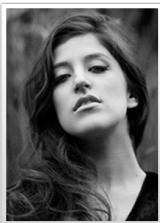




Songwriter, producer and musician, **Mick Harvey** is best known for his collaborations with PJ Harvey, Nick Cave and Rowland S Howard. He has independently released seven albums of his own, including 2011's *Sketches from the Book of the Dead*. We'll be talking to Mick about his time managing The Birthday Party and The Bad Seeds, his approach to producing both established and early career artists and how he balances his own creative work with collaborations both here and overseas.

<http://www.mickharvey.com>



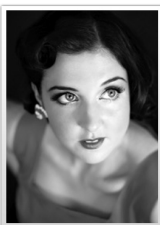
Sophia Brous is a multi-award winning musician, broadcaster, festival curator and director. From 2008-2011, she was program director of the Melbourne International Jazz Festival and is the Curator of Music at the Adelaide Festival of the Arts. As a musician, she is a celebrated performer and writer and has collaborated with many of the country's most respected musicians. Sophia released her highly acclaimed *Streamers* EP in late 2011 and is currently producing her debut album for release in 2012. We'll ask Sophia how she balances her music career with other work in her field and how time as festival curator and journalist has informed her current music practice.

<http://www.brous.com.au>



Ned Dwyer got his first taste of the music industry running club nights and touring overseas artists. Shortly after he started the music blog *Electrorash.com* which lead into the development of an Australian music and cultural blogger network, the Good Impression. Now running digital agency Native Digital, Ned works across digital marketing strategy, community management, PR and web development for bands, brands and labels. He created *www.fanbomb.com* a kind of flashmob for Facebook and Twitter enabling musicians to enlist their fans when promoting a new release. We'll be talking to Ned about the best ways you can utilise social media and online platforms to market and promote your music.

<http://www.nativedigital.com.au>



Chelsea Wilson is an independent self managed artist and Music and Interviews Manager at PBS 106.7 FM. After graduating from the Queensland Conservatorium of Music in 2005, she spent three years performing jazz, blues and soul in Japan, USA, Thailand, Indonesia and Spain. Since moving to Melbourne in 2008 Chelsea has completed a Masters Degree in Arts and Entertainment Management and worked as Concerts and Events Licensing Representative for APRA|AMCOS. In 2010 she released her debut EP *Bitterness* and is currently recording an album due for release in 2012. We'll be talking to Chelsea about how you can work alongside community broadcasters to create an audience for your music.

<http://www.chelseawilson.com.au>



Ashley Sambrooks is a music industry veteran (and music nut!) at 30, having done time at labels such as AmpHead Music, Destra Music and Fable Music. **Show Off Services** an independently owned music marketing and publicity label, was born from a keen understanding of the unique challenges facing the continued sustainability of the independent sector. Ashley has become a regular at our workshops - as one participant keenly observed at our last weekend, 'that Ashley dude is seriously onto it'. If you want to know about online marketing and digital distribution tailored to the self-managed artist, look no further.

<http://www.showoffrecordings.com/services>



Corey Denis works with Toolshed, the go-to company for Media, Tech, and Entertainment companies looking for online strategy services, online promotion, social network marketing, direct-to-fan marketing and campaign design, digital music service licensing. Toolshed has handled online audio and video marketing campaigns for artists as diverse as Kate Bush, Ani DiFranco, Martin Sexton, Peggy Sue, John Wesley Harding, Spoon, XTC, The Arcade Fire, Aimee Mann, Jeff Buckley, Sufjan Stevens.

<http://toolshed.biz>