

Billboard Latin Music Conference & Awards

Presented by State Farm

April 26-28, 2011

Eden Roc Renaissance, Miami Beach

MONDAY, APRIL 25

6:00pm - 8:00pm

Billboard Pre-Conference Poolside Party

"Mas y Mas Música" Artist Showcase

Sponsored by Musical Rhythms Promotions

Live Performace by:

Rawy Torres – Ex-Menudo

Holy Laion –Savoir Faire Musique (Canada)

E-Donis - Savoir Faire Musique (Canada)

Nicole Montiel – Puerto Rico

J-Quiles

Fabián – Puerto Rico

Wida López – Puerto Rico

Aiko - Colombia

Sheenah

Yerbaklan - Honduras

Lorenzo Duarte- MDO

See MAS Y MAS MÚSICA artists again at 11:15pm at Club Play

1045 5th Street, Miami Beach

Red Carpet: 10:30pm

Special Appearances from:

Proyecto Uno

Jadiel "El Incomparable"

Hosted and Mixed by:

DJ Rob Di Nero

TUESDAY, APRIL 26

ALL PANEL SESSIONS ARE TAKING PLACE IN POMPEI BALLROOM, LOBBY LEVEL. Enter through Promenade.

Badges sponsored by SESAC LATINA

Lanyards sponsored by Cardenas Marketing Network

Hotel Room Key sponsored by El Guapo Exitos

Welcome gift by ARUBA IN STYLE

REGISTRATION & EXHIBITS • Promenade, Lobby Level

Visit displays and lounges created by:

State Farm

AT&T

Western Union; Billboard Pro, Lo Maximo Productions, & Grammys

Stop by the Hotel Bar and enjoy a sneak peak at the historic Los Tigres Del Norte and Friends MTV Unplugged project airing Live on MTV Tres on May 22nd 2011. Presented by UMLE/Fonovisa

Get a sample of the "New Orbit Strawberry Remix" Gum

Enjoy a complimentary Monster Energy Drink.

English to Spanish translations provided by Lighthouse.

Live Audio Recordings of sessions provided by Abbey Road Live.

Thanks to American Airlines, preferred carrier.

Leila Cobo's wardrobe provided by Carlos Armando Buitrago, Cali, Colombia

8:00am - 5:00pm

REGISTRATION & EXHIBITS

9:15am - 9:30am

WELCOME ADDRESS & STATE OF THE INDUSTRY 2011

Leila Cobo, Executive Director Latin Content & Programming, Billboard

9:30am - 10:00am

VIEW FROM THE TOP

From the top of the executive food chain to the top of the charts, the heads of Latin music's two leading labels give their perspective on the business.

Moderator:

Leila Cobo, Executive Director Latin Content & Programming, Billboard

Speakers:

Jesus Lopez, Chairman/CEO, Universal Music Latin America/Iberian Peninsula

Afo Verde, President, Latin Region, Sony Music

10:15am - 11:00am

TOURING: Brave New Routes

There is a big world outside the traditional touring circuit. Promoters, agents and sponsors on new markets in Latin American and Europe, music fests and label/touring alliances.

Moderator:

Judy Cantor-Navas, Managing Editor, Billboard en Español, Contributor Billboard Magazine, .biz, .com

Speakers:

Kathryn Garcia, Director, Programming, Arsht Center for the Performing Arts

Paul Josephsen, Senior Director of Tour Marketing, Eventful Inc.

Gerri Leonard, Leonard Business Management

Maximiliano del Rio, Lotus Producciones (Lollapalooza, Chile)

Elizabeth Sobol, Managing Director, IMG Artists North and South America

11:15am - 11:30am

PRESENTATION: Billboard Pro Presentation

11:30am - 12:15pm

WHAT HAPPENED TO THE U.S. LATIN MUSIC INDUSTRY?:

Physical and digital piracy and new immigration laws and other legislation is decimating the U.S. Latin record industry. What can be done to combat it? Labels, lawmakers, retailers and lobbyists weigh in.

