

## New Music Seminar

Here in Cleveland, Ohio, its sad to say, but a lot of artists have complaints that there aren't any opportunities to be "discovered" here. A lot truly believe, that in order to succeed in the music business, one must move to one of the music capitals, such as Atlanta, Georgia, New York, New York, Los Angeles, California, just to name a few. However, this past weekend definitely proved differently, with one of the best opportunities to hit Cleveland, The New Music Seminar.

When the New Music Seminar was first mentioned, there was a lot of buzz that it was, "just another way to rip artists off". Negativity was an immense feeling about the upcoming weekend. No one believed that anything could be gained from the event. Right about now, that same group, is regretting they weren't in the building.

With the New Music Seminar, A&R representatives from record labels all over, were brought to one building, the Crowne Plaza, to give workshops, on how artists can get their music out to the public, and become "discovered". Select artists were also given a chance to perform live on stage, to be critiqued by panel, to show what they could do better, to perfect their craft.

The Crowne Plaza Hotel was filled, with artists that did believe the hype. Some traveled as far as California, New York, and Atlanta, where mind you, supposedly those are the places that you are "supposed" to go if you want to go further in your career. It was a fabulous opportunity to meet and network with powerful people in the business world. In addition to that, there were other representatives from all aspects of the music production world, such as entertainment lawyers, video game representatives, model agencies, ect, just to name a few. So even, those that weren't artists, still gained from the experience.

While interviewing the A&R representatives, and other panelists, one of the main thoughts that was expressed, was that networking was an important part of making it in the entertainment world. One could also say that networking also is the key in any type of business. It helps your base grow and grow, and you could end up being a household name, just cause of the people you keep in contact with. In addition to networking, hard work is essential to survival and success in this business. Conceitedness is not a successful way to enter anything. Being confident about your craft is necessary, but one must be prepared to work long and hard to make it to the top.

So, if you missed this event, definitely beat yourself up, but redeem yourself, and don't miss the next one. Cleveland needs to be put on the map. We have talented artists here, that are as good, and even better than the bigger cities. Don't allow negativity to control your destiny!

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