

Hit Songwriting Strategies:

Making the Most of Cutting-Edge Trends



Thornton Cline



Eric Masse



Michaela Clarke



Michael Garvin



Gareth

Summer 
NAMM[®]

NAMM Idea Center
Saturday, July 15th
1 pm to 2 pm

THORNTON CLINE

- "Love is the Reason" - Engelbert Humperdinck and Gloria Gaynor
- Over 150 tunes recorded by Gary Puckett, Rebecca Holden, Engelbert Humperdinck, Gloria Gaynor, Mark Chestnut, The Manhattan, Ray Peterson, Tim Murphy, Mylecka, Billy and Sarah Gaines, Tammy Trent and more.
- Twice "Songwriter of the Year"
- Grammy and Dove Award nominated songwriter
- Published author of 17 fiction and non-fiction books
- Represented by literary agent, Paul Shepherd.



MICHAELA CLARKE

- Two- time nominee of the Alberta Country Music Awards: Female Artist of the Year (fan's choice) and Song of the Year
- "Long Gone" featured in "Fire with Fire" starring Bruce Willis in 2012
- Performed two-years-in-a-row Canadian Country Music Awards on the Diamonds in the Rough Stage
- 2011 First EP release to Canadian Radio with 7 radio single releases
- Performed her original song, "Toughest Kids Alive" on Global News Television
- "Bed You Made" latest radio single in Canada



ERIC MASSE

- Academy of Country Music Award for Album of the Year 2017
- Academy of Country Music nomination for Single Record of the Year 2017
- Producer of Miranda Lambert, Charlie Worsham, Andrew Combs, Aubrie Sellers, Lucie Silvas, Rayland Baxter, Los Colognes, Natalie Stovall, Jordie Lane, The Westies, Henry Wagons, Sonya Leigh, Caitlin Rose and more.



MICHAEL GARVIN

- 100 chart hits with 23 number one hits
- Grammy nominated songwriter
- 13 BMI Million-Air Awards
- Number one record in the world--
"Waiting for Tonight" Jennifer Lopez
(30 million sales to date)
- Top 10 hit, "Never Give Up On a
Good Thing" George Benson (20
million sales to date)
- Cuts by George Strait, T. Graham
Brown, Tanya Tucker, Diamond Rio,
Tammy Trent, Natalia, SOS, Jeori,
Amour Fugaz, SoulSister and more.



