM – 4 PM / Kennesaw & Highlands

#NEXTGEN_U Student Summit

- 10 – 10:55 AM Breaking In, Staying In: Career Do's and Don'ts for the Music Industry
- 11 – 11:30 AM Level Up: How Workforce Development is Transforming Access to the Music Industry
- 11:35 AM – 12:20 PM The New Music Business Playbook: Releasing Music in 2026 and Beyond
- 12:25 – 1 PM Decoding the Music Publishing Acronyms – From ASCAP to ZAMCOPS
- 2 – 2:45 PM Rising 20 Round Robins
- 2:50 – 3:25 PM From Courtship to Contract: Prepare to Negotiate Your Next (or First) Big Gig!
- 3:30 – 4 PM Resume Ready & Our Wrap-up Roundtables

11 AM – 3 PM / Driveway/Hotel Entrance

Vets Van Experience

– Presented by Amazon Music's Songwriter & Publisher Relations team and CreatiVets

11:30 AM – 12:30 PM / Highlands

[MUSIC BIZ PASSPORT] The Diaspora Dividend: Global Culture & Monetization

11:30 AM – 3:30 PM / Habersham

Harmony At Work: Best Practices for Inclusion, Support & Productivity

- 11:30 AM – 12 PM [Fireside Chat] Future of Leadership in Music (and Beyond)
- 12:05 – 12:45 PM The Long Run: How to Build a 360° Well-Being Strategy Into Your Business Plan
- 12:50 – 1:20 PM Collective Action Powering Diversity & Inclusion Across Music
- 1:25 – 2:05 PM Building the Community You Want to Be Part of & the Team You'd Love to Join
- 2:10 – 2:50 PM Built to Last: Rethinking Growth for a Healthier Music Ecosystem
- 2:55 – 3:30 PM We Do Our Own Stunts:
How In-House Creative Resources Impact Artist & Career Development

2 – 4:30 PM / Kennesaw

Music Business Educators' Meetup

- 2 – 2:50 PM How AI Is Transforming Music Education, Discovery & the Creative Classroom
- 2:55 – 3:40 PM Beyond the Classroom:
Implementing Hands-On Learning in Music Business Education
- 3:45 – 4:30 PM Connecting Creatives: Launching a Real Music Licensing Service at Your School