

LAMC 2023

Latin Alternative Music Conference

SCHEDULE OF EVENTS

Tuesday, July 11th

3:00pm - 5:00pm

LAMC Registration @ InterContinental New York Times Square
300 W 44th St. (between 8th & 9th Aves.)

8:00pm - 12:00am

Sony Music Latin Showcase @ DROM

Performances by: **Pedro Capó, Polimá Westcoast, Gale, Ramon Vega, Beéle**
85 Avenue A (between 5th and 6th street)
Open to LAMC registrants with a limited number of tickets to be made available for purchase



Wednesday, July 12th

9:00am - 4:30pm

LAMC Registration, Panels, and Exhibits @ InterContinental New York Times Square
300 W 44th St. (between 8th & 9th Aves.)

9:00am - 9:30am

INFINITY Morning Meditation Session (presented by **Nacional Records**)
Hosted by Paola Carrillo



9:45am - 10:45am

Digital Platforms: Reaching Your Present and Future Fans (presented by **TikTok**)
Gabo Llano (TikTok), Rebeca Luna (Sony Music Latin), Mauricio Ojeda (YouTube), Ruben Abraham (Warner Music Latina), Ady Harley (Meta), Samantha Aanerud (Spotify), Porfirio Piña (La Oreja Media Group)



11:15am - 12:15pm

The State of Latin Music (presented by **Industria Works**)

Alex Gallardo (Sony Music Latin), Leila Cobo (Billboard), Colleen Theis (The Orchard), Mickey Sanchez (Rancho Humilde), Gustavo Lopez (Saban Music Latin), Roberto Andrade (Warner Music Latina)



12:45pm - 1:45pm

Streaming and Marketing Your Music (presented by **The Orchard**)

Claudia Ochoa (The Orchard), Marcela Moreira (Warner Music LATAM), Jesus Triviño (TIDAL), Luana Pagani (SeitrackUS), Ana Martinez (Amazon Music), Stephanie Carvajal (YouTube Music), Eddie Santiago (Spotify)



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2:15pm - 3:15pm

The Sonic Boom of Latin Touring (presented by **Loud And Live**)



Edgar Martinez (Loud And Live), Manuel Moran (Live Nation),
Michel Vega (Magnus Media), Omar Garcia (CAA), Andy Martinez (JAK Entertainment)
Diana Rodriguez (Criteria Entertainment), Polo Montalvo (La Buena Fortuna),
Chris Duque (WK Entertainment)

3:45pm - 4:45pm

It All Starts With a Song (presented by **BMI**)

Emilio Morales (Rimas Publishing), Jesus Gonzalez (BMI), Elena Rose, Pedro Capó,
Mary Nuñez (Warner Chappell), Ana Rosa Santiago (Universal Music Publishing Group),
Paula Cendejas, Francisco Granados (Sony Music Publishing US Latin)



6:00pm - 10:00pm

LAMC/SummerStage, Central Park Show

Performances by: **Juanes, Conexion Divina**

Entrance at 72nd and 5th Avenue

Free and open to the public

8:00pm - 12:00am

LAMC Sounds from Spain Showcase @ DROM (presented by **Sounds from Spain**)

Performances by: **Omar Montes, Lia Kali, Paula Mattheus, María de Juan**

**Sounds
from
Spain**

85 Avenue A (between 5th and 6th street)

Open to LAMC registrants with a limited number of tickets to be made available for purchase.

Thursday, July 13th

Registration Desk Open 9:00am - 3:30pm

LAMC Registration, Panels, and Exhibits @ InterContinental New York Times Square
300 W 44th St. (between 8th & 9th Aves.)

9:00am - 9:30am

INFINITY Morning Meditation Session (presented by **Nacional Records**)



Hosted by Paola Carrillo



10:00am - 11:00am

Women in Front of and Behind the Scenes of the New Latin Music Explosion

(presented by **Saban Music Latin**)

iLe, Loyal Lobos, Mayna Nevarez (Nevarez Communications), Inma Grass (Altafonte)
Albina Cabrera (KEXP), Ana Y. Perez (City National Bank), Julyssa Lopez (Rolling Stone)

11:30am - 12:15pm

Finance: De Musicos a Empresarios

(presented by **City National Bank**)



Rodrigo Nieto-Galvis (City National Bank), Jose Juan Torres (Torres LLC),
Ivan Alarcon (Vibras Lab)

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1:15pm - 2:15pm

LAMC Q&A Session: Juanes Talks with Billboard's Leila Cobo

2:45pm - 3:45pm

LAMC Q&A Session: Celebrating 50 years of Hip Hop

White Lion's Elías De León

(presented by Cinq Music)



6:00pm - 8:30pm

LAMC Acoustic Showcase @ SOB's

Performances by: **Boza, Black Guayaba, Kathy Palma, Mariangela, Usted Señalemelo, Gus Vázquez, K-efe, Sofía Campos**

Hosted by: **Byron Gonzalez** *(The SoCal Sound)*

204 Varick St.

Open to LAMC registrants

8:00pm - 12:00am

LAMC Indie Showcase @ DROM *(presented by BMI & Industria Works)*

Performances by: **Loyal Lobos, Usted Señalemelo, Circo, Ramona, Mario Puglia**

Hosted by: **Jesus Gonzalez** (BMI)

85 Avenue A (between 5th and 6th street)

Open to LAMC registrants with a limited number of tickets to be made available for purchase.



Friday, July 14th

LAMC OFF-SITE SESSIONS

10:00am - 4:00pm

Off-site Sessions at **Meta** and **Spotify** (RSVP-only)

8:00pm - 12:00am

Warner Music Latina Showcase @ DROM *(presented by Warner Music Latina)*

Performances by: **Elena Rose, Paula Cendejas, The Change, Yami Safdie**

85 Avenue A (between 5th and 6th street)

Open to LAMC registrants with a limited number of tickets to be made available for purchase.



Saturday, July 15th

6:00pm - 10:00pm

LAMC/SummerStage, Central Park Show

Celebrating 50 Years of Hip Hop

Performances by: **Trueno, Villano Antillano, Dawer x Damper**

DJ set by KEXP's El Sonido con **Albina Cabrera ft. Camola**

Rumsey Playfield

Entrance at 72nd and 5th Avenue

Free and open to the public