



**THE NATIONAL INDEPENDENT VENUE ASSOCIATION ANNOUNCES
PROGRAMMING FOR NIVA'S THIRD-ANNUAL CONFERENCE TAKING PLACE IN
NEW ORLEANS JUNE 3-5**

The nation's independent live entertainment community will welcome a diverse slate of speakers from Eventbrite, National Independent Talent Organization, Wasserman, Live Music Society, Spotify, Meta, Rolling Stone, Billboard, Pollstar, and hundreds of independent venues and promoters from across the country.

Featuring IAG's Marsha Vlasic, United Talent Agency's Nick Nuciforo, Grammy Award-winning Rebirth Brass Band, Eventbrite's Co-Founder and CEO Julia Hartz, Bandsintown's Fabrice Sergent, NPR Tiny Desk Contest Winner Tank and the Bangas, and Meters Founder George Porter, Jr.

CLICK [HERE](#) TO REGISTER

NEW ORLEANS (April 17, 2024) – [The National Independent Venue Association \(NIVA\)](#) will bring the independent live concert, comedy, promoter, and festival industry together for its third annual national gathering in New Orleans at NIVA '24 from June 3 - 5. The conference will highlight NIVA's New Orleans members, with conference programming taking place at iconic venues across the city including [Generations Hall](#), [Tipitina's](#), [Republic NOLA](#), and [dba](#).

NIVA '24 will feature a diverse range of sessions covering timely topics impacting the live entertainment industry, including marketing, ticketing, safety, and advocacy. Attendees can expect insightful discussions led by industry experts, keynote presentations, and networking opportunities aimed at fostering collaboration and innovation within the sector.

"The nation's independent live entertainment community has finally found a home to focus on the preservation and elevation of our industry at the annual NIVA Conference in New Orleans," said Jamie Loeb, Chair of NIVA's Conference Programming Committee and SVP of Marketing at Nederlander Concerts. "Agents, bookers, venue owners and operators, promoters, and festivals

will come together to showcase the vibrant voices and experiences of the live entertainment ecosystem. This year, we gather to celebrate our past successes and to chart a collective path towards a more dynamic and inclusive future for independent stages nationwide.”

This year, the National Independent Venue Foundation (NIVF), in collaboration with NIVA, will offer a certified harassment training workshop, delivered in partnership with Calling All Crows and Spotify Plus 1. NIVF is also administering a travel grant open to NIVA members and non-members for conference attendees that may be requested by going to: nivassoc.org/conference/assistance.

NIVA '24 panel sessions include:

- Agent vs Promoter? Help Us Help You
- Artistic Alchemy: Why Festivals are Music to Our Ears
- Beyond the Stage: Venues and Promoters Creatively Bring Their Expertise to Community Programs Outside Their Four Walls
- Ticket Tyranny: The Unseen Grip of Market Dominance
- Case Studies in Creativity: How Small Venues Make It All Work (Live Music Society)
- Comedy Unplugged: Behind the Laughter
- First Party Data – What Is It and How Do I Get It?
- Fix the Tix: From D.C. to Sacramento - Get the Latest News
- Group Purchasing - Get Huge Discounts, Thanks to Your NIVA Membership
- Have Dates to Fill? Think Out of the Box with Alternative Programming
- How Can You Beat BIG? Making Your Building More Attractive to Both Artists and Fans
- Investing in Your Greatest Asset: Strategies for Hiring, Employee Training and Retention in Live Entertainment
- Marketing & Ticketing - BFFs
- Nonprofit Roundtable
- PROs: What are we paying for? Why? And what can we do to make things better?
- Partnering with Agencies to Showcase Emerging Talent
- Viva Variety: A Latin American Panel on Live Entertainment, Music, and Comedy
- Revolutionizing City Development: Transforming Challenges into Opportunities for the Live Sector
- Safety & Insurance: Practical and Affordable Techniques to Unlock Better Rates
- Sponsorships Aren't Just for the Big Dogs
- Amplifying Voices: Advocating for State Funding for Music Venues
- The Prestige (and Money Saving Power) of NIVA - Certified Live Independent - What Is It and How Can It Help You?

- The State Music Journalism and How That's Impacting Filling Venues with Fans and Artist Discovery
- How Small Venues with Small Budgets Can Still Get It Done
- What Can We Do to Boost Bar Sales?
- What's New in the World of Marketing?

In addition to sessions, panels, and networking, NIVA '24 will feature live music at the Opening Party presented by Lyte on Sunday, NIVA Gras presented by Eventbrite on Monday, and NIVA Night in NOLA featuring Live Music Society lounge at d.b.a. on Tuesday. The conference will also include an Operations Networking Session presented by Protect Group on Monday, Booking Networking Session presented by VenuePilot on Tuesday and a working lounge presented by Live Music Society throughout the duration of the conference. Programming will conclude with a happy hour each day presented by Etix on Monday, Prekindle on Tuesday, and Live Music Society with D Tour and Midtopia on Wednesday.