Moderator:

Raul D Vazquez, Regional Director, IFPI Latin America

Speakers:

Jorge Mejia, SVP, Latin America & US Latin, Sony/ATV Music Publishing

Guillermo Page, SVP Commercial & Sales, Sony Music Latin

Julio Vega, Senior VP, Latin Purchasing, Sales and Marketing Music, Movies and Books, Anderson Merchandisers (servicing Walmart, SAM's and AAFES)

Roberto Cantoral Zucchi, General Director, SACM (Sociedad de Autores y Compositores de Mexico)

12:30pm - 1:30pm

BREAK

THE MARKETING EXCHANGE

Hosted by Telemundo and Mun2

1:30pm – 1:35pm

Welcome Remarks

Peter Blacker, Executive Vice President of Digital Media & Emerging Business, Telemundo Communications Group

1:30pm - 2:15pm

EFFECTIVENESS OF LOCAL BRANDING:

Mega sponsorship deals may not always be the best solution for your artist or music. Increasingly, campaigns in individual countries and regions deliver more revenue for artist and better exposure. A conversation with agencies and brands from Texas to Argentina.

Moderator: Bill Werde, Editorial Director, Billboard Magazine

Speakers:

Carlos Boughton, Brand Director, Tecate and Tecate Light, Heineken USA
Carla Dodds, Senior Director, Multicultural Marketing, Walmart
Luis Miguel Messianu, President - Chief Creative Officer, Alma
Steven Wolfe Pereira, SVP, Managing Director, MediaVest Multicultural

2:15pm- 2:30pm

MARKETING BUSINESS STUDY

DIAGEO

Buchanan's Forever: A unique musical experience with established and emerging artists and a philanthropic objective.

Presented by:

Janelle Prieto, Regional Learning for Life Manager & CSR Coordinator, DIAGEO LA&C

2:30pm - 3:00pm

THE ART OF SYNCHING AND LICENSING

A blow by blow on how to get your track and artist on television, commercials and film.

Moderator:

Kevin McKiernan, President, CEO, Creative License

Speakers:

Olga Cardona, Director, Administration & Marketing, Universal Music Publishing Group

Jason Langley, Senior Vice President, Audio Network United States and Canada

Tim Lincoln, Senior Creative Director, Music Dealers

3:15pm – 3:30pm

MARKETING BUSINESS STUDY

WRIGLEY

Vive Tu Musica With 5: A music-centric, multi-tiered program around Wrigley's 5 Gum that engages fans, promotes new talent and showcases superstars via an online Battle of the Bands and TV reality show that culminates with a live showcase at Los Angeles' Hollywood Palladium.

Presented by: **Juan Carlos Davila, Sr. Director, Multicultural Marketing, Wm. Wrigley Jr. Company**

3:30pm - 4:15pm

MY BIG VAST SOCIAL NETWORK:

Sponsored by Muzicol

Optimizing and monetizing your social sites. Executives from leading sites (Facebook, Twitter, YouTube, LinkedIn, Foursquare etc.) explain how to maximize and optimize sites for profit and brand recognition.

Introduction by:

Michel Poignant, CEO, Muzicol

Moderator:

Borja Perez, VP of Integrated Solutions & Digital Media, Social@Telemundo, Telemundo Communications group

Speakers:

Alexandre Hohagen, Vice President for Latin America, Facebook

Don Omar, Artist

Horacio Rodriguez, Director, Product Development, Universal Music Latin Entertainment

Rodrigo Paranhos Velloso, Head of Business Development, Google Latin America

4:30pm - 5:15pm

SPONSOR ME, I'LL PLAY FOR YOU

Sponsors have become indispensable partners in releasing music, and artists have become indispensable to sell products. How to develop and maximize partnerships between artists and brands.

Moderator:

Cynthia Corzo, Editor, Hispanic Market Weekly

Speakers:

Luis Estrada, GM Universal Music Latino/Machete

Roberto Garcia, Executive Director Hispanic Marketing, AT&T

Reinaldo J. Padua , AVP Hispanic Marketing, Coca-Cola North America

5:30pm - 6:30pm

HAPPY HOUR AND MARKETING AWARDS- MONA LISA BALLROOM

Billboard recognizes and honors the year's best Marketing, Branding and Sponsorship campaigns that use Latin artists and Latin songs.

