



**THE NATIONAL INDEPENDENT VENUE ASSOCIATION ANNOUNCES PROGRAM  
LINEUP FOR NIVA '23 TAKING PLACE JULY 9-12 IN WASHINGTON, D.C.**

**The Live Independent Entertainment Industry will Gather for its Second Annual Conference Across 12 D.C. Venues Featuring Members of the U.S. Senate and House of Representatives, D.C. Mayor Muriel Bowser, Matt & Kim, NPR, Rolling Stone, Billboard, RIAA, Americans for the Arts, and SoundExchange**

**Live Music Nightly, from the See Tickets Opening Party to TIDAL's Salute to Small Venues. Performances include Elise Truow, BMI Artist Catie Offerman, Rudy Love and The Encore, Ex Hex, Oh He Dead, Black Alley, Sugar Bear, Mambo Sauce, Gustaf, The JoGo Project + Greg Boyer, Black Folk Don't Swim?, The Owners, and more!**

Visit <https://www.nivassoc.org/conference> to register now

**WASHINGTON, D.C. (June 29, 2023)** – [The National Independent Venue Association \(NIVA\)](https://www.nivassoc.org) announces the full program lineup for **NIVA '23** – the second annual gathering of members from the independent live concert, comedy, promoter, and festival industry, taking place in Washington, D.C. July 9-12, 2023. Conference programming includes a full slate of panels, networking events, nightly live music entertainment and the Independent Awards Gala, all held across 12 NIVA venues: [9:30 Club](#), [The Anthem](#), [The Atlantis](#), [Black Cat](#), [Capital Turnaround](#), [DC9 Nightclub](#), [DC Improv](#), [Pearl Street Warehouse](#), [Pie Shop](#), [The Pocket](#), [Songbyrd](#), and [Union Stage](#).

NIVA '23 attendees will experience two full days of curated panels on July 10 -11 led by prominent industry leaders in marketing, industry diversity, mental health, safety, insurance, economic impact of live entertainment, booking, artist development, ticketing, and the role of live entertainment in policymaking, followed by the first-ever Congressional fly-in on Capitol Hill July 12. For more information and full schedule go to <https://www.nivassoc.org/conference>.

For those that can't attend NIVA '23 in person, the conference will be livestreamed, single-day and two-day passes are available. To register and for more information go to [Volume.com](https://www.volume.com).

**NIVA '23 featured sessions include:**

- **The State of Independent Live Entertainment**

**Cello Performance:** Justin Kantor, CEO of VenuePilot and Founding Board Member, NIVA

**Speakers:**

- Stephen Parker, Executive Director, NIVA
- The Honorable Muriel Bowser, Mayor, District of Columbia
- Audrey Fix Schaefer, Director of Communications, I.M.P. and VP of the Board of Directors, NIVA
- Dayna Frank, CEO, First Avenue & the 7th Street Entry and Founding President, NIVA

- **Breaking Down the Walls: Advocating Together for the Future of Entertainment & the Arts**

**Moderator:** Lisa Richards Toney, President and CEO, Association of Performing Arts (APAP)

**Panelists:**

- Brad Grossman, COO, Helium Comedy, Board Member, NIVA
- Nolen Bivens, President and CEO, Americans for the Arts
- Michael Carmody, Senior Manager, Government Relations & Public Affairs, SoundExchange

- **Fix The Tix: How We Stop Predatory Ticketing Practices from Harming Fans and Artists**

**Moderator:** Ethan Millman, Staff Writer, Rolling Stone

**Panelists:**

- Eric Budish, Paul G. McDermott Professor of Economics and Entrepreneurship, University of Chicago, Booth School of Business
- Dayna Frank, CEO, First Avenue & the 7th Street Entry & Founding President, NIVA
- Neeta Ragoowansi, Executive Director, Folk Alliance International, President, Music Managers Forum - US
- Frank Riley, NITO and High Road Touring
- Ant Taylor, CEO & Founder, LYTE

- **Building Brand Halo: How Independent Venues and Festivals Build Communities**

