New The MusicPro ’26 Sessions, Speakers and Sponsors



A collection of music industry sponsors and over 50 speakers will come together at Musicians Institute in Hollywood on March 27-29, 2026, to provide artists and those who support them with information, interaction and inspiration. And, after posting 30+ conference sessions, receptions and special events to the website below, even more content and partnerships have been added. New sponsors include Hohner, Jimenez Guitars, Hercules Stands, Mapex Drums, IK Multimedia and Lurssen Mastering. New sessions include:

- Artificial Identity, with producer Oak Felder
- Ask The Agents, with United Talent Agency’s Brian Hill, John Lloyd Taylor and Alana Gitt
- How To Get Endorsement Deals, with Tim Pierce, Lindsay Love-Bivens, John Sinko, and Eric Walls
- Understanding Your Royalty Streams, with moderator CSUN Professor Andrew Surmani, the MLC’s Dae Bogan, SoundExchange’s Doug Cohn, and Peermusic’s Steve Torres
- How To Beat AI, with Bobby Owsinski and Craig Anderton
- Latin Music in America Today: Trends, Influence, and Opportunities, with Gilbert Reyes and Cheche Alara
- How To Master Your Music, with Lurssen Mastering
- Evolving Music Marketing Tools & Tactics to Reach, Engage and Grow Your Audience, with Jay Gilbert, Beni Stein of Innovation Syndicate, and Ryan Vaughn of Backline Creative
- An Introduction to SoundExchange, with Doug Cohn

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The event has previously announced sessions with Neil Giraldo (Giraldo-Benatar), David Paich (the voice of Toto), RIAA CEO Mitch Glazier, former Jonas Entertainment CEO Phil Guerini, American Idol’s Peter Cohen, The Voice’s Dory Lobel, Gregg Bissonette, and many others.

In other MusicPro ’26 news, Warner Records’ Casey Campbell, Luminate’s Haley Jones and WMG/ADA’s Scott Miller have joined Jeff Green’s session on interpreting audience engagement, USC Professor Jeanine Cowen, Chair – Screen Scoring will moderate the panel on breaking into film and TV music, and indie artist Eliza Spear will debut her short-form documentary The Making Of: The Brooklyn Circus, filmed live on the streets of Brooklyn, about the recording of her new album.

Hosted by Give A Note Foundation - the 501(c)(3) organization dedicated to nurturing, growing, and strengthening music education opportunities, and with premier sponsors MusicPro Insurance and Pandora AMP, MusicPro ‘26 features panels, workshops, live interviews, keynotes, and more about achieving success in today’s music industry. The conference will also give artists the opportunity to network with fellow musicians and industry leaders. The full list of sessions, speakers, and sponsors can be found on the website below.

www.musicpro26.com

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