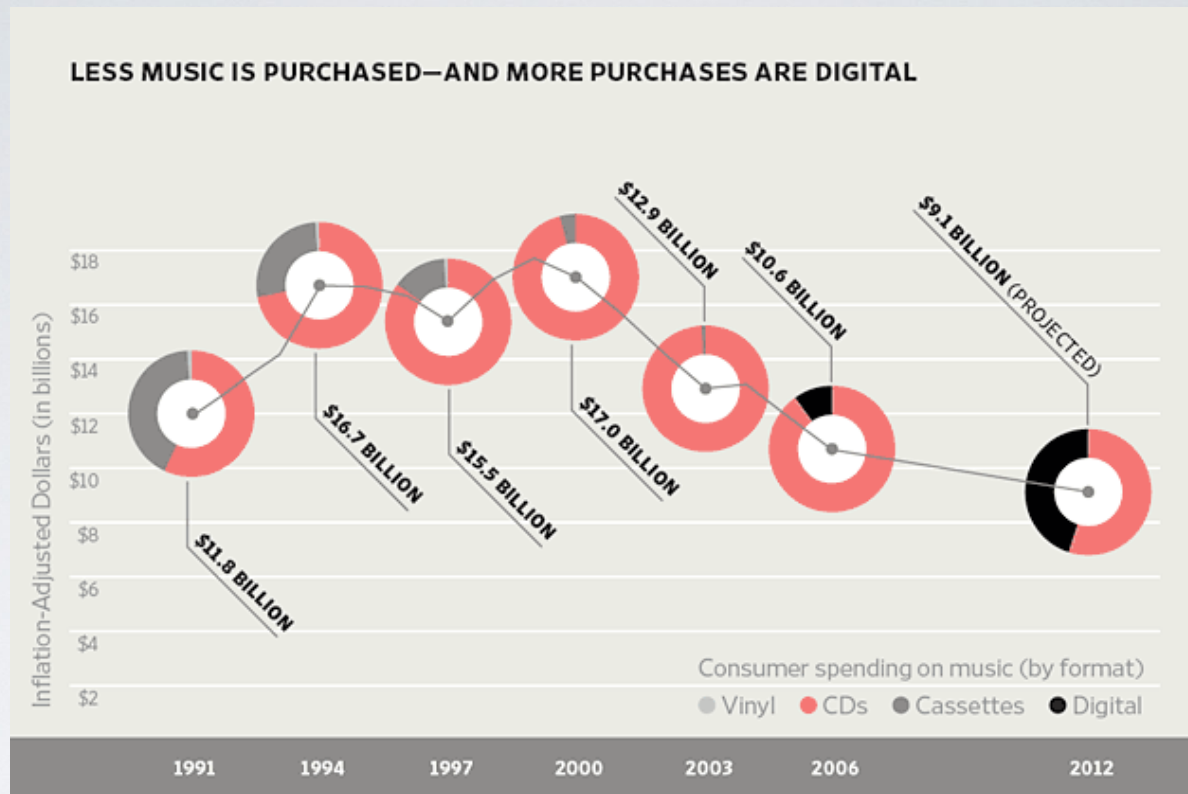
GARETH

- Youngest performer to reach number two on the Billboard New Age Top 100 Charts for his third CD, "Sky Before A Storm"
- Rising Star Award from the Native American Music Awards
- Four-time Indian Summer Music Award nominee
- Four-time Native American Music Award nominee
- New project, "Voices of the Guardians" features award-winning, Wes Studi



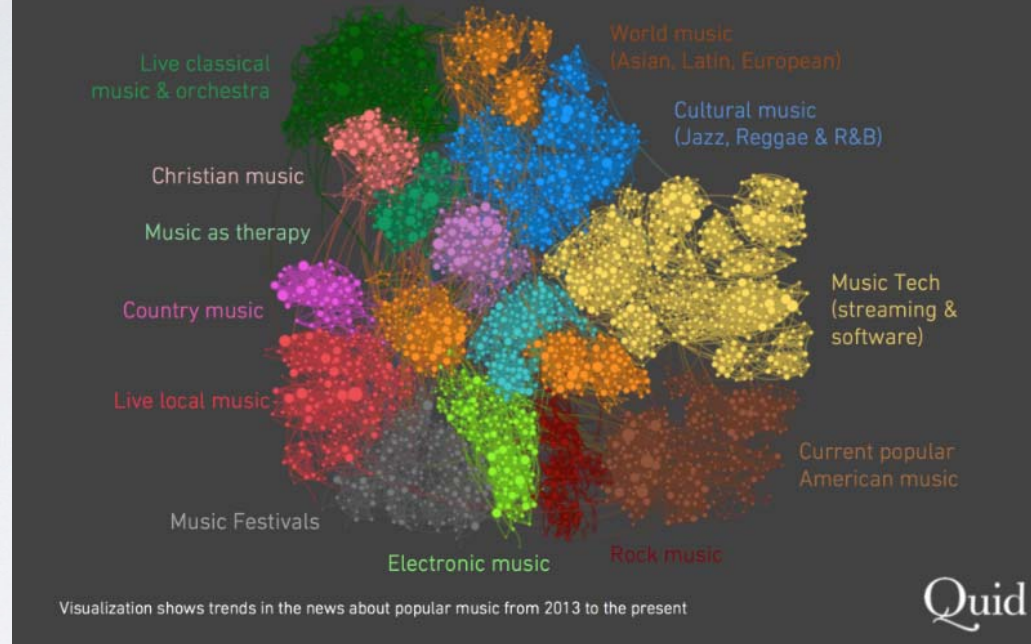


UTILIZING MUSICAL TRENDS
TO GET SONGS CUT



UTILIZING BUSINESS
TRENDS TO GET SONGS
CUT

What's trending in the world of pop music?