Welcome Remarks:

Don Browne, President, Telemundo Communications Group

Finalists:

Online/Social

- 1) Tr3s: MTV, Musica y Mas for Ninas Mal featuring Belinda
- 2) Nacional Records for Heineken Presents: Nacional Records 5th Anniversary Road Trip 2010 featuring Hello Seahorse, Banda De Turistas, Pacha Massive
- 3) Universal Music Latin Entertainment for Don Omar: King of the Internet
- 4) Universal Music Latin Entertainment & InStyle! Digital Marketing for Marco Antonio Solis, Share to Unlock

Tour

- 1) Cardenas Marketing Network for Vive tu Musica with 5™ featuring Daddy Yankee & Reik
- 2) EVENTUS for Dr Pepper and the Camila Dejarte de Amar 2010 U.S. Tour
- 3) The Marketing Arm/State Farm for Music is my Ticket to Make Things Happen featuring Luis Enrique, JenCarlos, Xtreme, Dareyes de la Sierra, El Compa Chuy
- 4) Tribal Brands for Verizon Presenta Los Tigres del Norte

Print

- 1) Universal Music Latin America for Para Ellas featuring David Bisbal
- 2) Universal Music Canada for Enrique Iglesias/Azzaro In-Store Campaign

- 3) Cardenas Marketing Network for Vive tu Musica with 5™ featuring Daddy Yankee & Reik
- 4) Terra Networks USA for Terra Music Fest

TV

- 1) Alma DDB for House Party featuring Bomba Stereo/ Systema Solar / El Tambor de la Tribu
- 2) Universal Music Group for Juanes Windows Phone/AT&T
- 3) Universal Music Latino for Chino y Nacho Nina Bonita Go Phone
- 4) Arterar for “Quiero Musica en Mi Idioma”, La Bandera de Cerati

6:30pm - 8:30pm

POOLSIDE COCKTAIL RECEPTION

Presented by State Farm, In Association with AT&T

Hosted by Eventus

Featuring: Celia Cruz All Stars

OPENING ACTS/NEW ARTIST SHOWCASE

The New Artist Showcase:

Mia Mont

Don Tetto

D'Manti

Los Aviadores

Aaron Nicholas

WEDNESDAY, APRIL 27

REGISTRATION & EXHIBITS

9:00am – 5:00pm

REGISTRATION - Promenade Room, Lobby Level

9:45am - 10:30am

REGIONAL MEXICAN

Sponsored by Morgan Renee Live

Indie labels, new bold acts, managers, producers and promoters on current the state of the market and the music.

Introduction by:

Randy Carrillo, President and CEO, Morgan Renee Live

Moderator:

Raul Brindis, Host, El Show de Raul Brindis, Univision

Speakers:

Fernando Camacho, LA ARROLLADORA BANDA EL LIMON DE RENE CAMACHO

Ivan Fernandez, President, Viva Entertainment

Edmundo Mendieta, President, Mendieta Discos

Gerardo Ortiz, Artist, Del/Sony

Roberto Tapia, Artist, Musivisa/Universal
Luis Del Villar, President Del Records

10:30am - 11:30am

HOW I WROTE THAT SONG

Sponsored by BMI

Top BMI songwriters perform hit songs and tell the stories behind them.

Moderator:

Delia Orjuela, VP Latin Writer/Publisher Relations, BMI

Speakers:

Luis Fonsi, Artist/Songwriter

Donato Poveda, Artist/Songwriter

Jorge Villamizar, Artist/Songwriter

Lenny and Max, Songwriters/Producers, Aventura

11:45am - 12:30pm

In-Depth with: Camila

A behind the scenes with Latin pop's hottest group with Leila Cobo, Executive Director Latin Content & Programming, Billboard.

12:30pm - 1:30pm

BREAK

1:30pm - 2:30pm

SUPERSTAR Q&A with Mana

The centerpiece of the conference, Billboard's Leila Cobo interviews one of the most compelling artists of our time.

