

Face The Music—Digital Summit Offers Tech Ed

Fletcher Foster & David Gales
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Sick and tired of feeling left out and clueless when hanging around your super-cool geek friends? Are they getting all the action while you struggle to program your cell phone? Are you still using AOL for your business e-mail? Are you afraid that people are whispering the word "loser" when you pass by? Well friend, help is on the way. Leadership Music's **Digital Summit** could be the event that changes your life...and, if you act today and register at www.digitalsummit.org, you might still qualify for the \$99 rate....

The first Digital Summit (Tuesday April 5) will be held at Belmont University's Curb Entertainment Center. The full-day event begins with opening remarks from Nashville Mayor **Bill Purcell** followed from Microsoft MSN GM **Mike Conte**.

"We're expecting to have about 350 paid registrants," says Capitol Records Nashville Senior VP **Fletcher Foster** who co-chairs the event with SunTrust Bank VP **Lori Stone**. "Also to thank Belmont for so graciously offering us the use of their facility we have invited their students to attend. The panels will take place in the large arena. One whole side will be draped (lengthwise) and the stage will be highlighted with large-screen monitors."

"It's exciting because we will be framing current issues *and* solutions that are being used by both panelist participants and attendees," says **David Gales**, Digital Summit committee member and President of the Gales Network, a Nashville-based new music and technology consulting practice. "The community is more mature now, with respect to technology, and ready to take advantage of the opportunity this represents. The Digital Summit has gathered some extraordinary talents; major players from Microsoft, Napster, Sound Exchange, Nokia, Yahoo!, MTV and more."

The day's first panel "**State Of The Union of Digital Distribution**" will discuss issues and opportunities for sending music over the wires and through the air; "**Follow The Money**" will focus on the viability of using intellectual property to generate revenue in various business models.

"With a one day event you have to figure out how much you can get your hands around and still walk away with some knowledge that meets every bodies needs," says Foster. "It's a mixed group. For example, how many attendees own an iPod? Some perhaps already have three of them, while others may have one, but haven't set it up yet. This event is leaning toward the deep end, but hopefully not so far that anyone drowns. We're looking at applications, concepts and the future—how people discover new music online and how new technology is changing the models."

In an effort to keep people from heading back to their nearby offices during the day, a trip for two to the ACM Awards and a European vacation will be given away at unannounced times. The only caveat—must be present to win.

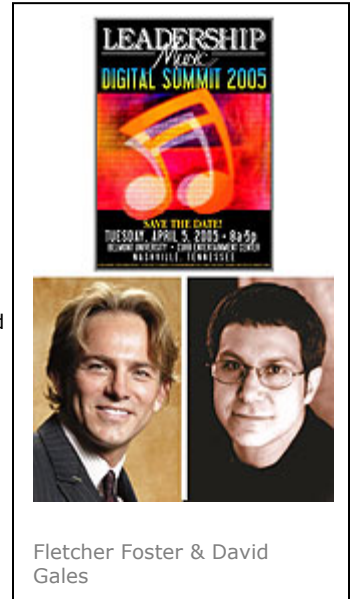
"The '**Wireless Innovations**' panel should have people's heads spinning," smiles Foster. "That's the one that will make some people say, 'Man, I'm so far behind.' All the more reason to be there."

The day closes with a second Keynote address from Napster chairman **Chris Gorog** and the final panel "**Digital Marketing Concepts Come To Life.**"

The last panel is like a digital case study," says Gales. "It will track the typical marketing process using today's technology."

"At the end of the day," agrees Foster, "people will see how some of the ideas being talked about can be translated into business opportunities to make money."

So if you are still grasping your Smith Corona typewriter, convinced that word processing is a passing fad, perhaps this event isn't for you. Or if you believe that Dr. Phil is going to call you up out of the blue and solve all your problems, o.k. But for everyone else, isn't it time to take those little digital one's and zero's seriously



April 5, 2005 • Belmont College

Includes speakers and panelists from
Microsoft, Napster, AOL, iTunes,
Sound Exchange, Mobliss, Motorola,
MTV Wireless, Virgin Digital and more.

**To register or for more information,
go to: Digitalsummit.org**

