



2015 FMO PANEL DESCRIPTIONS

Aboriginal Presenters

Music plays an important role in Aboriginal communities, keeping both their history and voices alive. Aboriginal presenters are instrumental in not only offering Aboriginal music at home, but in regularly finding outlets for Aboriginal performers across Ontario and nationally. This panel will offer some insight into the world of Aboriginal presenters and what they mean to both their communities and to the artists.

Accessibility in the Folk Community

With regards to the Accessibility for Ontarians with Disabilities Act (AODA) it is imperative that, as a community, we ensure we are ready to be fully compliant and completely accessible by the Ontario-wide 2025 deadline. Whether you are a festival or a venue or a working musician with a disability, this panel will help craft the discussion regarding accessibility within the folk community.

Accounting for Musicians and Self-Employed Music Workers

Accounting isn't for everyone and most artists would prefer to write songs and live on stage than think about the mathematics and finances involved in being a musician. We've all faced the reality of just how important good accounting practices can be for working artists and this panel will cover the basics of practical accounting for musicians as well as those of us self-employed in the industry.

Building and Maintaining Effective Sponsor Partnerships

Sponsorship shouldn't be a dirty word. Working effectively with sponsors and building sustainable partnerships is essential to the health of festivals. We'll hear from panelists who have successfully bridged the divide between "selling out" and effective partnerships, bearing equal benefits to both the sponsor and the festival.

Collective Rights: Who, What, When, Why & How

Collective Rights and knowledge of how collective rights work in music should be understood by all artists. A knee jerk reaction when seeing this term may be to skip it all together. The problem with that is collective rights and collective rights management is essential to you getting compensated for your music. So what is it exactly? Can I manage it alone or does someone else do that for me? This participatory session will explain all there is to know about Collective Rights as well as how to get Collective Rights working for you. Please bring your laptop!

Dare to Stream

So much is being said about music streaming in the media today but really how does it all work? How does an artist make money from streaming? Is it a waste of time or is it a huge opportunity? The panel will shed some light on the pros and cons and the future of streaming.

Effective Radio Tracking

So you've sent your latest record off to the radio stations and now you can't wait to hear it getting some airplay! Think your job ends at slapping a stamp on the envelope? Any musician with a strong radio presence will tell you that good Radio Tracking can be the key to pushing your record to the top of the college radio charts. This panel will cover just what Radio Tracking is, what's involved and how to be maximize the job effectively.

Folk Music Canada: Digital Marketing for Export-Ready Artists

This session will give you a hands-on approach to building the digital strategy and tools you need to bring your music to a national and international marketplace. From building a plan, to mastering your platforms, you will come away from this workshop with concrete tools to master digital marketing as a self-managed artist, or as a member of an artist's support team.

Folk Music Canada: Taking Care of (Export) Business

Assuming your music is ready, what does your business need to support your career as a self-managed artist who wants to bring their music to a national and international marketplace? And what are the key international industry stakeholders looking for in an export-ready artist, beyond their artistic product? Come hear from the decision makers and experts. Walk away knowing what you need to put in place to take your career to an international level.

Form and Function: A Songwriting Panel

By popular demand, this is your much anticipated songwriting panel! Here we will cover some songwriting tips from some of our community's strongest troubadours. Stuck on a troublesome lyric? Bring it along and get some feedback from our panel and even the audience.

Good Sound Advice

Just because you play on stage it doesn't mean you're an expert audio technician. Everyday more and more artists are purchasing small PAs and running their own sound in order to perform in smaller venues, save money etc. This is all well and good, but are your knob and fader techniques doing more harm than good with respect to winning over audiences? When feedback persists, does turning down the volume and moving a speaker take care of the problem or is it a Bandaid fix? This panel will discuss some common mistakes, practices and secrets that will help those who run their own sound get a little better.

Grantwriting: Making Believers out of Text

It's a reality that we all have to face at some point if we work in the music industry in Ontario: At some point we're going to be asking someone, anyone, for money. Some of us are better at it than others and have created an art form out of grantwriting. The rest of us are still struggling to find the perfect combination of selling ourselves in writing and maintaining a sense of creative mystery. Whether you're a festival or a musician, we all have nightmares about hitting "send" on our latest grant application. Hopefully this panel will take some of the sting out of it.

House Concert Presenters Round Table

Over the past year, several conversations have taken place amongst a core of Ontario house concert hosts, mostly specific to seeking support or advice. Come out to discuss best practices, challenges and successes in the world of presenting house concerts.

Maintaining Health: When Life Takes You Out of the Game

As a musician, performing and creating is often your whole life. But what happens when life throws you a curve ball? Let's say you get injured and can't play anymore? As a community, how can we band together to help our fellow artists? Perhaps we need to get creative with our artistic futures when life takes us out of the game. We'll also offer up some tips for staying healthy while living a lifestyle that can often make that seem impossible.

