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MONDAY, FEBRUARY 7TH

5:30 PM

Pollstar Live! 2022 Opening Reception

Wilshire Gardens

POLLSTAR LIVE! 2022 – DAY 1

9:00 AM

Opening Remarks - Tim Leiweke, CEO & Co-Founder, Oak View Group

International Ballroom

9:15 AM

Game Changer: How NFTs, The Metaverse, and Gaming are Reshaping Live Entertainment

International Ballroom

Imagine a world where artists publish their own music, merchandise, and live performances while simultaneously rewarding their fans with tangible currency in a safe environment. This positive paradigm shift for artists and their fans now exists thanks to blockchain technology, NFTs, and decentralized ecosystems. Billions of dollars have been generated from the popular “play to earn” model in online gaming, creating income for players who literally play games to be entertained while earning a living at the same time. In addition to NFT’s and concerts in the metaverse, there are new disruptive programs emerging where music fans can “listen to earn” and be rewarded for listening to their favorite artists, in addition to collecting their favorite artists' NFTs. This panel of experts across music, events, gaming, and crypto will discuss these new programs and how they are reshaping our industry.

Moderator: Drake Sutton-Shearer, CEO & Founder, PIXL8

Speakers:

Sarah Buxton, Chief Operating Officer, Gala Games

Joel Madden, Co-Founder & CEO, Veeps

Casey McGrath, Chief Creative Officer, Night After Night

10:00 AM

Rainmaker I: Inclusion Riders in Live Entertainment

International Ballroom

After the summer of 2020, your entertainment company took a stance against racial injustice. Now, in 2022, the question becomes: how do you operationalize racial justice so that promises made don't dissolve into a record of inaction? Color Of Change’s initiative, #ChangeIndustries, is transforming cultural industries with the most up to date movement-informed strategies. Valeisha Butterfield Jones, Co-President of The Recording Academy, and Rashad Robinson, President of civil rights organization Color Of Change, unpack their partnership under #ChangeMusic to explore the criticality of working with experts in the social justice field to rewrite the rules of culture.

Moderator: Jaia Thomas, Founder & CEO, Diverse Representation

Speakers:

Valeisha Butterfield Jones, Co-President, Recording Academy

Rashad Robinson, President, Color Of Change

10:30 AM

Is This What They Mean by Roaring ‘20s?

International Ballroom

If 2021 was about cranking up the machine following the most devastating global shutdown the live entertainment industry has ever faced, then 2022 and beyond is about re-establishing a sense of

Tuesday, February 8, 2022



Tuesday, February 8, 2022

normalcy and continuing the wave of success that characterized the past decade of the live music business. While the touring business came to a virtual standstill for much of 2020, the evolution of this dynamic business continues forthwith. What has been shown to be true is demand for live entertainment continues unabated and fans still clamor to engage with their favorite artists, venues, and events. In flux? Pricing, booking, billing, logistics, international planning, routing, staffing, and show protocols. Leaders in live entertainment will share what the coming year looks like, what they've learned post-shutdown, and how they're planning for 2023.

Sponsored By: Banc of California Stadium

Moderator: Jonathan Azu, Founder and CEO, Culture Collective

Speakers:

Omar Al-joulani, Co-President, Live Nation Concerts

Jeffrey Azoff, CEO, Full Stop Management

Cristina Baxter, Partner, WME

Marty Diamond, EVP & Managing Executive, Wasserman Music

Samantha Kirby-Yoh, Co-Head of Global Music, United Talent Agency

11:10 AM

Break

International Ballroom Foyer

11:30 AM - CONCURRENT

Global Touring Now!

International Ballroom

The Great Global Recovery is underway, as the international touring environment in which artists were able to tour that developed in this millennium steadily regains its footing. The post-pandemic landscape still finds a wide range of recovery, forcing those who deal in global touring to strategically plot international efforts with pinpoint accuracy and the most up-to-the-date information possible, knowing that the entire plan could shift at any time. International promoters, agents and venues will discuss their current set of circumstances and forecast what changes may be in store, as well as what could impact global touring in the future.