Confirmed Industry speakers at NIVA '24 include:

- Aaron Bare, Chief Marketing Officer, Etix
- Adam Bunge, Attorney, Founder, Chairman and CEO, ideal3
- Adam Valen, Director of Marketing, Drusky Entertainment
- Alicia Zertuchi, CEO and Booker, Grupo Musical De Cumbia
- Allison Harnden, Nighttime Economy Manager, City of Pittsburgh
- Allyson Jaffe, Owner/Vice President/Comedy School Principal, The DC Improv Comedy Club
- Andre Perry, NIVA Board President
- Andy Gensler, Executive Editor, Media and Conferences, Pollstar
- Ant Taylor, Founder & CEO, Lyte
- Ariel Hyatt, Founder, Cyber PR
- Ashley Bradbury, Senior Client Partner, Entertainment, Meta
- Ashley Ryan, Vice President, Marketing, First Avenue
- Audrey Fix Schaefer, Director of Communications, I.M.P./9:30 Club, VP of the Board of Directors, NIVA
- Avery McTaggart, Partner, TBA Agency
- Ben Jaffe, Creative Director, Preservation Hall
- Ben Van Houten, Business Development Manager, Nightlife and Entertainment Sector, Office of Economic and Workforce Development
- Brad Grossman, Chief Operating Officer, Helium Comedy
- Brendon Anthony, Director, Texas Music Office
- Bruce Finkelman, Founder and Managing Partner, 16 on Center

- Carlos Aybar, CEO, Mishu Music
- Carly Pritchard, Vice President of Booking, Jade Presents
- Cat Henry, Executive Director, Live Music Society
- Chad Kampe, Owner, Flip Phone Events
- Cherise Rhyns, General Manager, Lincoln Theatre
- Chris Bauman, Founder and President, Zenith Music Group
- Christian Hee, Vice President of Marketing, Z2 Entertainment, Fox Theatre, Boulder Theater, Aggie Theatre
- Darin Atwater, Artistic Director, Monterey Jazz Festival
- David Mukpo, CEO and Co-Founder, Pamos Beverage Co.
- David Solomon, CEO and Founder, DLS Events
- David Weingarden, Vice President of Concerts + Events, Z2 Entertainment
- Dean Budnick, Editor-In-Chief, Relix
- Denise Melanson, Vice President, Social Impact & Sustainability, Wasserman
- Diana Gremore, Founder, RealCount
- Donna Westmoreland, Chief Operating Officer, I.M.P.
- Emilio Herce, Publicist, Q Prime Management
- Emily Madero, President and CEO, French Quarter Festivals, Inc.
- Eric Holt, Assistant Professor of Music Business, Belmont University
- Ethan Millman, Staff Writer, Rolling Stone
- Eugenié "EJ" Encalarde, President and Chief Operating Officer, Festival Productions, Inc. of New Orleans
- Fabrice Sergent, Co-Founder and Managing Partner, Bandsintown
- Farrah Usmani, Partner, Nixon Peabody LLP
- Frankie Tesch, Controller, Pabst Theater Group
- Frederick "Wood" Delahoussaye, Chief Creative Officer and Artistic Director, Ashé Cultural Arts Center
- Gabe Docto, Director of Operations, August Hall
- Gary Witt, CEO and Co-Owner, Pabst Theater Group
- Gena Gordon, Chief Financial Officer, I.M.P. / 9:30 Club / The Anthem / Lincoln Theatre / Merriweather / The Atlantis
- Grace Blake, Programming Director, City Winery
- Grace Notary, Manager of Business Development, Accounts, Marketing Friendly Marketing and 16 On Center Chicago
- Greg Nacron, COO, VOLUME.COM
- Hal Real, NIVF Board President
- Howie Kaplan, Owner, Howlin' Wolf
- Howie Schnee, Director, Artist & Venue Partnerships, VOLUME.COM

