

Presenting the Art of Artist Development

By Liz Burg

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Berklee College of Music's Music Business/Management Department presents *Getting Your Act Together: Rediscovering the Art of Artist Development*, a panel and live coaching session demonstrating the art of artist development on March 25. The panel and coaching sessions will feature master live show producer, and coach Tom Jackson; publicist, image-maker, and artist manager/developer, Angelo Ellerbee; and Live Nation concert promoter Ryan Vangel.

Rediscovering the Art of Artist Development will take place on Friday, March 25, 2:00 p.m. - 4:00 p.m. at Berklee's David Friend Recital Hall, 921 Boylston Street. The session will begin with a keynote speech by Tom Jackson, who will present his thoughts about the artist/audience connection. Jackson will be joined by Angelo Ellerbee, Vangel, and music business/management professor Jeff Dorenfeld for a discussion moderated by music business/management associate professor Pam Kerensky. The panel will discuss artist development strategies and new techniques for helping artists to connect with their audience.

From 7:00 - 9:00 p.m. on March 25 at the Berklee Performance Center, 136 Massachusetts Avenue, Tom Jackson will demonstrate his coaching techniques as he transforms Heavy Rotation Records artists Pinn Pannelle's live performance from good to great.

Tom Jackson's work as a live music producer has helped shape the live shows of many of today's artists such as: Taylor Swift, Jordin Sparks, Jars of Clay, James Bryan, Casting Crowns, Francesca Battistelli, and Gloriana.

Angelo Ellerbee's client roster is deep and diverse, including the likes of Michael Jackson, Mary J. Blige, Alicia Keys, Roberta Flack, Dionne Warwick, and Nina Simone. Owner of Double XXposure Media Relations, Ellerbee's success is well documented, reflecting upon the many artists who have listened to his advice and adopted his principles.

Ryan Vangel books close to 300 shows annually in venues such as the Paradise, Orpheum Theatre, and House of Blues, up to arena and amphitheatre shows with acts such as Foo Fighters, Pearl Jam, Beastie Boys, Weezer, and others. He was also the key force behind the acquisition of the 340-capacity Brighton Music Hall (formerly Harper's Ferry) and its role as a "development room" for artists and bands to work their way up to performing at the Paradise nightclub.