Moderator: Christian Coffey, Tour Director & Owner, Coffey Black

Speakers:

David Goldberg, Advisor, BookMyShow

Georg Leitner, CEO, Georg Leitner Productions GmBh

Jason Miller, CEO, Eventim Live Asia

Lesley Olenik, SVP Global Touring, Live Nation

Neil Warnock MBE, Co-Head of UTA UK & Head of Global Touring Music, United Talent Agency

11:30 AM - CONCURRENT

Elvis Is In The Building: Venues Booking, Presenting and Producing Content

Beverly Hills Ballroom

Demand for live entertainment content is as strong as ever but the inventory of quality venues vying to host that content continues to increase. Choices abound, and venues are often faced with shuffling dates, staggering on-sales, directing traffic, juggling avail, prioritizing holds, and, increasingly, booking their own talent. Often, it is the venues who are best-positioned to gauge demand in their markets and serve as the best marketers of the events they host. Some of the top venue bookers and content providers in the industry will take on the subject of venues booking talent in this Pollstar Live! exclusive perspective.

Sponsored By: M&M Group

Moderator: Eric Bresler, SVP, Programming, Climate Pledge Arena & Oak View Group

Speakers:

Grace Blake, Programming Director, City Winery NYC, Pier 57

Starr Butler-Jemison, VP Booking and Events, Fiserv Forum & Milwaukee Bucks



Geni Lincoln, GM and SVP Live Events, The Forum
 Peter Shapiro, Founder & CEO, Dayglo Presents
 Dana Warg, VP of Entertainment Booking, 313 Presents

12:10 PM - CONCURRENT

This Is Not a One-Off: Making Sense of the New Normal
 International Ballroom

By the time 2021 came to a close, the live entertainment industry had largely come to terms with a vastly changed environment with a new set of rules prioritizing safety, security, and social concerns. In the process, the “new normal” has morphed into simply “normal.” A primary concern for today’s live professionals is consistency. What are (or should be) the ways of coordinating such formerly “set in stone” modes of operation as ingress/egress, VIP/meet-and-greets, front- and back-of-house protocols, on-sales, safety/sanitization, and staffing? Live entertainment pros will take this topic up here.

Moderator: Dr. Elizabeth Hawk, President, Ampersand Intelligence

Speakers:

- Ken Fermaglich, Music Agent/Partner, UTA
- Peter Katsis, Managing Partner U.S. Music, YM&U
- Tara Traub, SVP Global Touring, Live Nation
- Donna Westmoreland, Chief Operating Officer, I.M.P., Inc.
- Molly Zidow, VP of Operations, Danny Wimmer Presents

12:10 PM - CONCURRENT

Safety & Security at Live Events is Job #1
 Beverly Hills Ballroom

The safety of the concert-going public has always been the highest priority, yet bad things still happen. Security and crowd management experts will discuss how to see tragedy before it happens, how to get fans in and out in safest, most expedient manner possible, threat management at venues small and large, and how to expect the unexpected, and what to do if things do go off the rails, from club to stadium level. This could be the most important panel you attend all year.

Moderator: Mike Downing, Chief Security Officer, Prevent Advisors

Speakers:

- John Benn, Fire Inspector II, LA Fire Department, Fire Prevention Bureau, Public Assemblage Unit
- David Born, Senior Director, Business Development and Operations, Prevent Advisors
- Steve Lemon, Event Producer, Steve Lemon & Associates
- Kurt J. Miner, Managing Director, Allianz Risk Consulting, Entertainment, Allianz Entertainment

12:50 PM

Lunch

Wilshire Gardens & Oasis Courtyard

2:30 PM

Reality Check: Career Development for Artists New to Touring
 International Ballroom

Live performances virtually stopped in 2020 and much of 2021, but artist development did not. What many artists found when the world re-started was a situation where their following and demand were farther along than their touring history would normally be, creating situations where these artists might be capable of playing bigger rooms than they were actually experienced enough to pull off. For others, the whole touring dynamic is a new and exciting frontier, requiring skillful management and a more strategic plan than ever. As fans and artists both were reminded, streaming is a completely different animal than performing live in front of actual people. It’s also worth noting that there are a lot of fans out there who are also new to the live event experience, from club to festival level. Let’s discuss!

Moderator: Jamie Cheek, President, FBMM

Tuesday, February 8, 2022



Speakers:

Zac Bluestone, Music Agent, Wasserman Music
 Shirin Nury, Music Agent, CAA
 Josh Rittenhouse, Agent, Rhythmic Contemporary, APA
 Fabrice Sergent, Managing Partner, Bandsintown

3:15 PM

Sponsor Spotlight: Reaching new audiences - How promoters benefit from data science and interest-based targeting, just like Netflix & co.