**Moderator:** Cathy Applefeld Olson, Freelance Journalist, Billboard and Forbes/ Founder, Hollywood & Mind

**Panelists:**

- Marcie Allen Van Mol, President, MAC Consulting
- Leigh Bezezekoff, Marketing & Ticketing Manager, Tractor Tavern
- Shahida Mausi, President, The Right Productions and The Aretha Franklin Amphitheatre
- Marcus Allen, Co-Founder, Broccoli City

● **NPR's and Public Radio's Outsized Role in Artist Discovery, Rejuvenation & Filling Our Rooms**

**Moderator:** Audrey Fix Schaefer, Director of Communications, I.M.P. and VP of the Board of Directors, NIVA

**Panelists:**

- Bob Boilen, Creator and Host, NPR's All Songs Considered and Tiny Desk Concerts
- Jade Tittle, Music Director, The Current, Host, Minnesota Public Radio (MPR)
- Felix Contreras, Co-creator and Co-host, NPR's Alt.Latino

● **How Programs and Advocacy Are Breaking Down The Music Industry's Barriers**

**Moderator:** Taylor Mims, Editor, Billboard

**Panelists:**

- Marie Fol, Global Project Lead, Keychange
- Roberta Lea, Artist, Black Opry Revue and 2023 Member, CMT Next Women of Country

● **How Festivals Are Incubators for Live Industry Innovation**

**Moderator:** Jessica Gerbautz, CEO & Senior Event Producer Pnk Moon Productions, Board Member, NIVA

**Panelists:**

- Kira Karbocus, COO & Producer, Newport Festivals Foundation
- Caroline Phillips, Founder and Producer, National Cannabis Festival, THS Presents

● **The Next Generation of State and Local Advocacy for Live Entertainment**

**Moderator:** Michael Bracy, Co-Founder, Music Policy Forum

**Panelists:**

- Raheem Manning, Nighttime Manager, City of Philadelphia
- Shayna Melgaard, Senior Talent Buyer, Sue McLean & Associates and MNIVA
- Sean Watterson, Co-Owner, The Happy Dog

- Mala Sharma, President, Georgia Music Partners
  - Aaron Myers, Executive Director, Commission on the Arts and Humanities
- **Leveraging Online Marketing Tools to Pack Shows**  
**Moderator:** Jamie Loeb, SVP Marketing, Nederlander Concerts  
**Panelists:**
    - Fabrice Sergent, Co-Founder and Managing Partner, Bandsintown
    - Alix Rosenberg, NA Music Media Publishers Lead, TikTok
    - Betsy Lashaway, Client Solutions Manager, Meta
    - Brian Bauer, President, Bauer Entertainment Marketing
- **How to Make Your Indie Venue the Must Play Venue - Meeting & Exceeding Artists' and Customers Expectations**  
**Moderator:** Cathy Applefeld Olson, Freelance Journalist, Billboard/Forbes, and Founder, Hollywood & Mind  
**Presentation:** Lenore Moritz, Founder and CEO, Momentum  
**Panelists:**
    - Eric Fortaleza, Musician and Music Director, Pitch Music
    - Jason Kpana, SVP, Artist & Label Relations, TIDAL
    - David Burton, Tour Manager (Andrew Bird, New Pornographers, The Head & The Heart, Dirty Projectors, etc)
    - Gary Witt, CEO/Co-Owner, Pabst Theater Group
    - Jodi Milstein, Psychotherapist, RockStarTherapy
- **Tricks of the Trade: How To Use Data to Improve Programming and Revenue**  
**Moderator:** Jed Weitzman, Head of Music, Logitix  
**Panelists:**
    - Aaron Bare, Chief Marketing Officer, ETIX
    - Diana Gremore, Founder, RealCount
    - Kathryn Aberlin, Talent Buyer, The Bowery Presents
    - Joe Kane, VP of Ticketing Operations - North America, DICE
- **Creating a Workforce Pipeline for the Future of Live Entertainment**  
**Moderator:** Kerri Park, COO, World Cafe Live  
**Panelists:**
    - David M. Mayeri, Founder/CEO, Berkeley Music Group
    - Jahmila Williams, Director of Social Impact, 1Huddle
    - Carolyn D. Richmond, Chair, Hospitality Practice Group, Fox Rothschild LLP

