

# PUSH FREEZA SUMMIT 2007 WORKSHOP PROGRAM

GEELONG - 9.00 Registrations open

	FReeZA Committee workshops		FReeZA Worker workshops	
9:45 - 10:00	<b>Session 1 (a): Introduction</b>	Outline of the workshop program	<b>Session 1 (a): Introduction</b>	Outline of the workshop program
10.00 - 10:45  10.45 - 11.15	<b>Session 1 (b): Myspace and your FReeZA Committee</b> Kristy Theissling, The Push  <b>FReeZA Committee model presented by local groups</b> Facilitated by Shane Wickens The Push	Crash course to advanced - how does myspace work? Convert myspace users to FReeZA punters. Myspace as a tool: marketing, promo, artist liaison & committee recruitment. Good, Bad & Ugly – what to look out for in myspace Local FReeZA Committees speak – what works well for you in your community?	<b>Session 1 (b): Your FReeZA Program</b> Greg Box, Office for Youth.	FReeZA Program Overview and Highlights. FReeZA Reporting and contractual obligations. Promoting FReeZA and Writing for the Web FReeZA Program Developments
11:30 - 12:00	<b>Session 2: Running an indie label and developing artists</b> Jaddan Comerford, Boomtown Records  <b>Alternate session: PA workshop</b>	Jaddan, on creating Boomtown Records and signing acts such as BCE & Getaway Plan.  Short and long term business plans for artists and how FReeZA can work with labels to help develop artists.  Setting up a PA system; understanding signal paths; and live mixing.	<b>Session 2: Planning a publicity campaign and getting the word out there</b> Natalie Crupi, Oh Traveller Publicity	Maximising media opportunities within your community. Print, radio and online media – making it work for your show. Working with a communications department to deliver a successful publicity plan.
<b>LUNCH &amp; ACOUSTIC PERFORMANCE BY TRIAL KENNEDY</b>				
12:45 – 1.30	<b>Session 3: All ages shows, booking agents and securing your headline artist</b> Gerard Pidito, Wildflower Music  <b>Alternate session: PA workshop</b>	Gerard, on creating Wildflower Music and successfully promoting all-ages shows.  What you need to know when booking a headline artist for your FReeZA show.  Setting up a PA system; understanding signal paths; and live mixing.	<b>Session 3: Security – tips on what you need to consider when booking security for your FReeZA show.</b> Sarina Persall, New Breed Security	What you need to plan for to ensure a safe FReeZA event. The importance of venue audits, risk assessments & emergency management procedures – how this relates to security.  Developing local policies on security issues and duty of care to young patrons.
1:30 - 2:15	<b>Session 4: From The Horse's Mouth – the artists' perspective</b> Trial Kennedy	Tim/Stacey give performer feedback on the importance of: all ages shows; promoting your event; booking suitable venues & production; and working with your artists to ensure a smooth and successful event.	<b>Session 4: All ages shows, booking agents and securing your headline artist</b> Gerard Pidito, Wildflower Music  <b>APRA and your FReeZA Program</b> Con Kalamaras, APRA	Gerard, on creating Wildflower Music and successfully promoting all-ages shows.  What you need to know when booking a headline artist for your FReeZA show.  What is APRA and how does it relate to FReeZA?  Understanding event licenses and royalty payments.
2:25 - 3:10	<b>Session 5: FReeZA think tank</b>   <b>APRA and your FReeZA Program</b> Con Kalamaras, APRA	Small group activity session – get the butchers paper ready! Brainstorm creative ways to develop your FReeZA program. Network with groups on: recruitment, creative events, marketing & sponsorship.  What is APRA and how does it relate to FReeZA?  Understanding event licenses and royalty payments	<b>Session 5: Myspace and how online marketing can work for your FReeZA Committee</b> Kristy Theissling, The Push	What is myspace?  Building audiences & reaching diverse communities Developing profile, community acknowledgement and access to your committee Online integrity: flaws, faults and things to look out for.
3:10 - 3:30	<b>Session 6: Thinking outside the box - creative FReeZA shows Presented by local groups</b> Facilitated by Shane Wickens The Push	Local FReeZA Committees share ideas – what creative events have you produced recently?  How did you come up with the idea and how did the event go? What advice do you have for other groups who may try something similar?	<b>Session 6: FReeZA Workers to join committee session</b>	FReeZA workers to support their committee members in presentations on creative FReeZA shows.

3:30 Close