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## **BETWEEN THE WAVES CONFERENCE AND FESTIVAL RETURNS IN 2018**

*Public Launch Party and Presenter/Performer Announcements Thursday, March 29*

March 14, 2018: MADISON, WI - Between the Waves Conference and Festival is the midwest's premier event for musicians, featuring engaging conference sessions on all facets of music and the music business presented by knowledgeable, experienced industry professionals plus festival performances by the area's top acts offering a vibrant testament to the world-class musical talent in the area throughout a range of genres.

Building on last year's successful inaugural event, the Between The Waves Conference and Festival will return again this June with conference sessions at UW-Madison's Gordon Event Center June 14-17 and festival performances at Bos Meadery, Brink Lounge, and High Noon Saloon June 14-16.

BTW 2018 conference presenters and festival performers will be announced at a free public launch party on Thursday, March 29th at Yahara Bay Distillers, 6250 Nesbitt Road, Fitchburg, WI. A sampling of this year's presenters includes:

- **Butch Vig - Rock Producer (Nirvana, Green Day, Garbage)**
- **Mitch Goldfarb - Producer (MC Hammer, Cinderella, George Benson)**
- **Bill Mayne - Executive Director of Country Radio Broadcasters**
- **Craig Anderton - Music Technology Authority**
- **Derrick Floyd - IK Multimedia Senior Account Manager & Product Specialist Team Lead**
- **David Spero - Legendary Rock Manager (Joe Walsh, Kenny Loggins)**

Between The Waves Conference and Festival's mission is to provide musicians the knowledge to pursue, the expertise to implement, and the tools to guide their journey toward earning a living making music, and to have a good time doing it. Conference activities and festival performances are also natural opportunities for musicians to build community and network with other musicians and a variety of music professionals.

BTW Press Release - March 14, 2018

As planning for the 2018 event continues, BTW's all-volunteer staff are focused on once again showcasing Madison's world-class musical talent throughout a range of genres and programming this year's conference with even more relevant, real-world educational content for our region's independent musicians.

BTW 2017 conference session attendees praised the practical knowledge and actionable takeaways presented by a variety of experienced industry professionals from the area and from around the country, and cited an insightful and entertaining songwriting Q&A held with the Avett Brothers as a highlight of last year's event. BTW 2017 festival audiences turned out to witness more than fifty of Madison's top acts entertain as part of varied bills and curated Hip-Hop, Metal, Singer-Songwriter, and Youth showcases.

"Some of last year's experts will be back, and we'll have some new ones as well. After the buzz generated by last year's success, they're all looking forward to sharing their experience and expertise and to getting to know the depth and breadth of the musical talent in this community," says BTW Founder and Broadjam CEO Roy Elkins. "We are really proud to provide so many of Madison's musical artists from different genres an opportunity to showcase their talents to their fans and our industry guests."

For full information on the 2018 Between The Waves Madison Music Festival & Conference and updates as they become available, visit the event's website at [www.btwmadison.com](http://www.btwmadison.com), where you can also submit media inquires via web form at: [www.btwmadison.com/contact/media-inquiries](http://www.btwmadison.com/contact/media-inquiries)

Apply for press credentials via web form at: [www.btwmadison.com/contact/press-credentials](http://www.btwmadison.com/contact/press-credentials).

Connect with BTW on Facebook to follow updates on the Launch Party and to RSVP.

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