

2019 SERFA Conference Schedule - DRAFT

| 2019 SERFA schedule | Ballroom, Lobby, and Other Locations | Bass | Chambliss PRE, SON, & ROO | Crabtree MED & PER | Frierson PRE, SON, & ROO | Hardy BUS & ACT | Littleton | Ochs BUS & ACT | Rose Open Mics | Thompson | Walker Exhibits | Wasson | Watkins |
|---------------------|---|------|---|--|--|----------------------------------|-----------|---|----------------|----------|---------------------|--------|---------|
| WEDNESDAY | | | | | | | | | | | | | |
| 3:00 - 8:00 PM | Registration (lobby) | | | | | | | | | | | | |
| 3:00 - 5:00 PM | Community Outreach (offsite) | | | | | | | | | | | | |
| 3:00 - 6:00 PM | | | | | | | | | | | Exhibit Hall Set-up | | |
| 6:00 - 8:45 PM | Opening Event at Songbirds (we have room 5:30 to 9:30 PM) | | | | | | | | | | | | |
| 9:00 - 10:35 PM | | | | | | | | | Open Mic | | | | |
| 10:40 PM - 2:00 AM | | | Opening Night Showcase | Opening Night Showcase | | Opening Night Showcase | | Opening Night Showcase | | | | | |
| THURSDAY | | | | | | | | | | | | | |
| 6:30 - 10:00 AM | Breakfast buffet in Broad Street Grille | | | | | | | | | | | | |
| 9:00 AM - 6:00 PM | Registration (lobby) | | | | | | | | | | Exhibit Hall set up | | |
| 9:30 - 9:55 AM | | | | | | | | EVT-01 Welcome to SERFA: Conference Orientation | | | Exhibit Hall set up | | |
| 10:00 - 11:15 AM | | | SON-01 Stirring the Songwriter Soup | PER-01 Your Recording Project from Start to Finish | PRE-01 Presenter and Artist Roundtable | BUS-01 What Makes a Good Website | | BUS-02 Touring Overseas | | | | | |
| 11:30 AM - 12:45 PM | | | PRE-02 House Concert Roundtable Discussions | MED-01 Radio Q&A For Everyone | ROO-01 Americana Blues and the African-American Folkloric Traditon | | | BUS-03 Placing and Licensing Your Music | | | | | |
| 11:00 AM - 1:30 PM | Lunch Buffet in Broad Street Grille | | | | | | | | | | | | |

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| 2:00 - 3:15 PM | | | SON-02 How to be a Storyteller in Song | ACT-01 Folk Music and Social Responsibility | ROO-02 Reinterpreting The Music of Charlie Poole | BUS-04 Tuning a City: Chattanooga's Visionary Musical Resurgence | | BUS-05 Social Media and Branding | | | | | |
| 3:15 PM - 5:30 PM | | | | | | | | EVT-02 Fair Trade Music 1000 (3:30 - 4:30 PM) | Open Mic | | Exhibit Hall open | | |
| 3:45 PM - 5:45 PM | Sound Checks (ballroom) | | | | | | | | | | | | |
| 5:45 - 7:00 PM | Supper (ballroom) | | | | | | | | | | | | |
| 6:00 - 9:00 PM | | | | | | | | EVT-03: SoundCorps TakeNote (open to SoundCorps members as well as SERFA attendees) | | | | | |
| 7:00 - 10:35 PM | Official Showcases (ballroom) | | | | | | | | | | | | |
| 10:40 PM - 2:00 AM | | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Showcase Free Zone | Guerrilla Showcase | | Guerrilla Showcase | Guerrilla Showcase |

