



## 2008 Indiegrrrl Conference Workshop Schedules

### Friday

**10:00am to 1:30pm – Songwriting & Poetry Critique Room** – This room is set aside for writers to share their work with each other and give useful and constructive evaluations of their writing skills. (Classroom #1)

**10:00am to 11:30am - Meet Bonnie Bramlett from Nashville, TN our Keynote Speaker** – A question and answer session on the music and acting sides of the entertainment business. (Classroom #4)

**12:00pm to 1:30pm – Web Design** - Lee Ann Tarducci of Baydog Graphics in Myrtle Beach, SC will present a computer software program for developing basic web design that will allow you to easily create a simple and clean web design and maintain it on your own. (Classroom #2 the Computer Room)

**12:00pm to 1:30pm – Long Term Survival as an Indie** - Honorary Indiegrrrl Member Sonya Heller from New York City - How to last over the decades as an Indie artist by revamping your career to meet the ever changing times. (Classroom #3)

**12:00pm to 1:30pm - Alternate Guitar Tunings** - Vicki Genfan from Fairview, NJ - Guitarist, songwriter and singer, Vicki Genfan has been called the 'Jimi Hendrix of acoustic guitar'. Bill Milkowski writes in Acoustic Guitar Magazine, "Her dazzling displays of two handed tapping, bell-like harmonics and funky bass note slapping, along with her deft fingerstyle approach, have guitar aficionados in the house sitting slack-jawed in sheer awe." Endorsed by Gibson Acoustic Guitars and D'Addario Strings, Vicki has performed extensively to an ever growing national and international audience. She will share and teach some of her unique styles of alternate tunings for acoustic guitar. (Classroom #4)

**2:00pm to 5:00pm - Performance Critique Room** – This room is set aside for performers to give useful and constructive evaluations on each other on how to create a better stage presence and over all performance skills. (Classroom #1)

**2:00pm to 3:00pm - Creating Your Image** - Margaret Johns of Sage Design, LLC in Atlanta, GA - An in-depth look at selling yourself and your music, comedy, spoken word, and creative image. How do you make yourself marketable? How to determine what sells. How to stand out from the rest. Margaret is a native Atlantan who has over 20 years of experience in graphic design. She has a BFA in graphic design from the University of Georgia. She owns her own company, Sage Design, LLC. Sage Design offers graphic

design services including logo/branding with market research, cd cover design and illustration, brochures, web sites and illustration. There is attention to detail and unsurpassed customer service. Jobs are handled from concept to finished product and everything in between. (Classroom #2 the Computer Room)

**2:00pm to 3:30pm – Touring on a Tight Budget** – Honorary Indiegrl Members Vicki Blankenship & Sonya Heller will moderate a group discussion of question, answers, and suggestions offered up by all that attend the workshop, sharing personal experiences and knowledge. (Classroom #3)

**2:00pm to 3:00pm – Know Your Guitars** – Gary Hickman of Buffalo Creek Guitar Company & Studio in Farmville, VA will talk about the differences in materials made in the construction of acoustic guitars and the various sounds the instruments make. This includes guitars for all skill levels. (Classroom #4)

**3:30pm to 4:30pm – Podcasting** - Comedian Shelly Ryan from Atlanta, GA will go over how to create a podcast to enhance your website, newsletters, MySpace page, and why it raises the level of professionalism in getting your news and important information out to your fans. (Classroom #2 the Computer Room)

**3:30pm to 4:30pm – PR Development: It's all about the FANS!** - Sandy Serge of Serge Entertainment Group from Atlanta, GA. PR is about developing relationships with your publics. And your publics are your FANS! We will talk about the various ways to get and keep your fans interested in you and your music, and the different avenues for creating awareness for your music. Please be willing to share ideas and attend with an open mind!

(Classroom #3)

**3:30pm to 5:00pm – Bob Kilgore's Harmonic Capo Workshop** - Find out about the new gadget that Vintage Guitar Magazine called "Accessory of the Year?" It looks like a capo, but what's it doing at the 12th fret? It's playing harmonics! Guitarist Bob Kilgore from Greenwood, SC will demonstrate his invention and talk about its potential for making music in a whole new way. (Classroom #4)

## **Saturday**

**10:00am – 1:30pm - Songwriting & Poetry Critique Room** – This room is set aside for writers to share their work with each other and give useful and constructive evaluations of their writing skills. (Classroom #1)

**10:00am – 11:30am – Web Design** - Lee Ann Tarducci of Baydog Graphics in Myrtle Beach, SC will present a computer software program for developing basic web design that will allow you to easily create a simple and clean web design and maintain it on your own. (Classroom #2 the Computer Room)

**10:00am – 11:30am – Press Kits & Presenting Yourself in a Professional Manner** - Vicki Blankenship of Spotted Kiva Productions from Martinsville, VA – Creating a professional press kit to present your first impression for a venue or media person to review. This workshop will go over what important pieces of material you need to include in your press kit and how to design and create a professional image. Also a discussion on maintaining your integrity and professionalism in a very competitive industry. (Classroom #3)

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**12:00pm to 2:00pm – Non Profit Basic** – Vicki Blankenship & Shelly Ryan of Indie Music For Life talk about what all is involved in setting up a non profit Incorporation and attaining a 501c3 status. They will also go over the basic materials in grant writing.(Classroom #3)

**12:00pm to 1:30pm - Alternate Guitar Tunings** - Vicki Genfan from Fairview, NJ - Guitarist, songwriter and singer, Vicki Genfan has been called the 'Jimi Hendrix of acoustic guitar'. Bill Milkowski writes in Acoustic Guitar Magazine, "Her dazzling displays of two handed tapping, bell-like harmonics and funky bass note slapping, along with her deft finger style approach, have guitar aficionados in the house sitting slack-jawed in sheer awe." Endorsed by Gibson Acoustic Guitars and D'Addario Strings, Vicki has performed extensively to an ever growing national and international audience. She will share and teach some of her unique styles of alternate tunings for acoustic guitar. (Classroom 4)

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**2:00pm to 3:30pm – Getting the Best out of Your Sound System** – Gary Hickman of Buffalo Creek Guitar Company and Studio in Farmville, VA will talk about how to set up the sound on a PA system for various settings and situations to get the best audio possible. (Classroom #4)