Music Canada Live: What is a Music City?

A Music City is a community of any size with a vibrant music economy. Beginning with artists and musicians, Music Cities are home to a broad range of professionals who support artist entrepreneurs in their career development, and foster a live scene with an engaged and passionate audience, providing artists with a fertile ground for developing their craft. Join the panel as they discuss findings from Music Canada's recent "The Mastering of Music City" report, and share strategies and approaches to building stronger, more vibrant music communities.

Music Managers Forum: Crossing Borders: Advocating for Easier Access to Other Markets

We've all heard stories about what a pain it can be to cross the border for a gig in the U.S. Why is something so simple such a complicated process?? Perhaps it's time that we as a community start lobbying the powers that be to ease up on the red tape? This panel will talk about things you can do to make the crossing a bit easier and will also hopefully start a larger discussion about future plans we can initiate together as a music community.

MusicOntario: Dividing Tasks to Multiply Success: Building Your Music Team

Tired of being your own one-man/woman super team? Maybe it's time to start putting together your own team of superheroes to help you! Who should that be? Are you looking to lighten your load or seriously outsource big pieces of your business? What can you afford? These are tough questions and our panel will discuss the pros and cons of getting help and what kind of help you should be looking for!"

Organizational Development and Management (From Volunteer Run to Paid Staff)

From Operations to Governance: Transitioning from an all-volunteer organization to a staff-driven corporation. The introduction of a paid executive director or artistic director into an all-volunteer organization brings challenges as well as benefits. Some of the jobs done by the board and committees become redundant, creating role confusion and leaving volunteers wondering about their purpose and value. In this session, we will explore the issues arising from the division of roles and responsibilities and seek solutions to some of the problems created by the transition.

Road Stories: Learning the Hard Way

Want to hear some tips about managing your life on the road as a touring musician? This panel will share road stories from folks who have spent years cruising the Canadian highways. Hear horror stories, health tips and highway how-to's from those in the know!

The Kids are All Right

Often we aim our professional development panels at the newly established artists and up-and-comers in the hopes of teaching them something, but to be honest, many of us, including veterans, can learn a thing or two from the aforementioned demographic. In many cases they have a clearer grasp of the new music model and their drive to succeed pushes them to think outside the box. This panel will give these so called 'newbies' the chance to share their knowledge, experiences and lessons. Let's hear their ideas for the future and how the industry is changing in their hands. Who knows? Maybe some of older folk might learn a thing or two...

The Next Generation: Audience Development

If a tree falls in a forest, does anybody hear? We could ask the same question about a festival without an audience. Audiences are fundamental to festivals, yet it can be easy to become complacent about your audience once your festival is up and running. As festivals grow and the communities around them age, it is imperative to begin developing the next generation of audience to ensure the long-term viability, health and stability of festivals. This participatory panel will hear from festivals that have successfully developed new audiences and audience members who've been through the trenches.

Trailblazers 2: Beyond the Great Idea

Armed with passion and foolproof business plan, you have taken the plunge and set your unique idea into motion. But statistics show that 80% of businesses fail in the first 18 months. How do you sustain your vision and propel it forward into a successful business? Building on the success of Trailblazers 1 panel at FMO conference 2014, an inspiring panel of high achieving entrepreneurs with diverse expertise will discuss and exchange with delegates on surviving and thriving to beat the odds and stay in the black.

Vance Gilbert's Collision Course

Vance's Collision Course Workshop offers you the opportunity to take an instructive, simultaneous look at your performance skills and your songwriting in an "open mike" stage setting. Vance believes that your performance and your songwriting are inseparably intertwined. Your whole presentation - from adjusting the microphone, stage patter, eye contact, song arrangement, lyric tweak, and approach to the instrument - all will be reviewed, gently critiqued, and adjusted in real time by Vance in the supportive stage setting of other singer-songwriter students, one of who will be "next" to take the stage. It's all entertaining and great fun.

Volunteer Recruitment, Development and Management Round Table

Volunteers are the often unsung heroes of festivals. Without the resources that volunteers bring, festivals likely wouldn't be able to get off the ground. This round table will discuss the roles that volunteers can play, from board members to ticket takers, and how to develop, manage and retain your volunteers.

Wisdom of the Elders

Within the Folk Music Ontario family we are blessed to have artists that have been performing for most of their lives. With a lifetime of performing and creating comes a wisdom that we should all be so lucky to attain. This panel is a chance to sit and listen to some of our community's greatest treasures as they share their life lessons with the rest of us.

Women in Music Meet and Greet

This session will build on the phenomenal success of last year's informal gathering to discuss the challenges facing women in music today.

World/Trad Music Round Table

Come out and join us for a lively roundtable discussion about Folk Music Ontario's diverse Traditional and World music community. We'll chat about our future, the challenges we face as artists and hopefully hear some great new ideas from our working artists.