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| FRIDAY | | | | | | | | | | | | | |
| 6:30 - 10:00 AM | Breakfast buffet in Broad Street Grille | | | | | | | | | | | | |
| 9:00 AM - 4:00 PM | Registration (lobby) | | | | | | | | | | | | |
| 10:00 - 11:15 AM | | | PER-02 Clawhammer Banjo Workshop with Frank and Allie Lee | PRE-03 Booking Shows In Your Home Town (and selling them out) | ROO-03 Mining the Old Songs for Inspiration for New Songs | BUS-06 Thrive, Succeed, and Be Happy Too: Lessons from Two Folk Music Veterans | | BUS-07 Tools of Technology | | | | | |
| 11:30 AM - 12:45 PM | | | PRE-04 How Presenters Choose Artists | SON-03 How to present the "unique you" through your original songs | ROO-04 300+ Years of Banjo | ACT-02 LGBTQ Issues in Folk Music | | BUS-08 Eradicating the Starving Artist Mindset | | | | | |
| 11:00 AM - 1:30 PM | Lunch Buffet in Broad Street Grille | | | | | | | | | | | | |
| 1:45 - 3:00 PM | EVT-04 The SERFA Celebration: Annual Meeting, Awards, and Keynote (ballroom) | | | | | | | | | | | | |
| 3:15 PM - 5:30 PM | | | | | EVT-05 Songfarmers (3:15 - 4:30 PM) | EVT-07 Yoga with Karyn Oliver (4:30 - 5:30 PM) | | EVT-06 Community & Social Music: 3:15 PM - Community Sing; ----- 4:15 PM - 5:30 PM Jamming | Open Mic | | Exhibit Hall open | | |
| 3:45 PM - 5:45 PM | Sound Checks (ballroom) | | | | | | | | | | | | |
| 5:45 - 7:00 PM | Supper (ballroom) | | | | | | | | | | | | |

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| 7:00 - 10:35 PM | Official Showcases (ballroom) | | | | | | | | | | | | |
| 10:40 PM - 2:00 AM | Local artist guerrilla (10:40 PM -Midnight in bar) | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Showcase Free Zone | Guerrilla Showcase | | Guerrilla Showcase | Guerrilla Showcase |

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| SATURDAY | | | | | | | | | | | | | |
| 6:30 - 10:00 AM | Breakfast buffet in Broad Street Grille | | | | | | | | | | | | |
| 9:00 AM - 11:00 AM | Registration (lobby) | | | | | | | | | | | | |
| 10:00 - 11:15 AM | | | PER-04 Recording Promotion Demystified | PER-05 How Not To Think Like A Guitar player & Still Be One | ROO-05 A Venn Diagram Approach to The Different Lobes of the Folk World | PER-03 Vocal Technique for the Touring Musician | | BUS-10 Setting Up Regional Tours | | | | | |
| 11:30 AM - 1:00 PM | Wisdom of the Elders (ballroom) | | | | | | | | | | | | |
| 11:00 AM - 1:30 PM | Lunch buffet in Broad Street Grille | | | | | | | | | | | | |
| 2:00 - 3:15 PM | | | SON-04 The Art Of Co-Writing | MED-02 Elements of a Compelling Interview | ROO-06 Honoring Jean Ritchie | BUS-11 Digital Marketing for Musicians | | ACT-03 Women's Empowerment in the Folk Music World | | | | | |
| 3:15 PM - 5:30 PM | | | | | | | | EVT-09 Women's Song Circle | Open Mic | | Exhibit Hall open | | |
| 3:45 PM - 5:45 PM | Sound Checks (ballroom) | | | | | | | | | | | | |
| 4:00 PM - 5:45 PM | | EVT-10 Mentor Session | Mentor Session | Mentor Session | Mentor Session | Mentor Session | Mentor Session | | | Mentor Session | | Mentor Session | Mentor Session |
| 5:45 - 7:15 PM | Supper (ballroom) | | | | | | | | | | | | |
| 7:00 - 10:35 PM | Official Showcases (ballroom) | | | | | | | | | | | | |
| 10:40 PM - 2:00 AM | Local artist guerrilla (10:40 PM -Midnight in bar) | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Guerrilla Showcase | Showcase Free Zone | Guerrilla Showcase | | Guerrilla Showcase | Guerrilla Showcase |
| SUNDAY | | | | | | | | | | | | | |
| 6:30 - 10:30 AM | Breakfast buffet in Broad Street Grille | | | | | | | | | | | | |

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|------------------------|--|------|---------------------------------|-----------------------|--------------------------------|--------------------|-----------|-------------------|-------------------|----------|--------------------|--------|---------|
| 11:00 AM | Check Out Time | | | | | | | | | | | | |