- Ian Fine, Vice President of Partnerships and Strategic Services, Ad.Ventures
- Jack Randall, President, The Kurland Agency
- Jahmila Williams, Director of Social Impact, 1Huddle
- Jake Samuels, Director of Music, 16" on Center Chicago
- Jamie Loeb, NIVA Conference Chair; SVP, Marketing, Nederlander Concerts
- Jan Ramsey, Publisher and Editor-in-Chief, OffBeat Media
- Jeez Loueez, Event Producer, Burlesque Entertainer and Instructor, Jeezy's Juke Joint- A Black Burly-Q Revue, Hi-Chick Productions, LLC
- Jerid Schmickle, Chief Executive Officer, Applied Underwriters
- Jerry Golden, Global Head of Public Policy & Government Affairs, Eventbrite
- Jessica Gerbautz, CEO & Executive Producer, Pnk Moon Productions
- Jessie Hartke, President, Midtopia
- Jon Ostrow, Associate Director, Growth & Discovery, Live Events, Spotify
- Jordan Anderson, Talent Booker, Troubadour
- Julia Hartz, Co-Founder and CEO, Eventbrite
- Karim Karefa, Night Manager, 9:30 Club & Lincoln Center
- Katie Nowak, Vice President of Marketing and Partnerships, TBA Agency
- Kelsey Kaufmann, Owner and Operator, Cactus Club
- Kerri Park, Chief Operating Officer, World Cafe Live
- Kira Karbocus, Chief Operating Officer and Producer, Newport Festivals Foundation
- Lani Torres, Co-Owner and Talent Buyer, Ivy Room
- Laura Wilson, Head of Live Music, Bohemian Foundation; Treasurer, NIVF
- Laurie Kirby, Esq., CEO and President, FestForums
- Leila Cobo, Chief Content Officer Latin/Español, Billboard
- Lisa White, Director of Communications, Nederlander Concerts
- Luke Pierce, Artist Manager and Producer, WORKS Entertainment
- Mallorie McRea, Director of Operations, World Cafe Live
- Maria Valenzuela, Ticketing, Nederlander Concerts
- Mariano Otero, Senior Vice President, Fever
- Marsha Vlastic, Vice Chair, Music Division at Independent Artist Group (IAG)
- Marshall Chiles, Founder and Owner, Laughing Skull Lounge
- Matt Ciarleglio, Managing Partner, Empty Bottle
- Mike Killeen, Chief Financial Officer, First Avenue
- Mike Sosin, Director, Festivals, Wasserman Music
- Morgan Harper, Director of Policy & Advocacy, American Economic Liberties Project
- Nathaniel Marro, Manager, National Independent Talent Organization
- Neeta Ragoowansi, President, Music Managers Forum - US
- Nick Nuciforo, Partner and Head of Comedy Touring at United Talent Agency

- Rachael Arrington, General Manager, Maple Leaf Bar
- Rachel Kopp, Artist Relations Manager, VOLUME.COM
- Rachelle Love, Director of Education, Midtopia
- Rev. Moose, Managing Partner; Founding & Emeritus Executive Director, Marauder; National Independent Venue Association
- Rich Collins, Imagination Movers
- Robin Johnson, Founder and General Manager, Stone Church (Vermont)
- Sean Lynch, President, 1111 Presents / Pub Station
- Sean Moeller, Co-Owner, Raccoon Motel
- Sean Watterson, Co-Owner; Chief Legal Officer, The Happy Dog; D Tour
- Shahida Mausi, President and CEO, The Right Productions, Inc.
- Shane Tobin, Vice President of Partnerships, Sofar Sounds
- Shaun Verreault, Business Development Manager - Music, Tradable Bits
- Stephen Parker, Executive Director, National Independent Venue Association
- Summer Jager, Owner, Ivy Room
- Sunae Villavaso, Director, Mayor's Office of Workforce Development in NOLA
- Tara Tielmann, Director of Product Marketing, Lyte
- Taylor Mims, Editor, Billboard
- Taylor Winchester, Director of Revenue, found.ee
- Tina Swanson, Chief Revenue Officer, r.World
- Tobi Parks, Owner, xBk Live & Board Member, National Independent Venue Foundation
- Todd Dyer, Vice President & Head of Live Entertainment Sales, Cast & Crew Live Entertainment
- Tom DeGeorge, Owner; COO, The Crowbar; D Tour; National Independent Venue Association Safety Task Force Chair
- Tori Powers, Director of Communications, World Cafe Live
- Trey Many, Agent, Wasserman
- Tyler Godsey, Executive Director and Founder, 5 Points Music Foundation
- Will Suter, Co-Founder, All Things Go
- William H Nungesser, Louisiana State Lieutenant Governor

Go to www.nivassoc.org/conference to find information about registration, media credential applications, and host hotels.

SPONSORS & PARTNERS

NIVA '24 is made possible by the generosity and commitment of our sponsors, including Eventbrite, Lyte, Live Music Society, DICE, Prekindle, VenuePilot, Protect Group, VOLUME.COM, Etix, Fever, Water Hero, American Specialty Insurance & Risk Services, Inc., Cast & Crew Live

Entertainment, Opendate, Cash or Trade, Inc., Prism.fm, Ticketsauce, Merch Idols, Hub International, AXS, Fanimal, Found.ee, Bose and rWorld.

Additionally, NIVA extends gratitude to its partners, the National Independent Venue Foundation, Marauder, Bandsintown, D Tour, Midtopia, Folk Alliance International, NAMM, 2112, Backstage Social, Tossware, FestForums, New Orleans & Company, Consequence of Sound, ROSTR and Good Land Supply Co., whose collaboration and support contribute significantly to the conference's success.

REGISTRATION & HOTEL INFORMATION

Register for NIVA '24 and book hotels at discounted rates [here](#).

Non-member conference passes are available.

ABOUT NIVA

The National Independent Venue Association (NIVA) represents independent music and comedy venues, promoters, and festivals throughout the U.S. NIVA led the #SaveOurStages campaign, culminating in landmark legislation in 2020 that established the \$16 billion Shuttered Venue Operators Grant program.

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. It 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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