2:30pm - 3:00pm

Western Union Press Conference

Daddy Yankee will announce the winner for the Western Union Love in Any Language campaign.

3:15pm - 4:00pm

ARTIST Q&A with Gloria Trevi

A conversation on music, image and fame with one of Latin music's most fascinating personalities, featuring an acoustic performance.

RADIO ROCKS THE ROC BLOCK

Sponsored by Orfanato Music Group

4:15pm - 5:15pm

MAKE PPM YOUR BFF:

What works and what doesn't in the PPM world, and how can you make it work for your artist and

format.

Moderator:

Justino Aguila, Associate Editor, Latin/Special Features, Billboard Magazine

Speakers:

Gabriel Buitrago, Senior Director, Summa Marketing & Entertainment, Inc.

Pio Ferro, CBS Radio Program Director / V.P., Spanish Programming

Roberto Darvin Garcia, Program Director for WRYM AM in Hartford CT / Assistant MD for WNNW Boston

David LaPointe, Director, LP Marketing & Promotions

Pete Manriquez, VP of programming- Regional Program Director, Univision Radio

Bobby Ramos, VP of Programming, Riviera Broadcast Group

5:30pm – 6:30pm

RADIO HAPPY HOUR- Poolside

Don Omar introduces his new Recording label: Orfanato Music Group

And showcases his new artists:

Syko

Danny Fornaris

Oh My Girls! feat. Natti Nattasha

Hosted by Frankie Needles

6:30pm - 8:30pm

BMI SHOWCASE

Gibson Miami Showroom, 2751 North Miami Ave, Miami FL 33127

Live Performance by:

U.N.O.

Sohanny

Diego Dibos

Francisca Valenzuela

Vicente Garcia

Tercer Cielo

8:30pm

THE BILLBOARD BASH

Sponsored by Mikaela Records

Hosted by Crash & Pico of Mun2

Mansion (1235 Washington Avenue, Miami Beach)

THE BASH ... Live Performances by 2011 Finalists

Cultura Profetica

Dyland y Lenny
El Cata
24 Horas

Opening Acts - New Artist Showcase

Abel Ullón- Winner of Time Warner Cable contest Alcanza La Fama
RAKEL

Winner TBA: The Western Union Love in Any Language campaign

THURSDAY, APRIL 28

Last chance for awards show ticket pick up!

Registration Area 10:00am - 2:00pm

BUS TRANSPORTATION WILL BE PROVIDED TO THE AWARD SHOW AND BACK FROM THE AFTER PARTY

7:00pm

THE BILLBOARD LATIN MUSIC AWARDS!!!

Presented by State Farm

Produced & Broadcast Live by Telemundo

Live from the BankUnited Center

Bus Transportation will be provided from the Eden Roc to the Award Show and back from the after party. Details to be provided.

SCHEDULED TO PERFORM:

Mana

Enrique Iglesias

Don Omar

Camila

Luis Fonsi

Pitbull

Banda El Recodo

Jencarlos Canela

Cristian Castro

Gloria Trevi

Lucero

Juanes

Emmanuel

Marc Anthony

Julion Alvarez y su Norteño Banda

AND MORE!

Plus:

Special Award Honorees

Gloria Estefan, Spirit of Hope

Emmanuel, Lifetime Achievement

IMPORTANT:

Tickets are required for admittance to the AWARDS SHOW. Invitations are required for entry to the AFTER PARTY. There will be no exceptions.

Official Billboard & Telemndo After-Party Immediately Following!

Sponsored by State Farm & AT&T

Hosted by Comandon Cognac Entertainment

The Field House at the BankUnited Center at the University of Miami

IMPORTANT:

TRANSPORTATION TO THE AWARDS SHOW:

AT 5:30 BUSES WILL BEGIN DEPARTING THE EDEN ROC RESORT TO BANKUNITED CENTER, GOING ROUND TRIP TO THE VENUE WITH LAST DEPARTURE AT 2:30AM.

(THE AFTER PARTY IS THE FIELD HOUSE, ALSO LOCATED AT THE BANKUNITED CENTER)

Availability is first-come first serve.