



2013 FMO CONFERENCE PANEL DESCRIPTIONS

A Fine Balance: Music, Career & Family

There's nothing like that feeling up on the stage. You'd never give it up and can't imagine doing anything else. Except when you're tucking your kids in at night or rolling in the grass with your family – then THAT'S when you can't imagine doing anything else. How can you balance being on the road for weeks, even months at a time knowing there's a whole other crowd of little faces waiting for you at home? This panel will talk about how to achieve balance between career and family – how can you make both work when it seems like they so often contradict each other?

A Trad-igital World – Defining Traditional Music in a Digital Modern World

Traditional music is the product of handing down music, information, beliefs, and customs from one generation to another and quite often without written instruction. So what happens now? The digital world offers more opportunities for Traditional Music to be shared and passed on but it also leaves it open to interpretation beyond its intended traditional use, style or function. Does this mean that Traditional Music is not the right fit for the digital world? Perhaps it's the perfect opportunity? Through frank discussion and anecdotal conversation this panel will help make sense of it all or at the very least open up the discussion to help broaden our understanding of Trad-igital Music.

Building & Strengthening Your Organization

Are your board meetings too long? Are they an exercise in frustration? Do you leave meetings angry and annoyed? Do you agree with John Kenneth Galbraith that "meetings are indispensable when you don't want to do anything"? You will leave this Nathan Garber-led workshop with practical strategies for making your festival board and committee meetings more pleasant and more productive experiences. Special attention will be paid to the unique nature of volunteer boards and how to make meetings better when you are not the chairperson. The workshop will also provide an update on the new Ontario Not-for-Profit Corporations Act and how it will affect your organizations.

Borealis Presents: James Gordon's "Stephen Harper: The Musical"

A new one-man show written by and starring James Gordon that's not exactly a tribute show ☺. James Gordon puts the "ire" back in "satire" with twenty new songs, rants, visuals, puppets, and a bit of an attitude.

Crowd Sourcing: "No Applause – Just Throw Money"

Asking your fans for financial support is not that crazy an idea. It's being done more often than not nowadays and with great success. Besides, how well do you really know your fans? They may very well be diehards who will do anything to help. They may be rich. They may be eccentric. They may just be normal people who love you so much that they would do anything to help. This panel will discuss the perks and pitfalls of crowd sourcing and the proper way to set up a system to make the most of your own campaign.

Cultural Diversity in World Traditions

Traditional music comes in so many different forms, styles and backgrounds that its diversity is nearly unparalleled in any other genre of music today. Since the traditional music community is so diverse and widespread throughout the world it begs the question “Can we all be doing a better job at bringing the community together?” This panel will use performances and discussion to not only demonstrate just how diverse traditional music is, but also to stimulate conversation on how best to build this community.

Demo Derby

The consensus from your three F’s (Friends, Family and Fans) is that your music is great but what would people outside of your circle think? Is it great with a touch of “awesome” or great with a touch of “needs work”? Don’t be afraid. You’d be surprised what opening yourself up to critiques can do for your music and future songwriting. Our panel of professionals come with years of experience in the industry and will offer their two cents on your musical babies.

Emergency Planning & Insurance / Site Safety

Who thought that planning a festival or a big event could be risky? The reality is, anything can happen. There is risk and liability attached to everything that we do and the festivals we produce. How do OCFF member festivals create and maintain emergency plans and ensure that they are meeting the requirements of insurers of all kinds in a shifting world of risk?

Festival/Organizational Funding - Funders A & Q Session

You have the answers, we have the questions. Join David Barnard (Canadian Heritage), Aengus Finnan (Ontario Arts Council), and Keely Kemp (OMDC) as they lead an interactive session asking questions like: “What is the life natural cycle of a festival?” “Are there expectations that a festival or venue must continue indefinitely?” “How can organizations wind down, change scale or direction in a meaningful and responsible manner?” “How can funders, foundations, and other sector resources best support a more natural life cycle in the presenting ecology?”

