



BREAKING INTO *THE MUSIC INDUSTRY*

REASONS TO BUY EARLY BIRD TICKETS FOR BREAKING INTO THE MUSIC INDUSTRY

Event Set for May 1-3 in Indio, CA

UNBEATABLE VALUE FOR THE PRICE:

The cost of your ticket is less than the value of what you're receiving in breakfasts, lunches, drinks, exclusive parties, and a swag bag! It's a no-brainer investment in your music career.

SAVE MORE BEFORE PRICES GO UP:

Ticket prices increase after March 24, so locking in early means huge savings for both students and non-students.

SECURE YOUR SPOT:

The event is expected to sell out, and early bird tickets ensure you don't miss out on this game-changing opportunity.

EXCLUSIVE NETWORKING:

Get a head start connecting with top music executives, producers, and influencers who will be mentoring and sharing industry secrets.

PLAN YOUR TRIP WITH EASE:

Buying your ticket early gives you more time to book travel and accommodations at the best rates before prices go up.

GAIN INSIDER ACCESS:

Learn proven strategies from industry leaders that can fast-track your success in music — whether you're an artist, producer, or entrepreneur.

MORE TIME TO PREPARE:

By securing your spot early, you can prepare questions and research speakers to get the most out of the event.

NO LAST-MINUTE STRESS:

Avoid the price hikes and ticket rush by locking in your ticket now — peace of mind, plus all the extra perks included!

Breaking Into the Music Industry is a one-of-a-kind, 2-day experience designed to inspire and educate aspiring artists, entrepreneurs, college students, and industry professionals. Taking place May 1 through 3, 2025, in Palm Springs, CA, this event will feature top music executives and industry leaders offering mentorship, actionable strategies, and insider knowledge to attendees.

Tickets and event details are available now at [this location](#).

Speakers are as follows:

Rich Best — Global Tour Promoter, Live Nation
Matt Sorum — Guns N Roses , Velvet Revolver , The Cult, Rock N Roll Hall of Fame inductee and Grammy award winning Musician
Ryan Harlacher — Music Agent, Creative Artist Agency
Cory Brennan — Founder and CEO of 5B Artist Management
John Feldmann — Record Producer and Musician
Kasey Mckee — Music Agent, Creative Artist Agency
Sean Akhavan — Festival Producer, Artist Management
Vinnie Capizzi — President of 1Fifty1 Inc and West Coast Concessions
Keli Tomack — Managing Principal, Epic Insurance Entertainment & Sport
Peter Kahn — CEO of Patriark Records and Fight Game Advisors
Bobby Alt — Artist & Entrepreneur
Jason May — CEO of Weird Beverages
Ryan Borba — Managing Editor, Pollstar
Sam Simmons — Site Architect
Kylie Zinsser — Festival Production
Blasko — Manager, Marketer
Amy Sciarretto — Owner and Publicist, Atom Splitter PR
Matt Rosenblum — Tour Manager, Production Manager, Tech
Dave Brooks — Senior Director of Live Music + Touring (Billboard)
Jennifer Clemens — Makeup Artist
Matt Pinfield — Author + Syndicated Radio + TV Host
Belle Popoff — Sponsorship Director

Joe Muller — Former Mayor, Dana Point, CA
Josh Bernstein - Producer + Publisher

ABOUT BREAKING INTO THE MUSIC INDUSTRY:

The inaugural Breaking Into the Music Industry event, hosted by industry veterans John Reese and Craig Duswalt, is a transformative 2½-day conference designed for entrepreneurs, aspiring musicians, artists, and professionals looking to establish or elevate their presence in the competitive and dynamic music industry. Taking place from May 1-3, 2025, at the stunning CACHE Estate in Indio, CA, adjacent to the iconic Empire Polo Grounds (home to the world's most prestigious music festivals), this event promises an immersive experience in the heart of music culture.

Featuring top executives, celebrated artists, influential mentors, and seasoned insiders from across the music industry, the conference offers invaluable insights, proven strategies, and actionable advice to help attendees succeed. Highlights include dynamic panel discussions, inspiring keynote presentations, hands-on workshops, and exclusive networking opportunities designed to foster meaningful connections and career growth.

Proudly sponsored by DAMN (Disrupt Artist Management Network), this premier event is a must-attend for anyone serious about breaking into the music industry, advancing their creative career, or building impactful relationships with industry leaders.

Don't miss this unparalleled opportunity to learn, connect, and thrive in one of the world's most exciting and dynamic industries.

BREAKING INTO THE MUSIC INDUSTRY

MAY 1 - 3, 2025
CACHE ESTATE- INDIO, CA

JOHN REESE + CRAIG DUSWALT

INVITE YOU TO A WEEKEND OF MENTORSHIP WITH INDUSTRY LEADERS
WHO HAVE BROKEN BARRIERS AND BUILT BRIDGES WITHIN THE MUSIC INDUSTRY

MEET THE MENTORS...

RICH BEST

GLOBAL TOUR PROMOTER
LIVE NATION

RYAN HARLACHER

MUSIC AGENT
CREATIVE ARTIST AGENCY

JOHN FELDMANN

RECORD PRODUCER
AND MUSICIAN

SAM SIMMONS

SITE ARCHITECT

SEAN AKHAVAN

FESTIVAL PRODUCER
ARTIST MANAGEMENT

BLASKO

ARTIST MANAGER
MARKETING

JOE MULLER

FORMER MAYOR
DANA POINT, CA

AMY SCIARRETTO

OWNER AND PUBLICIST
ATOM SPLITTER PR

BOBBY ALT

ARTIST & ENTREPRENEUR

MATT ROSENBLUM

TOUR MANAGER, TECH
PRODUCTION MANAGER

DAVE BROOKS

SENIOR DIRECTOR OF LIVE MUSIC
+ TOURING, BILLBOARD

KYLIE ZINSSER

FESTIVAL PRODUCTION

MATT SORUM

GRAMMY AWARD WINNING MUSICIAN
GUNS N' ROSES, VELVET REVOLVER

CORY BRENNAN

FOUNDER AND CEO,
5B ARTIST MANAGEMENT

KASEY MCKEE

MUSIC AGENT
CREATIVE ARTIST AGENCY

RYAN BORBA

MANAGING EDITOR
POLLSTAR

PETER KAHN

CEO OF PATRIARK RECORDS
AND FIGHT GAME ADVISORS

VINNIE CAPIZZI

PRESIDENT OF IFIFTY1 INC
AND WEST COAST CONCESSIONS

KELI TOMAC

MANAGING PRINCIPAL, EPIC INSURANCE
ENTERTAINMENT & SPORT

MATT PINFIELD

SYNDICATED RADIO AND TV HOST
AUTHOR

BELLE POPOFF

SPONSORSHIP DIRECTOR

JASON MAY

CEO OF WEIRD BEVERAGES

JENNIFER CLEMENS

MAKE UP ARTIST

JOSH BERNSTEIN

PRODUCER + PUBLISHER

*SPEAKERS SUBJECT TO CHANGE

TICKETS: [BREAKINGINTOMUSIC.COM](https://breakingintomusic.com)