International Ballroom

Like all major streaming services, event promoters are in a constant battle for consumers' limited leisure time. They're also at a huge disadvantage compared to their digital entertainment counterparts - they lack the analytics tools to drive engagement and get customer insights. To stay competitive, concert and show promoters need to make use of existing data in order to grasp what visitors are really interested in. Because targeting interests is far superior to targeting based on socio-demographics. It enables promoters reach new audiences, makes marketing campaigns more efficient, and saves them a lot of time.

Presented By:

Hannes Tronsberg, Founder & CEO, future demand
 Darius Schulz, Marketing Manager, future demand

3:30 PM

Rainmaker II: Noelle Scaggs on The DTS Inclusion Initiative

International Ballroom

Interviewer: Aloe Blacc, Singer/Songwriter

Speakers: Noelle Scaggs, Co-Lead Singer, Fitz & the Tantrums, Founder, Diversify The Stage

4:00 PM

Roundtables & Networking Break

Wilshire Gardens

- 1) *Moblie Ticketing: More Than a Ticket*
 Christopher Tweed-Kent, Head of Global Ticketing, Ticketmaster
- 2) *LiveStreaming Now*
- 3) *Safety/Risk Management*
 Mike Downing, Chief Security Officer, Prevent Advisors
 JT Klingenmeier, Vice President, Prevent Advisors
- 4) *Good Works + Live (Philanthropy + Sustainability)*
 Maria Brunner, President & Founder, Insight Management and Musically Fed
 Michael Martin, CEO/Founder, Effect Partners & r.Cup
- 5) *Booking Casinos in Today's Environment*
 Billy Brill, President, DWP Talent Services, LLC d/b/a Billy Alan2
 Steve Selak, President, Selak Entertainment, Inc.
- 6) *The Future of Cannabis Events*
 Jim Lewi, President, LiveWorks Events
- 7) *Digital Marketing & Expanding The Toolbox*
 Drea Gonzalez, Director of Digital and Media Strategy, Lobeline Communications, LLC
 Mariano Otero, VP & GM Americas, Fever
- 8) *Production/Transportation: Moving The Show*
 Wayne Linder, Leasing Manager, Pioneer Coach
- 9) *Next Level Fan Engagement*
 Alex Machurov, Co-Founder & CEO, Fandiem
 Paul Peck, Co-Founder & President, Fandiem



8:00 PM

33rd Annual Pollstar Live! Awards

International Ballroom

Presented By: Live Nation

9:30 PM

Pollstar Live! Awards Post Reception

International Ballroom Foyer and Terrace

Tuesday, February 8, 2022



POLLSTAR LIVE! 2022 – DAY 2

9:30 AM

What Fans Really Want (And Do They Know It Yet?)

International Ballroom

As all aspects of the fan experience move more completely toward mobile, innovators continue to chart new territory as fans adapt to the security of digital ticketing and all that this technology has to offer. Not only are many fans happily relegating physical tickets to history, they are increasingly receptive to new event-related opportunities with venues, and tours, including parking, concessions, VIP, promotions, bundles, and other digital assets like NFTs. Forward-thinking venues, artists, family shows, touring content, and others are learning more about their customers as demand climbs and presenters continually strive to incentive fans, solve the pricing puzzle, and crack the code on what fans want most. A panel of thought leaders from the front lines of this next era of the live entertainment industry will break down what this revolution in what was once “ticketing” has entered an exciting new frontier. Moderator: Jonathan Azu, Founder and CEO, Culture Collective

Speakers:

Bryan Calhoun, Head of Partnerships, Yat Labs
Stas Chijik, CEO, Billfold
Boye Fajinmi, Co-Founder & President, TheFutureParty
David Marcus, EVP Global Music, Ticketmaster
Jonathan Shank, CEO, Terrapin Station Entertainment

10:15 AM

How the Next Era Of Music Festivals Will Be Safe, Sustainable and Sold Out

International Ballroom

The public remains enamored of the music festival experience worldwide, and the festival boom continues from massive destination festivals to regional and boutique events. But the festival equation has changed, and festival producers must consider a paradigm shift not only in terms of how festivals are booked, but how they impact the environment and, in the wake of the Astroworld strategy, an increased focus on crowd management. The stakes are higher than ever in the festival business as producers find the balance between profitability, safety, and sustainability. Leaders in the festival world will discuss this challenging next era here.

