

LAMC 2021

Latin Alternative Music Conference

SCHEDULE OF EVENTS

Hosted by Raul Campos

Tuesday, May 4th

(NYC) 12:00pm - (MAD) 18:00 - (BsAs) 13:00 - (CDMX) 11:00am - (LA) 9:00am

PANEL: Tengo La Voz! Digital Marketing and Promotion

Presented by: **Symphonic Distribution**



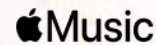
Featuring: **Ady Harley** (Facebook / Instagram) - moderator, **AJ Alvarez** (Symphonic)
Gil Gastelum (Cosmica Artists), **Mayna Nevarez** (Nevarez Communications)
Henrique Fares Leite (TikTok), **Paul Dryden** (ATO)

(NYC) 1:00pm - (MAD) 19:00 - (BsAs) 14:00 - (CDMX) 12:00pm - (LA) 10:00am

LAMC Talks with Billboard Latin: C. Tangana sits down with **Leila Cobo**

(NYC) 1:40pm - (MAD) 19:40 - (BsAs) 14:40 - (CDMX) 12:40pm - (LA) 10:40am

Apple Music: Integraciones y Herramientas para Artistas

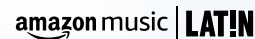


With: **Jennifer D' Cunha** and **Analuz Vizarratea**

(NYC) 1:50pm - (MAD) 19:50 - (BsAs) 14:50 - (CDMX) 12:50pm - (LA) 10:50am

PANEL: Wonder Women of Latin Music

Presented by: **Amazon Music Latin**



Featuring: **Maria Fernandez** (Sony Music), **Gabriela González** (ASCAP)
Alicia Arauzo (Universal Music España), **Gabriela Martinez** (Warner Music Latin)
Sandra Jimenez (YouTube), **Laura Tesoriero** (The Orchard) - moderator

(NYC) 2:55pm - (MAD) 20:55 - (BsAs) 15:55 - (CDMX) 1:55pm - (LA) 11:55am

LAMC Talks with KEXP El Sonido: Mon Laferte sits down with **Albina Cabrera**

(NYC) 3:25pm - (MAD) 21:25 - (BsAs) 16:25 - (CDMX) 2:25pm - (LA) 12:25pm

peermusic: Fundamentals of Songwriting

Presented by: **Yvonne Drazan**



With: **Mala Rodriguez**, **Frank El Medico**, **Micky Huidobro**

(NYC) 4:15pm - (MAD) 22:15 - (BsAs) 17:15 - (CDMX) 3:15pm - (LA) 1:15pm

LAMC Talks with NPR alt.Latino: Ana Tijoux sits down with **Felix Contreras**

(NYC) 4:40pm - (MAD) 22:40 - (BsAs) 17:40 - (CDMX) 3:40pm - (LA) 1:40pm

KRK Presents: Behind the Board with Dave Pensado and Friends

Featuring: **Dave Pensado**, **Rafa Sardina**, **Josh Gudwin**, **Dave Way**



(NYC) 5:05pm - (MAD) 23:05 - (BsAs) 18:05 - (CDMX) 4:05pm - (LA) 2:05pm

Indie Showcase

Presented by: **Latido Music by mitú**



Performances by: **Pachyman**, **maye**, **KHEA**, **YEENDRY**, **Villano Antillano**,
Flor De Toloache, **Los Master Plus**

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Wednesday, May 5th

(NYC) 12:00pm - (MAD) 18:00 - (BsAs) 13:00 - (CDMX) 11:00am - (LA) 9:00am

PANEL: Streaming Strategies

Presented by: **The Orchard**



Featuring: **Amaya Mendizabal** (Amazon Music), **Ariel Chichotky** (Dale Play Records)
Inés Sapochnik (The Orchard) - moderator, **Mauricio Ojeda** (YouTube Music)
Diego Burgos (Deezer), **Ruben Abraham** (Warner Music Latin)

(NYC) 1:00pm - (MAD) 19:00 - (BsAs) 14:00 - (CDMX) 12:00pm - (LA) 10:00am

LAMC Talks with KEXP El Sonido: **Natalia Lafourcade** sits down with **DJ Chilly**

(NYC) 1:25pm - (MAD) 19:25 - (BsAs) 14:25 - (CDMX) 12:25pm - (LA) 10:25am

LAMC Talks with Billboard Latin: **Rebeca Leon** sits down with **Leila Cobo**

(NYC) 2:00pm - (MAD) 20:00 - (BsAs) 15:00 - (CDMX) 1:00pm - (LA) 11:00am

PANEL: Afro-Latino!

