



2016 FMO PANEL DESCRIPTIONS

Collective Rights, Royalties and You

Artists royalties don't just start and end with SOCAN. Writers and performers on recordings (as well as recording rights owners) should also be members of other tariff collecting rights agencies such as MROC, Connect Music, Re:Sound, Sound Exchange, etc. Come learn what each agency does and how that may add to your bottom line. Please bring a laptop and we will walk you through the sign-up process for some of these organizations. We will also check to see if specific artists in the audience already have money waiting in escrow via member portal searches, and on the SOCAN website to see if artists have any unclaimed concert royalty money due to them, along with how to easily fill out the proper form to ensure quick payment.

Come and Meet with the OAC

Representatives of the Ontario Arts Council (OAC) will be on hand to answer your questions about its new online grant application, Nova.

Crowd Pleasing: Developing Your Audience

When you're running an annual music festival, you have to perform a recurring balancing act between keeping your loyal repeat attendees happy and staying interesting to the up-and-coming audiences. How can you achieve this balance? How can you ensure that as your most loyal festival-lovers "age out" you have a strong crop of new and excited guests following in their footsteps? This panel will cover tips from festivals who have either successfully morphed with their audiences or found a way to be all things to all people.

Does Size Really Matter? Promoting Small Venues

It can be argued that small venues are the lifeblood of live music in Canada. We certainly enjoy the big festivals and events that take place across the country, but even more, we love the intimate halls, clubs and spaces that inhabit Canada's musical landscape. Their needs are very different than those of larger presenters and what we hope to explore in this panel is the relationship and challenges between small venues and artists and the lines between their live music presenting and other business activities.

Estelle Klein Award Interview

Immediately following the Awards Brunch, join Estelle Klein Award recipient Anne Lederman and interviewer Alan Neal as they chat together.

Festival Administrators Round Table

In this annual gathering, festival administrators share best practices, challenges and successes in their organizations.

FMO Board Presents: What is Folk Music?

Folk Music Ontario is proud to announce this new thread into its conference programming! Each year, past and present FMO board members will debate a “hot topic” in front of a live conference audience. This inaugural panel will discuss the definition of folk music. Come and see FMO board members duke it out over what constitutes folk music in this modern era. Is it still the traditional folk of our past or do we have to expand it to include the big rock acts touting a social message? What is folk music to you???

Folk Music Ontario Awards Brunch

Delegates are welcome to enjoy brunch (while quantities last) and honour the recipients of the 2016 Estelle Klein Award, *Songs From the Heart* prizes, Colleen Peterson Award, and Taylor Mitchell Bursary. Host: Alan Neal

Granting Access: Accessibility Issues for Festivals

Part of the joy of attending a folk festival is often its setting -- if it's close to nature, even better! But what can this mean to your festival guests with mobility issues? How can you make your festival as accessible and enjoyable for ALL your guests? Does your event currently meet the needs of those with disabilities? Find out how you can bring your event to another level of enjoyment for everyone in attendance.

Indigenous Audience Development

Can festivals rely on their existing tools when developing Indigenous audiences? This panel will explore the challenges faced by Indigenous presenters working with Indigenous audiences along with the differences noticed by Indigenous artists working in both worlds. Best practices for engaging Elders and marketing to Indigenous communities will also be discussed.

Into the Great Wide Open: Presenting in Rural Communities

So you have a tiny festival up north, or a small venue on an island -- how can you best get the word out for your event? How can you maximize attendance when your audience pool is so small to begin with? This panel will cover some ideas and strategies used by some of our most successful small presenters and venues.

It's Mental with Amelia Curran

Amelia Curran, who copes with depression and anxiety, heard stories of many of her peers waiting years for diagnosis and treatment and decided that wasn't good enough. She will be speaking about her own experiences with mental health issues and the campaign, It's Mental, that she started to bring awareness to the issue.

Live Sound for Women (pre-registration required)

Learn the fundamentals of live sound in this quick crash course! Maxime will run through the basics - how to set up a sound board, basic mixing, terminology, common issues and how to fix them. If you've been interested in learning live sound, now's your chance! Space is limited; please register in advance. This workshop is limited to those who identify as women.

Lock it Down: Mastering Health and Safety Issues for Festivals

There are a lot of moving parts involved in getting a festival off the ground and keeping it running as safely as possible once it's underway. Are you doing all you can to make sure your event is as safe as possible? Are your staff knowledgeable about the best safety practices and how to best meet all requirements? Come out and hear how to keep your event free from harm.