Festival Administrators Round Table: Meeting of Festival ADs, Festival Retreat Planning Session & General Networking

The FART was started after the 2011 OCFF conference and continues to be a useful forum for the discussion of festival administration at all levels. The round table continues in person at this session, and will look at some specific questions this year relating to creating a festival and acquiring staff and office space.

Festival Strategic Planning and Sustainability

Strong organizations ensure long, healthy festivals. Strategic planning and sustainability are not just business buzzwords. These are essential planning tools without which, achieving sustainability can be very difficult. Funders and partners across the province are encouraging organizations to ask the difficult questions and deal with those realities that are preventing them from long-term sustainability. This panel will help festival organizations to better understand the role of strategic planning and how it can lead to a long and healthy life.

Festival Volunteer Recruitment and Retention

It's pretty simple math, no volunteers = no festivals! Volunteers bring invaluable passion and resources to festivals across Ontario so ensuring proper recruitment, training and retention of volunteers is crucial to ensuring a healthy and vibrant festival community. This panel will discuss successful methods of recruitment, training and retention.

Fight Club: Inter-Band Relationships

Being in a band is a delicate balance of personalities and yes, even egos. When combined with the struggles of trying to make something more out of your music this can be volatile. The road alone has been enough to end lifelong friendships and kill careers. It's not all bad and even though tensions may arise from time to time this panel will help you to navigate these pitfalls, learn to communicate and make your current line-up one that will stand that test of time.

First Timers Orientation

Showcases, panels, and dinners – oh my! Where to begin?? Join seasoned conference veterans as they guide you through the sometimes-overwhelming maze of activities unfolding all around you!

Folk Music Canada: Borderline - Touring, Immigration and Borders

As much as we'd all love to think touring can be as simple as strapping your guitar to your back and hitting the road, unfortunately the border guards often have other ideas. Ask any artist and we bet they have a story about getting turned away at the border and missing a gig. And even if you do manage to slip through, if you get caught without the correct working papers you could be putting your whole cross-border career in jeopardy. This panel will discuss touring strategies in general as well as the things you've gotta know when it comes to border jumping. This is a Folk Music Canada toolbox session.

Folk Music Canada: Build Your Music Team

Build a team to support your music career. As a musician, how (and when) do you build a team to help take your career to the next level? How can you kind the key players to help you make the most of the opportunities ahead of you? Manager, agent, publicist, radio promoter, distributor, label, publisher, road manager... How and where do you start? How do you know if things are working? This panel will offer you information and insight to build the team you need, understand who does what, and clarify funding opportunities for each role.

Folk Music Ontario AGM

The AGM is the annual opportunity for FMO members to gather and hear about the activities of the past year, and look to the future together. The Board of Directors and Executive Director present reports, the audited financial statement and the results of the Board elections. This is also a public opportunity for members to present FMO business.

Marcato's Folk-a-Frenzy! Speed Networking Session

Ready.....set.....network!!! Let's see how well you've honed your "elevator pitch" as you weave your way through our maze of FMO's seasoned experts. You'll have a few precious moments to grab as much info as you can from them before BUZZ!! It's time to move on! Let's make some love connections.

Fostering Diversity as a Resource

Are you lucky enough to live in a community made up of many different cultures, languages and ethnic backgrounds? Is there a way you could make better use of these often-untapped resources? This is a panel for artists, festivals or groups who are looking to engage their broader communities in new and exciting ways.

Friends of Bill W

This is a safe, supportive twelve-step session for our delegates.

Hands On Mobile Marketing for Festivals

There are four times more smartphone activations than babies born per day! We have officially entered the post-PC era and having a strong presence on people's phones is becoming a necessity as well as a big opportunity. Allan Isfan and William Love are the founders of FaveQuest, the company behind MyEventApps, the mobile solution used by several FMO members, FMO itself for the conference and hundreds of other events. The dynamic folk-loving team will be sharing the latest trends in mobile and social marketing, mobile payment systems, mobile sponsorship (make money!) and fun tools you can use to inform and engage with festival-goers (photo contests, polls, voting, social media). They will also demo the new SuperApp they created for FMO and show you how you can be part of the app to promote your events. Bring your smartphone or tablet and get ready to get your hands virtually dirty.

