



MOTIVATION & MINISTRY GENERAL SESSIONS

- 1. Harmony – All Sounds Becoming One:** In this riveting keynote address, Founder, Bishop Leonard Scott will share the vision and dream behind Harmony. You will leave inspired after hearing his motivational story from being a single parent with three children living in the basement of his dental practice to launching the oldest black-owned recording label in the country. Pursuing your dreams is only one synergy away... prayer meets faith and turn into active praise...Harmony!
- 2. Small Church Worship Team:** Join us as we discuss the challenges of and share ideas for the small church worship team. Even though you may be small in number, you can have a powerful impact.
- 3. Performance v. Ministry & Music as an Outreach:** In this controversial discussion, audience members will have an opportunity to share their thoughts as panelists and mediator delve into music as a universal language that speaks to all people where they are. Questions such as is there a spirit behind music and can “gospel” artists cross-over are just a few of the topics that will be touched on in this class.
- 4. My purpose – The Big Picture:** Music plays such a vital role in the kingdom of God. This morning inspiration will deal with our unique placement in the grand scheme of God’s purpose and focus on how God wants to really use us in the “big picture”.
- 5. Mentoring/Developing Musicians & Singers:** Often musical skills are developed from the inception of childhood. It’s important that we take young musicians and singers under our wing and develop their gifting for the Lord. Training a new generation will prevent burn-out in your church and also open up the opportunity for new membership as young people begin to invite their families to church just to hear them play. Learn how to avoid some of the pitfalls made by young musicians and get tapped into the overall advantages of music as an early development tool.
- 6. Formulating a Song List/ Worship Lab:** When selecting worship material, it’s important to seek the Lord and keep in mind several important factors – 1) know your group, 2) understand your pastor, 3) understand your congregation. Learn how these elements can play a huge part in song selection. Also you will discover some hot new music that’s out and resources on staying current in your music library.
- 7. Balancing It All:** Sometimes it becomes difficult to juggle work, ministry, family and personal interests. Learn from expert multi-taskers how to organize and prioritize in order to alleviate stress and the power of saying NO. At the end of this informative session, instructor will also teach several valuable stress relief techniques through an interactive demonstration.

ARTISTS & SINGERS TRACK

- 1. From Good to Great Lab (Singers):** The difference between a good group or singer and a great group or singer are the little things...singing ‘as one’ with great diction, moving dynamics, exciting attitude and gripping stage presence! This session will go into how to take a good group or singer and make them great.



- 2. Vocal Workouts, Maintenance & Hygiene:** This course is designed for any singer who hopes to gain knowledge in maintaining hygienically and practicing the art of vocal care as a way of life. Subject matter shall be all inclusive of the apparatus: dealing with the voice problems and specific attention to troubled areas of range and sickness that hinders the instrument. This practical “hands-on” course is a helpful guide for singers to learn proper posture, breathing, phrasing, projection and vocal techniques in gospel and contemporary worship music styles.
- 3. Mass Choir Rehearsal Lab:** Join together with the G.E.M. singers and learn new songs together to be performed Saturday evening during the Conference Night of Worship.

INDUSTRY TRACK

- 1. Intro to the Music Business 101:** So you think you want to be a national recording artist? This crash course will give you a heads up about the industry and some fundamental requirements. Topics such as forming your group, building a fan base, positioning yourself to be picked up by a label, careers in music are just a few of the ones touched on by our panelists of experts.
- 2. Marketing, Retail & Distribution:** After you make your own CD, how do you effectively market that CD and that artist? How do you formulate a great marketing plan? Who do you need on your team? What type of budget do you need? How can you get your product in stores? This session will answer all of these questions and more. In addition, many artists are opting for their own labels now. With that consideration, this class will help you gain valuable insight into the world of distribution.
- 3. Navigating the World of TV, Radio & Internet:** Panelists from three of marketing’s most powerful mediums will discuss important topics such as getting airplay for your album, capitalizing on free streaming and the internet, and how to position yourself for television. You do not want to miss this inside track.
- 4. Financing a Music Career:** Music can make you millions...but will you ever see a dime of it? Learn how accounting in the music industry differs from accounting in other industries and how to create realistic budgets for albums or even a tour. This class will also offer money-saving tips, trick and secrets to help with production and marketing costs, while also exploring alternative and new revenue streams for your music. This class is only for those interested in making music work for them while decreasing debt and increasing wealth.

MUSICIANS TRACK

- 1. From the Heart of a Musician:** Hear from some of today’s premier musicians about their musical journeys. This course is for any musician and will be a “heart to heart” exploring the spiritual impact and purpose of musicians. It will also explore the Biblical principles that will revive and inspire you as you are reminded about your calling.
- 2. Music as a Career:** Sit down with top artists and producers in the musical field to discuss their journey in making music a career. Our panelists will share their stories of working with legends such as Stevie Wonder to newcomers such as Juanita Bynum,



standing before sold out shows at the Apollo to recurring engagements on television. This session will have you standing on your toes excited to pursue music as more than a hobby.

SONGWRITER TRACK

- 1. From Good to Great Lab (Songwriters):** Ever wonder how a hit song becomes a hit? In this class, concepts, approaches and ideas on writing will be presented. Learn from top songwriters about things such as overcoming writers block, putting together a writing team, resources for songwriters and how to tune your ear.
- 2. The World of Publishing & Licensing:** Hear from representatives of the top music publishing companies and top Performance Rights Organizations on what you must know about the intricate world of publishing and licensing for your songs. If you are a songwriter, you won't want to miss this course.

PRODUCTION/AUDIOVISAL TRACK

- 1. From the Heart of a Producer:** Renowned producers will share their experiences on how to navigate the world of production and ensure longevity. This course is for any producer or engineer and will be a "heart to heart" exploring the impact of your gifting and how to use your unique talent for gifted people.
- 2. A "Sound" Ministry:** Learn how to be a complete sound engineer. Discover the ways you can help or harm a church service or ministry event. This class will cover every aspect of the church sound department. From getting along with the platform staff, to being able to make that screeching female vocal sound warmer. You need to know it all.

MUSICAL ARTS TRACK

- 1. From the Heart of a Praise Dancer:** Renowned praise dancer will allow a unique look into her life and experience as she shares the story of salvation and reviving dance in the church. This course is for any dancer and will be a "heart to heart" exploring the spiritual impact and purpose of dance. It will also explore the Biblical principles that will revive and inspire you as you are reminded about your unique and special calling.