

Music 2.0

Tools+Tech for

Musicians, Marketers + Managers

Wednesday,
April 20, 6 to 9
Microsoft New England
Research & Development
Center 1 Memorial Drive
Cambridge,
Massachusetts

With dozens of companies working in the music industry in Greater Boston, Music 2.0 is an opportunity for companies to present their projects to attendees who are looking at how to better manage their music careers or projects amid a period of constant change.

The Music 2.0 event is perfect for musicians of every genre, marketing professionals, arts organizations, managers and agents, technologists + developers, investors, and promoters + presenters at venues and music discovery organizations.

The evening will offer presentations from and Q&A with:

- > **Matt Dyson**, Blogger, Dyson Sound
- > **Gary Eichhorn**, Executive Director, Music + Youth Initiative
- > **Jennifer Hruska**, President + Founder, SONIVOX
- > **Mike King**, author of *Music Marketing: Press, Promotion, Distribution, and Re-*

- tail*, instructor for Berklee Music's Online Music Marketing with Topspin, and Director of Marketing at Berklee Music
- > **Jim Luchese**, CEO, Echonest
- > **Chris Marstall**, Founder, Tourfilter
- > **Al MacDonald**, Co-Founder, Bocoup
- > **Patrick May**, Agent, Skyline Music and President of Portland Music Foundation
- > **Jonathan Ostrow + Chris Taylor**, Co-

- Founders, MicControl
- > **Ryan Spaulding**, Editor, Ryan's Smashing Life
- > **Sooz**, Rock + Roll Book Club
- > **Steve Theo**, Owner, Pirate!
- > **Marcus Whitney**, Co-Founder + CTO, Moontoast
- > **Eric Ziering**, CEO, ZMX Music

The hashtag for Twitter is #music2 , so you can follow along in the weeks leading to the event, during the event, and afterward tweets including the #music2 hashtag.

It's free, but all attendees need to RSVP at music2-2011.eventbrite.com

Produced by @wellroundedradi @trishofthetrade @calizmil

Presented by



Charles McEnerney is Host + Producer of Well-Rounded Radio (wellroundedradio.net), Founder of Musicians for Music 2.0 (musiciansformusic2.com + [@musicians4music](https://twitter.com/musicians4music)), and a marketing consultant ([linkedin.com/in/charlesmcenerney](https://www.linkedin.com/in/charlesmcenerney)).

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