- Christy Culver, Program Manager, NIVF
  
- **How We Serve Fans**  
**Panelists:**
  - Antoine Griffin, Manager, The DC Improv Comedy Club and Restaurant
  - Rebecca Throne, SVP Strategy & Partnerships, See Tickets
  - Ron Ozer, Programming, Elkton Music Hall and Executive Director, Arden Concert Guild of Arden Club
  - Donna Westmoreland, Chief Operating Officer, I.M.P.
  - Elena De Soto, Talent Buyer, The Masquerade
  
- **Protecting Venues and Festivals: Safety Against Evolving Threats**  
**Moderator:** Tom DeGeorge, Owner, The Crowbar; COO, D Tour  
**Panelists:**
  - Brendon Anthony, Director, Texas Music Office
  - Jake Fisher, Special Defense/Training Sergeant, Nevada Highway Patrol
  - Ingela Travers-Hayward, Co-Founder, This Must Be The Place
  - Maggie Arthur, Director, Here for the Music, Calling All Crows
  - Win Williams, Senior Vice President- Risk Services Div., HUB International
  
- **The Path to Affordable and Sustainable Coverage: NIVA and Commercial Insurance**  
**Panelists:**
  - Chris Bauman, President, Zenith Music Group
  - Grace Blake, Programming Director, City Winery
  - Mike Killeen, Chief Financial Officer, First Avenue & 7th Street Entry
  
- **The Supersized Impact of Smaller Venues**  
**Moderator:** Nick Forster, Founder & CEO, eTown  
**Panelists:**
  - Tobi Parks, Owner, xBk, Co-Founding Member, D Tour
  - Alisha Edmonson, Co-Owner, Songbyrd
  - Mehmet Dede, Director of Programming, Drom
  - Matt Smith, Managing Director, Club Passim
  - Stephanie McKay, Artist and Educator, Club Passim
  
- **Doing the Most Good: Issues Facing Nonprofit Venues**  
**Moderator:** Carl Swanson, Executive Director, NIVF  
**Panelists:**

- Lisa Richards Toney, President and CEO, Association of Performing Arts Professionals
  - Andre Perry, Executive Director, Hancher Auditorium and Office of Performing Arts, Engagement, University of Iowa
  - Hal Real, Founder & CEO, World Cafe Live
  - Laura Wilson, Head of Live Music, Bohemian Foundation
  - David Schmitz, Lead Advisor, Amplify Leadership Advisors
- **How Changing Cities Can Plan To Preserve Live Music**  
**Moderator:** Chris Naoum, Founder, Listen Local First DC and Down in the Reeds Festival  
**Panelists:**
    - Ron Moten, Founder, Don't Mute DC
    - Greg Gonzalez, Program Manager, City of Austin Music and Entertainment Division
    - Claudia Zarazua, Arts and Culture Planning Director, City of Cambridge
    - Don Pitts, Founder, Sound Music Cities
    - David Meni, Legislative Director/ Deputy Chief of Staff - DC Councilmember  
 Brianne Nadeau
- **Is Artificial Intelligence Our Friend or Foe?**  
**Moderator:** Ethan Millman, Staff Writer, Rolling Stone  
**Panelists:**
    - Oleg Pylypenko, CEO, Ticketsell.ai
    - Tom Clees, Senior Vice President, Federal Public Policy, RIAA
    - Jamie Loeb, SVP Marketing, Nederlander Concerts
- **Buy Me A Drink! Are We Barkeepers or Ticketsellers?**  
**Panelists:**
    - Ruben Perez, Director of Operations, Le Poisson Rouge
    - Stas Chijik, Co-Founder & CEO, BillfoldPOS
- **How To Land The Most and Best Shows: Strategies To Beat The Competition**  
**Speakers:**
    - Jordan Anderson, Talent Booker, The Troubadour
    - Larry Gold, Owner, SOB's (Sounds of Brazil)
    - Sulaiman Mausi, CEO, Black Promoters Collective

