



## Conference Panel Descriptions

24<sup>th</sup> Annual OCFF Conference Oct. 14 – 17, 2010, Crowne Plaza Hotel, Ottawa ON

(These will be updated as they develop, to include full descriptions and session participants.)

Panels, Workshops and Networking Sessions have been designed to appeal to a general audience with some that are likely to be of more interest to presenters, performers and youth. Showcases round out the schedule with a variety of Official, Sponsored and Private showcase presentations.

### Workshops of Specific Interest to Presenters (Festivals, Concert Series, House Concerts, etc.)

#### **Presenters' Networking Session**

New in 2010 is this networking session where presenters can meet one another and carry on a real-time, real-life conversation unimpeded by a computer, telephone or fax machine. Finally – put a face to the name!

#### **Board and Staff Dynamics**

Who does what and how?? A leading expert in how non-profit boards work will lead a discussion on how proper governance and staff relations can make a difference to your organization. This session will build on the one offered at the 2009 Conference, though attendance there is NOT a prerequisite.

#### **Audience Development**

How can we build audiences for folk and roots music? Is it all about increasing the numbers? Are we doing enough to curate in our communities? What role can we play in educating our audiences? Explore the nuances of designing effective programming and audience retention methods for your events.

#### **Programming Non-Musical Content**

Festivals and events are not only about the music. How does the placement of non-musical elements affect the vibe of the event? What drives the decisions? These questions will be discussed by a panel of OCFF member festivals and other presenters that have different approaches to the non-musical aspects of their events.

#### **Festival Round Tables**

Join your fellow festival organizers to discuss site construction, commercial food, stage management, on-site finances, volunteer recruitment and appreciation, environmental and sustainability awareness, security and much more!

#### **Meeting of Festival Board Chairs**

This closed session is an opportunity for OCFF member Festival Board Chairs to meet and discuss various topics of shared interest.

#### **Meeting of Festival Artistic Directors**

This closed session is an opportunity for OCFF member Festival Artistic Directors to meet and discuss various topics of shared interest.

## Workshops of Specific Interest to Performers

### **Presenters' Meet-and-Greet**

This session is intended to bring together the participants in the annual Presenters' Program with artists from the community who are "export-ready" and who are itching for that opportunity to break out of Ontario or even to perform internationally.

### **SOCAN Case Study**

This session will be a primer on tapping into a market outside Canada. Ongoing retrenchments in the record label business require more and more artists to develop audiences on their own through touring, but the scattered and sometimes saturated markets of Canada have many looking farther afield. This session will explore the opportunities and challenges that an overseas market presents for Canada's folk/roots artists.

### **Stage Craft**

Does your performance begin when you strike the first note, or long before that, as the ambient music is playing? Are you in command of your instrument and in control of the entire stage space? This session will highlight the subtle and sometimes more obvious ways that a performer can wow their audiences and create more memorable experiences for everyone.

### **There Will Always be a Small Time**

Led by Corin Raymond of the Undesirables, this session will explore the many ways that a career can be supported in the folk music community.

### **SAC - Hey Big Ears: Songwriting Critique**

Sponsored by the Songwriters Association of Canada, this is your opportunity to get your song heard by a panel of artists and professional songwriters without having to camp out on their front lawn. Please bring a CD to the session where tracks will be randomly selected and played.

### **Working in Schools**

Many artists give workshops and perform in schools. What doors did they knock on to get into them? What do I need in order to approach teachers or school boards for these opportunities? Hear real stories from people who are working in schools, and find ways to broaden your list of gigs to include younger audiences.

### **Record Production**

Respected record producers share their differing perspectives on recording, each using a recent project as a reference. They will illustrate their talk with photos and audio and will, of course, take questions from the floor.

## General Interest Sessions

### **The OCFF's Annual General Meeting**

This AGM is the annual opportunity for OCFF members to gather together to 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. There is also a public opportunity for members to be heard on any OCFF business.

### **Mentoring Sessions**

These fifteen-minute, one-on-one sessions with industry professionals will help you look at where you are currently in your career and what decisions you need to make to take it to the next level. Please note that this is not an opportunity to pitch to Artistic Directors about hiring you for their next festival. These sessions are by appointment only and pre-registration will be necessary. Sign-up sheets will be posted near the conference registration area on Friday afternoon. It is your responsibility to keep track of your appointment time.

### **State of the Folk Nation '10**

This session is back for a third year to explore the current state of the folk community.

### **The New Music Delivery**

This session will explore some of the many ways that music is being distributed to audiences today. Which ones work for the folk and roots communities? What is likely to be around in five years?

### **Music Workshop**

This "Show-and-Tell" workshop will focus on a specific genre of music within the folk / roots continuum.

### **Social Media**

We use it. We often think we understand it. Then, along comes the next big thing and we're left scratching our heads and unsure of where to put our efforts in maintaining the ever-growing number of services and sites. This session will provide an overview of what's available, along with some how-to that you can immediately incorporate into your social media plan.

### **World Music Forum**

This session will gather together people who have a particular interest in advancing "World Music" within the folk and roots community. They will seek common ground and explore ways to increase the visibility of this highly-diverse musical niche in the short and long term.

### **Building Community Through Music**

Folk music has always been about the community. The music thrives when there is a community to spread it, and the community thrives when it shares its stories, politics, history and celebrations through music. This session will look at several ways that folk music is bridging the gaps between people living increasingly isolated lives.

### **Campfires**

These sessions are themed jams happening during the day in a cosy acoustic space with the added benefit of the OCFF's very own campfire...actually an ingenious artifact built by a past president of the OCFF

### **Friends of Bill W.**

Open to anyone wanting some twelve-step support while attending the conference.

### **Exhibit Hall**

Not your typical trade show...the OCFF Exhibit Hall is a hub of networking activity that allows delegates to find out more about a variety of exhibitors. Instrument builders, music industry associations, festivals, agencies, managers and many others participate with booths and samples of their products and services.