Moderator: Scott Weiss, CEO, Atomic Music Group

Speakers:

Adam Bauer, Partner, Madison House
David Beame, Vice President, Global Events & Experiences, Global Citizen
Morgan Margolis, CEO/President, Knitting Factory Entertainment
Michael Martin, CEO/Founder, Effect Partners & r.Cup
Denise Melanson, Director, Social Impact, Wasserman Music
Cory Meredith, President, Allied Universal Event Services

11:00 AM

Break

International Ballroom Foyer

11:15 AM - CONCURRENT

When the Going Gets Weird: Why Former Road Gurus Move Into Management

International Ballroom

Throughout the history of music touring there has long been a gulf between those strategizing in the offices and those on the road tasked with turning that strategy into reality. Increasingly, that gulf is evaporating as the industry is now seeing music professionals with actual road experience shift into



Wednesday, February 9, 2022

management positions, proving the old Hunter S. Thompson adage to be true: when the going gets weird, the weird turn pro. Let's see how that plays out here in this exclusive panel.

Moderator: Eric Mayers, Manager, Red Light Management

Speakers:

Brian Cross, Head of Touring, Monotone, Inc.

Amy Davidson, SVP, Head of Touring, mtheory

Alicia Karlin, VP of Global Touring and Talent / Talent Buyer, AEG Presents / Electric Forest

Zeke Hutchins, Artist Manager, Mick Management

Heather Ryan, Tour Manager, SOFI TUKKER

11:15 AM

So if 2022 is the Year of the Stadium, What Was 1994?

Beverly Hills Ballroom

This coming summer will see so many stadium tours crossing the U.S. that it has been unofficially dubbed The Year of the Stadium. But those have been around a while remember when 1994 was considered the Year of the Stadium, with the world's largest venues packed by the likes of Pink Floyd, the Grateful Dead, the Eagles, the Rolling Stones and Billy Joel/Elton John. So how much better are we today at producing profitable stadium shows than we were 30 years ago, and what's driving the current boom? Pros in the stadium game will examine the economics of staging shows in these large venues built for sports, managing egos versus reality, managing the manifest, the opportunities for flex pricing, and the math in play when considering one stadium shows versus two in an arena or shed.

Moderator: Joey Scoleri, Head of Industry Relations, Live Nation Canada

Speakers:

Jenna Adler, Music Agent, CAA

Gerry Barad, EVP Booking, Global Touring, Live Nation

Mike Betterton, SVP, Wasserman Music

Christy Castillo Butcher, SVP of Programming and Events, SoFi Stadium and Hollywood Park

Chris Wright, General Manager, Allegiant Stadium

12:00 PM

Lunch

Oasis Courtyard and Wilshire Gardens

1:30 PM

Rainmaker III – Chasing the Dream

International Ballroom

Moderator: Jamal Jimoh, Head of Hip-Hop + R&B Streaming, Venice/Q+A

Speakers:

Rob Gibbs, Partner/Head of Music, ICM Partners

Ibrahim Hamad, President, Dreamville / Manager, J. Cole

Barry Johnson, Co-Founder, Since The 80's / Co-Manager, JID, Earthgang

Zeke Nicholson, Co-Founder, Since The 80's / Co-Manager, JID, Earthgang

Derick Okolie, VP of Marketing, Dreamville / Manager, BAS + Co-Founder of The Fiends

2:00 PM

The Latest Lowdown On Cannabis @ Live Events

International Ballroom

Cannabis concessions at live events and cannabis-themed fests are hugely popular with fans of live entertainment and represent one of the fastest-growing sectors of the live business, with increasing awareness and popularity among brands, bands, and fans. Even as the space grows, uh, like a weed, however, the legalities and protocols vary widely, and those interested in entering this potentially lucrative sector must stay up to date on their own local regulations. Experts active in the cannabis



arena will update Pollstar Live! attendees with the latest status on cannabis concessions and live events and everything you need to know to engage in the wonderful world of weed.

Moderator: Jim Lewi, President, LiveWorks Events

Speakers:

Sameen Ahmad, Events, Compliance and Operations, Cannabis Nation + RNBW

Lauren Carpenter, CEO, Embarc Events

Tom Martinez, Chief Deputy General Manager, California Exposition & State Fair

Dustin Moore, CSO, Embarc Events

2:45 PM

Keynote Q&A with Pitbull

International Ballroom

Interviewer: Beata Murphy, Program Director, iHeartMedia

3:30 PM

Agents Live!

Beverly Hills Ballroom

Wednesday, February 9, 2022