Music Cities Town Hall

“Music City” conversations are happening at conferences as a regular course of events. But now, how do we move from inspiration to action? What levers do we want to push? What can each of us do as music leaders in our community? Who are the right allies? What opposition might we anticipate? Join global Music City expert Amy Terrill, as she leads a town hall discussion to find answers to these questions. The discussion will feature experienced music city advocates and activists Rolf Klausener, Creative Director of Arboretum Festival in Ottawa; Cory Crossman, Music Industry Development Officer of the London Music Office; and Heather Gibson, the newly appointed Executive Producer of NAC Presents. Come prepared for a lively dialogue and the likelihood that you will leave with a personal action plan.

On Top of the Soapbox: Utilizing Folk Advocacy

More and more often we are seeing artists use their public platform as a means to champion an environmental or social cause -- sometimes with amazing and unexpected results. Do you have a cause or issue that is dear to your heart? Do you want to find a way to use your public voice as an advocate? This panel will share some successful strategies used by other artists and organizations to help further a cause. Folk advocacy can be an incredibly strong tool when wielded correctly!

Publishing: The Gift that can Keep on Giving

You can make money many different ways in the music industry but the biggest revenue potential lies in your music, or more specifically your publishing. But how does it work? How do you get your music working for you? Do you self-publish or do you seek out a music publisher? Copyrights, licenses, contracts...there is just so much to understand but everyone who knows anything about music would agree you need to understand publishing and how it works. Join us for a session with Jeremy Fisher for a guided discussion on how he made it work for him.

The Future of the Small Festival

It seems lately we keep seeing the same stories of big flashy festivals moving into an area and overshadowing the “little guys” that have been up and running for years. And these big festivals aren’t just moving in, they’re selling out! What does this mean for the small festival? Is there still a space for small festivals, especially when it seems like the bigger ones are what the new festival audiences seem to be craving? How can the small festival compete with a huge juggernaut and should it even have to? Is there a way the two can peacefully co-exist?

The Taxman

Your car, your gas, your computer, your new guitar pedal -- did you know that you could be claiming those on your taxes as eligible expenses as a working musician? This session will cover some tips and tricks from an industry insider that will help you make sense of your mound of receipts and your endless “can I?” and “can’t I?” questions.

This Grant is Your Grant

Grant writing is a skill that, like songwriting or producing a festival, takes time and practice to master. Join Angela Kozak (FACTOR), David Barnard (Canadian Heritage), Eve Goldberg (Sweet Patootie Music) and Gerri Trimble (Canada Council for the Arts) as they share their insights into crafting an application that will best represent why you’re applying for support, how it will be used, and what will result from it.

Traditional Folk Music Round Table

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

Unison Benevolent Fund Info Session

The Unison Benevolent Fund is an assistance program designed to provide discreet relief to music industry professionals in times of crisis. Through voluntary and confidential support services, eligible Canadian music makers are able to access qualified professionals who can provide counselling and other resources to support individuals and their immediate family members dealing with health, legal, relationships or work-related concerns. Unison does not charge any fees for membership or to access to any assistance program. Drop in to find out what Unison can do for you.

Vance Gilbert's Collision Course

A great song does not by itself get heard. It needs to be performed so that a producer, publisher, record exec, and most importantly your audience can be part of its full impact. It's a "collision course" Vance offers, where performance and songwriting are inextricably intertwined entities. Here's your chance to pick up and hone some skills that will make your song and its presentation shine. Everything from keeping time, arrangement of the song, what key, "getting the guitar out of the way", the cliché police, posture, vocal stuff, even how to approach the stage and plug in the guitar will be examined live on the mic as Vance "gets underneath the hood" in a safe and supportive "open mic-ish" atmosphere.

Wisdom of the Elders

This panel brings together some of Folk Music Ontario's most experienced voices to share some of their best advice with our music community. Listen to life lessons, business tips, road stories and inspirational messages from the people who have been travelling this folk road longer than some of us have been alive.

Women in Music Networking Event

For the third year in a row, women are invited to discuss the challenges facing women in music today.

Your Body is a Wonderland

As a performer, your voice and your body are both just as important as your instrument. So many musicians strive to maintain their guitars and tune their pianos but ignore the physical toll their craft takes on their own bodies. This panel will cover strategies to keep your voice healthy as well as discuss the ergonomic issues involved in playing an instrument for a living. Find out how much more you could be doing to protect your most valuable commodity.