Presented by: **Facebook**

FACEBOOK

Featuring: **Mabiland**, **La Dame Blanche**, **Akapellah**, **Fidel Nadal**,
Carlos Alomar - moderator, **Sergio George**

(NYC) 3:10pm - (MAD) 21:10 - (BsAs) 16:10 - (CDMX) 2:10pm - (LA) 12:10pm

LAMC Talks with Deezer's La Ola Podcast:

Paloma Mami sits down with **Veronica Orozco**

(NYC) 3:30pm - (MAD) 21:30 - (BsAs) 16:30 - (CDMX) 2:30pm - (LA) 12:30pm

LAMC Keynote Interview: **Gustavo Santaolalla** by **Javier Andrade**

(NYC) 4:10pm - (MAD) 22:10 - (BsAs) 17:10 - (CDMX) 3:10pm - (LA) 1:10pm

BELIEVE Case Study: Robot 95

With: **Alejandra Olea & Adriaan Glastra**

believe.

(NYC) 4:25pm - (MAD) 22:25 - (BsAs) 17:25 - (CDMX) 3:25pm - (LA) 1:25pm

Sounds from Spain Showcase

Presented by: **Sounds from Spain**

Sounds
from
Spain

Performances by: **Love of Lesbian**, **Paula Cendejas**, **Baiuca**, **Astola y Ratón**,
La Selva Sur, **Amber Figueroa**

(NYC) 5:35pm - (MAD) 23:35 - (BsAs) 18:35 - (CDMX) 4:35pm - (LA) 2:35pm

BMI Showcase

Presented by: **BMI**



Performances by: **Vanessa Zamora**, **Pehuenche**, **Alex Rose**, **Niña Dioz**,
Gustavo Laureano

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Thursday, May 6th

(NYC) 12:00pm - (MAD) 18:00 - (BsAs) 13:00 - (CDMX) 11:00am - (LA) 9:00am

PANEL: *The Creative Process in Pandemic Times*



Presented by: KRK

Featuring: Eduardo Cabra, Aldo Gonzalez (Universal Music Latin), Alizzz, Áureo Baqueiro - moderator, Guaynaa, Carla Morrison

(NYC) 1:05pm - (MAD) 19:05 - (BsAs) 14:05 - (CDMX) 12:05pm - (LA) 10:05am

LAMC Conversation: Elvis Costello sits down with Sebastian Krys

(NYC) 1:40pm - (MAD) 19:40 - (BsAs) 14:40 - (CDMX) 12:40pm - (LA) 10:40am

How Your Music Travels the World



Presented by: Spotify - With: Monica Herrera Damashek, Santiago Puentes & Bel Aztiria

(NYC) 2:10pm - (MAD) 20:10 - (BsAs) 15:10 - (CDMX) 1:10pm - (LA) 11:10am

PANEL: *Post Pandemic Touring on a Local and Global Level*

Presented by: Industria Works



Featuring: Richard Lom (WME), Andrés Sánchez (OCESA), Austin Barmak (Electric Feel Ent.) Javier Montemayor (SeiTrack) - moderator, Diego Sáenz (PopArt), Henry Cárdenas (CMN)

(NYC) 3:10pm - (MAD) 21:10 - (BsAs) 16:10 - (CDMX) 2:10pm - (LA) 12:10pm

Facebook e Instagram: *Mejores prácticas y storytelling con música*

With: Tania Dorantes



(NYC) 4:00pm - (MAD) 22:00 - (BsAs) 17:00 - (CDMX) 3:00pm - (LA) 1:00pm

LAMC Talks with Deezer's La Ola Podcast: Tainy sits down with Veronica Orozco

(NYC) 4:20pm - (MAD) 22:20 - (BsAs) 17:20 - (CDMX) 3:20pm - (LA) 1:20pm

PANEL: *Publishing and Opportunities in 2021 and Beyond*

Presented by: Songtrust



Featuring: Jorge Mejia (Sony Music Publishing), Eliezer Ponce (BMG Publishing), Mary Nuñez (Warner Chappell), David Weitzman (Primary Wave) Julio Bagué (peermusic) - moderator, Molly Neuman (Songtrust)