Hear no Music, See no Music - Non-musical Festival Programming

Music drives our community and every music festival in the world. Music lovers keep the wheels on our groovy bus rolling, but we all know even the most avid music lover needs a break from the onslaught of live music at festivals. Festivals have entire families in attendance so programming should be in place to reflect that. Children's play-care, spoken word, craft workshops and more are welcome additions to any festival. This panel will discuss many new non-musical programming opportunities available and shed some light on expanding the sensory playground that is the music festival.

How to Not Go Crazy on the Internet / Image-Based Marketing

Does your Facebook status still say "Happy New Year 2011!"? Do you really need to be Instagramming your road food? Do you need to post gig shots every single night? Do you need a Tumblr page AND a Facebook page AND a band website AND an Instagram account, etc.? This panel will help guide you through what you should and should not be doing online and how to best manage yourself on the Web.

How to Make Sure Your Fiddle isn't a Pain in the Neck!

Did you realize that you might be playing your instrument wrong, at least in terms of ergonomics? This practical panel will help you to understand the relationship between your body and your instrument, and how not to hurt yourself and possibly endanger your livelihood.

Mon-EH! Music Funding in Canada

Being a musician, band, artist or even a manager in Canada is tough but thankfully Canada has some of the best music funding available in the world. Friends south of the border are envious and yet it seems that not everyone out there is fully versed on what is available to them and what needs to be done to apply. This panel will give you some insight on some of the top programs this province and country has to offer and give you some hints and advice on how to put together a solid application to help you secure some Mon-EH for yourself.

Music Release Strategies

Indie is a great place to be! Opportunities exist now that didn't even five years ago. Artists have more control over more of their careers. At the same time does that control mean you're doing things in the most effective way? With so many artists releasing so much music how can you set yourself apart to better compete? This panel will focus on ways to ensure that your release of new music is the most impactful it can be, and give you the biggest bang for your buck!

Private Showcase Orientation

All-acoustic Private Showcases can be a challenge to present. Join us at this panel to make sure you know all the rules for showcasing as well as learn some tips on how to make your private showcase stand out from all the others.

Social Justice in Music

Combine political messages with music and sometimes you create a force powerful enough to move mountains. Or maybe more like protect rivers, stop a quarry, fight for human rights, or raise awareness about social injustice and sometimes, even change the world. Understanding this power to inspire action means understanding our oral history. Join us for a discussion on how music can be used to spread messages to the masses.

Song Placement in Film/TV

Just because you are an independent artist doesn't mean that your song CAN'T get into that next great TV show or movie but there are a number of things that you need to know in order to make that happen. Is your recording broadcast quality? Who do you get in touch with to make this happen and how do you approach them? How do you, and how much, will you get paid? This session explores the mysteries of song placement from the perspective of the music supervisor and the artist to help you navigate your way through this optional revenue stream.

The Five Ws (and One H) of House Concerts

They invite us straight into their homes and onto their sofas to hear an artist in an intimate setting and we love them for it. Let's check in with the house concert community to discuss the details of both being a house concert guest and being a house concert artist.

The Myth of the Festival AD

We've all heard the myths about festival ADs and how they book festivals. This is your opportunity to see behind the curtain and hear directly from active festival ADs about how they work, what they are looking for and how not to annoy them!

Ukulele Workshop*

Looking for a way to engage festival audience and build community engagement? Consider hosting a build-your-own instrument workshop featuring a Wolfelele ukelele. Geared to festival organizers, educators and classroom environments, this hand-crafted uke can be built in less than two hours. Come build your own uke at this workshop!

*While this session is open to all delegates, and there is no cost, priority will be give to festivals and presenters.