UTILIZING TECHNOLOGY
TO GET SONGS CUT



iTunes Radio



WHY IT PAYS TO STAY ON TOP OF
CURRENT AND EMERGING
TRENDS



PREDICTIONS OF TRENDS
FOR THE NEXT YEAR TO FIVE
YEARS

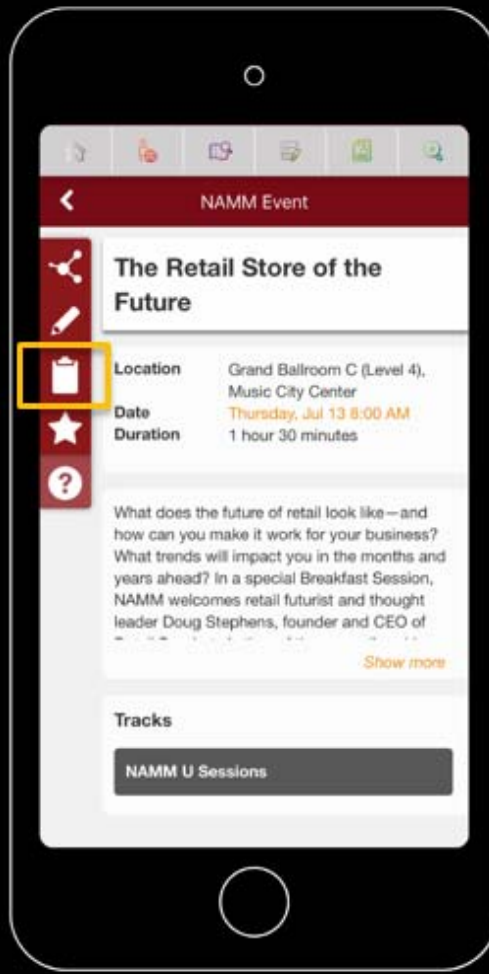
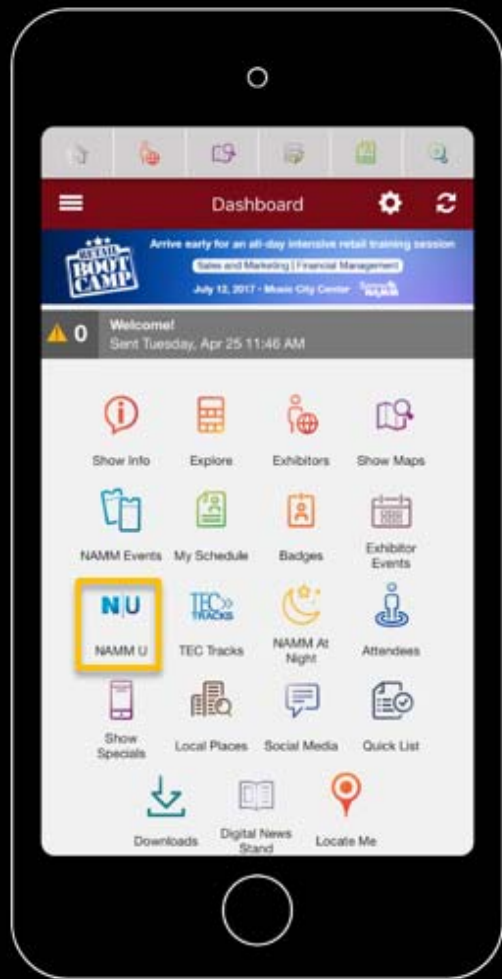


QUESTIONS AND ANSWERS

THANK YOU



- NAMM
- Thornton Cline
- Michaela Clarke
- Eric Masse
- Michael Garvin
- Gareth



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