



Level Up! is a FREE Music Industry Conference featuring workshops on music business, social media marketing and licensing. The event is organized and presented by Urban Community Arts Network (UCAN), and generously sponsored and hosted by Madison Media Institute.

Target audience: Emcees, producers, managers, engineers, etc. specifically focused on the Hip-Hop music genre. We expect attendance from individuals ages 16-30.

Confirmed speakers include:

- Illmind - Multi-platinum producer for Kanye West, 50 Cent and more
- Psalm One - Artist signed to Rhymesayers Entertainment, activist and educator.
- Jesse Atkinson* - Founder of Underground Music Awards and A&R Power Summit, author, urban music marketer
- DJ Pain 1 - DJ and platinum producer for Young Jeezy, 50 Cent, Meek Mill, and Ace Hood.
- Godzilla - Producer, Associate Dean and Instructor at Madison Media Institute
- Roy Elkins - Founder of Broadjam and licensing expert
- ShaH Evans - President of Get Your Buzz Up and artist manager

Attendees can register for one of three workshop tracks (<http://ucanlevelup.eventbrite.com>) track that suits their desired career path best whether they are an emcee, producer, engineer, manager, etc.

Track 1	Track 2	Track 3
Marketing/Social Media	Mixing/Sound Engineering	Shows/touring
Licensing	Marketing/Social Media	Mixing/Sound Engineering
Shows/touring	Beat Production Clinic	Licensing
Two Q&A Options running simultaneously (following workshop tracks)		
Performer-focused	Started From the Bottom . . .	Information about career path strategies
Producer-focused	The Business of Beats	Information about how to sell/lease beats

Madison Media Institute will have staff on site to provide school tours and information about course and degree offerings.

Relevance to the City of Madison:

Hip-Hop is a very popular music genre and Madison is full of talented individuals with entrepreneurial spirits. Level Up! will give those individuals the tools to take their art from merely a hobby to the next level. UCAN provides on-going support and advice to artists that are serious about music as a career path.

About Urban Community Arts Network:

Urban Community Arts Network was founded in 2010 in response to the need to unify and support Madison’s vibrant Hip-Hop scene. UCAN’s mission is to empower and unify youth and adults in the Madison area using urban arts, specifically Hip-Hop, through educational panels and workshops and events that bring the community together. UCAN primarily serves adults, ages 18-30, involved in the local music scene.

UCAN also organizes the Madison Hip-Hop Awards, now entering its 4th year. The annual awards ceremony will be held on Saturday, November 9, 2013 at the Barrymore Theater. Proceeds from the awards ceremony benefit the Boys & Girls Club of Dane County CAPA Programs.

For more information:

Website: <http://madisonhiphopawards.com>
 Facebook: <https://www.facebook.com/madisonhiphopawards>
 Twitter: @MadtownHipHop

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