

Music Expo 25 Programming Preview



Music Expo 25, San Francisco's premier conference for music creators and audio professionals, is proud to unveil its first wave of programming and speakers for the two-day event taking place November 14-15, 2025, at The Midway SF. Advanced tickets are officially on sale, starting at \$69 before the price increase on October 15, 2025. Under the theme Create. Connect. Grow., this year's programming promises to elevate every attendee's journey, whether they're producing tracks, building fan bases, or preparing for the next wave of tech-powered music innovation. Presented by Focusrite Group, in partnership with Sound on Sound, Steinberg, Audeze, ROLI, and The Midway SF, the lineup includes the following programming highlights:

Songwriting Workshops (presented by Neumann and Output): Friday will kick off with a focus on songwriting techniques that transform raw ideas into unforgettable hits. Join acclaimed songwriters from the West Coast Songwriters Association as they unpack the craft of hit-making. Songwriting Coach Jai Josefs returns with his signature sessions, including How to Turn a Good Song into a Great Song and the interactive SongShop Live! feedback clinic. A keynote conversation on Success in Songwriting will cap off the theme (award-winning speaker to be announced).

Artist Development & AI in Music: Neon Owl will offer attendees a unique opportunity to receive career advice and direct feedback on their music during a Demo Listening Party & Feedback Session featuring tastemakers from Empire Dance, Create Music Group, and LabelWorx North America. Exploring the cutting edge of creativity, sessions like AI and Music Creation: Beyond the Plugin: AI as a Creative Partner will feature leaders from Splice, Output, and Audioshake,

showcasing how AI is reshaping the music production process from ideation to delivery.

Additionally, the session Everyone is High, Drunk, or Distracted: Market Accordingly, featuring Balance Breakfast and Public Display PR, will tackle how artists can effectively market in a world flooded with distractions. Lastly, Sync Sessions will walk artists through the business of licensing music for film, TV, advertising, and games, with expert guidance from Sonnet Simmons, Michael Gross, Todd Porter, and Elaine Ryan.

Electronic Music Production: Designed for beatmakers and producers at every level, these sessions will feature Fast and Furious R&B Vocal Recording with Studio X Recording founder, artist, and engineer Karina Flonnoy. Other highlights include Intuitive Creativity in Music Production with Chrissy Tignor, a look at MPE and the Future of Keyboard Performance with touring artist Sam Gutman, a Production Masterclass with JVNA that promises next-level modern production techniques, and more.

Immersive Audio Sessions (presented by ADAM Audio): Step into the future of sound with a full suite of immersive audio programming. Join J Clark for The Art & Strategy of Mixing in Dolby Atmos, and Michael Romanowski for sessions on Immersive Mix Breakdowns and Mastering in Immersive/Future Format. Heidi Trefethen will share how new tech is democratizing spatial audio in Immersive Audio for All. A special Immersive Listening Session will close the theme, offering live feedback from Romanowski, Matt Boudreau, and John Merchant. Additionally, a special panel on Modern Music Production and Engineering featuring Natalie Bibby and Marcela Rada will spotlight the evolving tools, workflows, and creative philosophies shaping today's top tracks.

Join 750+ artists, songwriters, producers, DJs, engineers, and music lovers at Music Expo 25, San Francisco's premier music conference, on November 14-15, 2025, at The Midway SF. Over two epic days, you'll dive into expert-led workshops, hands-on gear demos, industry panels, and real-world networking and mentoring opportunities. Stay up-to-date on the speakers and sessions, keynotes, and other speakers' announcements to be announced soon. "This year, nearly 50% of our speakers are women, a milestone that truly sets Music Expo apart," said Loïc Maestracci, Founder of Music Expo. "Our goal has always been to showcase the diversity and creativity of today's music makers."

In addition to the programming, attendees will get to meet the following companies and get their hands on new products: ADAM Audio, Audeze, Audigo Labs, Blipblox, Crescendo Research, Envelop, Focusrite, FSK Audio, IK Multimedia, Musicians Institute, KALI Audio, Neumann, Novation, Oberheim, Output, ROLI, Sennheiser, Sequential, Solid State Logic, Sonarworks, Steinberg, Warm Audio, with new partners still being added.

We are also proud to partner with Balanced Breakfast, Coast Mastering, Girls Behind

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The Rock Show, Glow Marketing LLC, Empire, The Midi Association, Mindset Ventures, Neon Owl, San Francisco Conservatory of Music, Studio X, and West Coast Songwriters Association. Additional media partners include GearSpace and TapeOp. Advanced Ticket Pricing Available Until October 15, 2025

Tickets are now available at the website below. Choose from 1-Day, 2-Day, or VIP passes, and save up to 35% by purchasing before October 15, 2025:

- 1-Day Pass (Saturday Only - Full Conference Access)
- 2-Day Pass (Friday Songwriting Workshop + Saturday Conference)
- 2-Day VIP Pass (Includes Workshop + Premium Access + Perks)

www.musicexpo.co