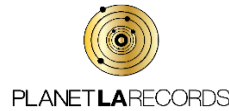


The International Trade Administration in Collaboration with Manic Monkee & Planet LA Records Presents a Live Conversation



“Global Outlook for the Music Industry”

Webinar, Tuesday May 12, 10am – 11:30am LA / 1pm – 2:30pm NYC

AGENDA

The music and live entertainment industry, including artists and the entire gig economy, are facing enormous challenges with the cancellation of live events, productions, trade shows, festivals, concerts, touring and showcases worldwide. Experts from all sides of the music eco system will discuss current activities and opportunities in The Americas, Asian and European markets, as well as the status of global trade shows and conferences and other events affecting the music industry that have been canceled or postponed in 2020.

Moderator: Andrea DaSilva, Global Media & Entertainment Team Lead, DOC/ITA

10:00 – 10:10AM (PDT) INTRODUCTORY REMARKS & OVERVIEW

Andrea DaSilva, U.S. Department of Commerce & Mark Nguyen Founder, Planet LA Records

10:10 – 10:25AM OUTLOOK FOR EUROPE

Teri Nelson-Carpenter, President & CEO of Reel Musik Werks

10:25 – 10:40AM OUTLOOK FOR ASIA

Neeta Ragoowansi, President, Music Managers Forum US and SVP, NPRES

10:40 – 10:55AM OUTLOOK FOR THE AMERICAS

Myla Hardie, Singer-Songwriter & Founder of Worldhaus Music, based in Brazil, London + LA

10:55 – 11:10 AM OUTLOOK FOR GLOBAL CONFERENCES & EVENTS

Allie Shaw, CEO of Manic Monkee

11:10 – 11:30am Q&A Mark Nguyen, Founder, Planet LA Records



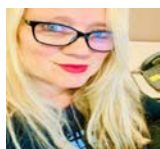
INTERNATIONAL
TRADE
ADMINISTRATION

SPEAKER BIOGRAPHIES



Allison Shaw, CEO of Manic Monkee

Allison owns Manic Monkee, which is a firm that does artist development, strategic business development, creative engaging activations for all kinds of brands, produces and talent buys for festivals/events and aligns brands and artists with sponsorship/partnerships. Allison is also on the Board of Directors for Non-Profit music charities Sweet Relief and Charity Bomb. She also produced LA's first all solar powered music festival Sunstock Solar Festival, where all the proceeds went to children with cancer. Allie is the head of partnerships for Muzooka that manages digital artist assets for festivals/ticketing/DSP's/artists/charts and has streamlined set list reporting and helping rights holders get paid when their songs are performed live. Allie is a frequent speaker at international events.



Andrea DaSilva serves as the Global Team Leader for Media & Entertainment Industries and Senior Trade Policy Analyst at the U.S. Department of Commerce. In this capacity she leads a team of 260 trade specialists world-wide on projects to advance the export and licensing potential of the U.S. creative and innovation economy. She conducts in-depth market research, policy analysis, free trade agreement assessments, and provides dynamic trade promotion activities for clients. Andrea brings both passion and deep industry and policy knowledge to stakeholders across a wide segment of digital and traditional entertainment sectors - and managed the first ever U.S. government export project (MDCP) with the music industry (A2IM). She holds an MBA/MA from American University and grew up in Norway.



Mark Nguyen, Founder of Planet LA Records

Mark has over 20 years of experience in international business including at consulting and law firms. He is the founder of Planet LA Records which aligns artists and brands through events and other marketing initiatives. He currently teaches management, marketing and business law classes as an Adjunct Professor at California State University campuses and as a visiting scholar at the Foreign Trade University in Hanoi, Vietnam. Mark is also the Vice President of the UCLA Anderson Alumni Network where he did his MBA degree.



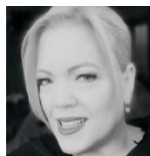
Myla Hardie, Founder of Worldhaus Music

Los Angeles-based, Myla Hardie is the CEO of Worldhaus Music and prolific recording artist, driving the artistic collective worldwide since 2003. Myla divides her time administering her family-owned, independent record label through which she represents international artists, and performing herself in Brazil, Argentina, Europe and North America. Worldhaus is an international music company that offers artist management, music publishing, media content aggregation, international cultural exchanges, industry liaison with the U.S., Brazil and UK, career coaching, songwriting and song catalog management. Myla lived in Brazil for 8 years and continues to be active with an office in Porto Alegre and participating on the SIM São Paulo conference Council Board.



Neeta Ragoowansi, President MMF-US

Neeta Ragoowansi is an entertainment attorney and President of the Music Managers Forum-US, the trade association for artist managers and self-managed artists. Previously she served as the in-house entertainment lawyer at the Kennedy Center for the Performing Arts, for the National Symphony Orchestra Association, and for the digital performance rights organization SoundExchange, where she headed Artist-Label relations and helped to build the organization as part of their founding senior management team. Ragoowansi has also served on the board of the NY and DC Chapters of the Recording Academy, is the former President of Women in Music and is WIM's current Secretary and Global Co-Chair, Chapter Expansion, and is the Diversity & Inclusion Chair for the American Bar Association's Forum on Entertainment and Sports Industries. She is SVP, Business Development & Legal Affairs for NPRES (National Performing Rights Exchange) and Artist Relations for RoadNation.



Teri Nelson-Carpenter, President & CEO of Reel Musik Werk

President & CEO of Reel Muzik Werks, LLC. A full service Music Rights Management Company that specializes in Global Writer/Publisher Administration, Licensing & Clearance and Music Supervision in all Media. Teri's executive experience includes overseeing the global music business for Fox Family Worldwide (Fox Family Channel, Fox Kids Network & Saban Entertainment), MGM, Hemdale Film Corp. and Film & TV Relations at BMI. Teri is the National Chair & LA Chapter President of the Association of Independent Music Publishers, VP of the Independent Music Publishers International Forum, and a member of the NMPA IPAC. She is a two-term President of the California Copyright Conference and Board of Directors & Finance Chair of the Copyright Alliance in Washington, D.C. Ms. Carpenter is a board member of the Joint Project Lead at CISAC governing all Cross-Industry Projects, Society Publisher Forum Lead for several Working Groups, Steering Committee & Working Groups with FastTrack/CISAC for the CIS-Net Rights Holder's Access.