

ARTISTIC SOUL ENTERTAINMENT PRESENTS...

BEYOND POTENTIAL

URBAN MUSIC GATHERING

EVENT SCHEDULE

FRIDAY, APRIL 17

5:00PM-8:00PM

THE TIP-OFF

AN EVENING WITH AN EXECUTIVE & MORE...

9:00PM

ASE presents 4-YA SOUL CAFÉ – OPEN MIC NIGHT

SATURDAY, APRIL 18

THE MAIN EVENT

8:00-8:55AM	CHECK-IN/REGISTRATION
9:00-9:30	EVENT KICKOFF – MUSIC & INSPIRATION
9:30-9:50	ORGANIZING THE VISION & GETTING STARTED
9:50-10:10	PUBLISHING 101
10:10-10:30	LAUNCHING AN INDIE LABEL
10:30-10:40	BREAK
10:40-11:10	PANEL DISCUSSION - PRODUCER'S POINT OF VIEW: CREATING A WORLD CLASS RECORDING
11:10-11:40	MAXIMIZING YOUR GIFT – GOING BEYOND YOUR POTENTIAL <ul style="list-style-type: none">- HEALTHY EATING ON THE GO- CARING FOR YOUR VOICE
11:40-12:00	PASS THE MIC – 1 ST HALF Q&A
12:00-12:50	NETWORKING LUNCHEON
1:00-1:10	ENTERTAINMENT SEGMENT
1:10-1:30	DEVELOPING THE RIGHT IMAGE...TIPS ON STYLING, IMAGING & PHOTO SHOOTS
1:30-1:50	THE ABC'S OF DIGITAL DISTRIBUTION
1:50-2:10	THE POWER OF ONLINE MARKETING
2:10-2:30	WEBTOOLS 101 <ul style="list-style-type: none">-E-COMMERCE ESSENTIALS-WEB & GRAPHICS DESIGN...FIRST CLASS QUALITY ON A BUDGET
2:30-2:40	BREAK
2:40-3:00	FINANCIAL MANAGEMENT BASICS
3:00-3:30	PASS THE MIC – 2 ND HALF Q&A <ul style="list-style-type: none">*ELECTIVE - RECORDING/ENGINEERING TIPS
3:30-3:50	CLOSING SESSION
4:15-until	1-ON-1 MUSIC FEEDBACK SESSIONS

Schedule subject to change

KNOWLEDGE. WISDOM. INSIGHT

www.gobeyondpotential.com