(NYC) 5:20pm - (MAD) 23:20 - (BsAs) 18:20 - (CDMX) 4:20pm - (LA) 2:20pm

CWA 101 – *Navigating US Tax Withholdings*

Presented by: Citrin Cooperman - With: Maria del Pilar Lopez



(NYC) 5:45pm - (MAD) 23:45 - (BsAs) 18:45 - (CDMX) 4:45pm - (LA) 2:45pm

BizBat Contest Winner Spotlight

Presented by: BizBat



Winners: Emilia Vega, Ultralux

(NYC) 6:00pm - (MAD) 0:00 - (BsAs) 19:00 - (CDMX) 5:00pm - (LA) 3:00pm

LAMC at Capital One City Parks Foundation SummerStage Anywhere

Performances by: Dawer X Damper, Cande y Paulo, Pahua, La Dame Blanche, Hendrix, Sebastián .Otero, Fidel Nadal



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Friday, May 7th

(NYC) 12:00pm - (MAD) 18:00 - (BsAs) 13:00 - (CDMX) 11:00am - (LA) 9:00am

PANEL: Rompan Todo y Ahora Qué?

Presented by: **Ingrooves**



Featuring: **José Tillán** (*The POPGarage*) - moderator, **Julieta Venegas**, **Andrea Echeverri**, **Nico Entel** (*Red Creek Productions*), **Juan de Dios Balbi** (*Entertainmex*), **Enrique Blanc**

(NYC) 1:05pm - (MAD) 19:05 - (BsAs) 14:05 - (CDMX) 12:05pm - (LA) 10:05am

LAMC Interview: Eduardo Cabra sits down with **Javier Andrade**

(NYC) 1:45pm - (MAD) 19:45 - (BsAs) 14:45 - (CDMX) 12:45pm - (LA) 10:45am

Amplifica tu audiencia y posiciona tu música a través de TikTok

Featuring: **Rob Ruiz** (*TikTok*), **Ceci Giménez**, **Renee**, **Leon Leiden**



(NYC) 2:15pm - (MAD) 20:15 - (BsAs) 15:15 - (CDMX) 1:15pm - (LA) 11:15am

PANEL: Mental Health for the Creative Community

Presented by: **The Latin Recording Academy & MusiCares**



Featuring: **Fito Paez**, **Pepe Aguilar**, **Ximena Sariñana**, **Rozalén**

(NYC) 3:15pm - (MAD) 21:15 - (BsAs) 16:15 - (CDMX) 2:15pm - (LA) 12:15pm

Insights - Harnessing data to make creative & strategic decisions

Presented by: **The Orchard**



With: **Jacob Fowler**

(NYC) 3:35pm - (MAD) 21:35 - (BsAs) 16:35 - (CDMX) 2:35pm - (LA) 12:35pm

LAMC Talks with KCSN: Gabriel Garzón-Montano sits down with **Nic Harcourt**

(NYC) 4:10pm - (MAD) 22:10 - (BsAs) 17:10 - (CDMX) 3:10pm - (LA) 1:10pm

PANEL: Exploring Alternative Revenue Sources

Presented by: **IBERIABANK/First Horizon**



Featuring: **Michel Vega** (*Magnus Media*), **Paula Kaminsky** (*GTS*), **Javier Liñan** (*El Volcan*), **José Juan Torres** (*Torres LLC*), **Polo Montalvo** (*La Buena Fortuna*), **Alex Hernandez** (*IBERIABANK/First Horizon*) - moderator

(NYC) 5:10pm - (MAD) 23:10 - (BsAs) 18:10 - (CDMX) 4:10pm - (LA) 2:10pm

Fireside Chat - Financial Advice for Musicians

Presented by: **City National Bank**



With: **Ana Perez** (*City National Bank*) & **Louis Barajas** (*Wealth and Business Manager*)

(NYC) 5:30pm - (MAD) 23:30 - (BsAs) 18:30 - (CDMX) 4:30pm - (LA) 2:30pm

Acoustic Showcase

Presented by: **Supersonica**



Performances by: **Denise Rosenthal**, **Silvina Moreno**, **Silvana Estrada**, **Lennis Rodriguez**, **Gina Chavez**, **Mariangela**, **Kathy Palma**