**ACTIVATIONS:**

- **Working Lounge for Networking** sponsored by Live Music Society
- **The Iceland Music After Party**, sponsored by Business Iceland
- **Live Music Society x Pie Shop**
- **DICE x Songbyrd**
- **BMI x Anheuser-Busch x Americans for the Arts at NIVA Capitol Hill Fly-In Reception**

**NIVA '23 LIVE MUSIC AND NIGHTLY ENTERTAINMENT:**

**Sunday, July 9**

**Official Opening Party at The Atlantis and 9:30 Club**, sponsored by See Tickets

**Performers:**

- Elise Trouw, powered by D Tour and Midtopia
- Rudy Love & the Encore, powered by D Tour and Midtopia
- DJ Blackberri

**Monday, July 10**

**Independent Awards Gala with Etix Reception at The Anthem**

**Special Segments:** Live Music Society and Anheuser-Busch

**Host:** Matt Goldich, Writer and Comedian, Late Night with Seth Meyers

**Performers:**

- The JoGo Project, with Greg Boyer of the Chuck Brown Band and Parliament Funkadelic
- Black Alley, with special guest Sugar Bear of Go Go Band, E.U.

**Official After Parties**

- **Pearl Street Warehouse**, with performances by Tall Tall Trees and The Vagabonds, sponsored by BMI
- **Union Stage**, The Island Music After Party with JFDR and Junius Meyvant, sponsored by Business Iceland

**Tuesday, July 11**

**NIVA '23 Salute to Small Venues presented by TIDAL**

- **Songbyrd**, NightCap sponsored by DICE with Oh He Dead and Mambo Sauce
- **The Pocket**, keiyaA and Black Folks Don't Swim?
- **DC9**, Gustaf, Sneaks, Glosser
- **Pie Shop**, Speedy Ortiz and Grady, in partnership with Live Music Society
- **Union Stage**, Soul Glo

**Wednesday, July 12**

**NIVA '23 Closing Party at Black Cat sponsored by See Tickets**

Performers:

- Ex Hex
- Breezy Supreme
- The Owners
- Dim Wizard

Visit <https://www.nivassoc.org/conference> to find more information on registration

Media credentialing application for NIVA '23 can be found [here](#).

## **SPONSORS**

The NIVA '23 conference cannot happen without the generosity and dedication of this year's sponsors, including: [See Tickets](#), [TIDAL](#), [Anheuser-Busch](#), [Live Music Society](#), [Etix](#), [DICE](#), [Spotify](#), [Eventbrite](#), [National Independent Venue Foundation \(NIVF\)](#), [VenuePilot](#), [BMI](#), [Hub International](#), [Business Iceland](#), [American Specialty Insurance](#), [Hive.Co](#), [Easol](#), [Eventric](#), [Logitix](#), [Cast & Crew Live Entertainment](#), [Tixr](#), [Fansub](#), [Rooam](#), [RIAA](#), [AXS](#), [Fanimal](#), [National Association of Music Merchants \(NAMM\)](#), [Backstage Social](#), [Ristband](#).

## **PARTNERS**

NIVA '23 is proud to partner with a roster of esteemed organizations for this year's conference including [Alto](#), [Bandsintown](#), [Bauer Entertainment Marketing](#), [D Tour](#), [Folk Alliance International \(FAI\)](#), [Good Land Supply Co.](#), [Marauder](#), [Midtopia](#), and [National Independent Talent Organization \(NITO\)](#), [VOLUME](#).

## **ABOUT NIVA**

The National Independent Venue Association (NIVA) represents independent music and comedy venues, festivals, performing arts centers and promoters throughout the U.S. NIVA formed in 2020 to save the live performance industry in the wake of the COVID-19 global pandemic. Our work during the pandemic resulted in the passage of the Save Our Stages Act, a \$16.25 billion grant program that delivered critical relief to venues, festivals, promoters, and performing arts centers. NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters, and festivals throughout the United States. NIVA is committed to equity in its support and advocacy for independent venues and seeks to create and encourage opportunities for venues, promoters, and festivals owned, operated, and staffed by people of color, women, non-binary, LGBTQ+, veterans, and people with disabilities.

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