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**Mercer Music at Capricorn to Host Inaugural Music Business Summit**

MACON, Georgia – Mercer Music at Capricorn will host its inaugural Music Business Summit on Feb. 23, 2023. The one-day conference will feature leading music entrepreneurs, managers, musicians and technical experts presenting on a variety of topics designed to help musicians, sound technicians and producers sharpen their skills, network and achieve greater success in the music business.

“As a young musician and songwriter, I attended a music conference similar to this and it literally changed my career path,” said Steve Ivey, award-winning Nashville music entrepreneur and Mercer University alumnus. “Fast forward many years later, and I still work with some of the speakers and musicians who presented at that event. Not only did I gain valuable knowledge at the conference, but also connections into an inner circle where building relationships matters. The Capricorn Music Business Summit is the perfect point of connection and direction for anyone pursuing a career in music and audio.”

In addition to Ivey, other presenters scheduled for the Capricorn Music Business Summit include:

* GRAMMY Award-winning songwriter Bobby Boyd from Banderra Publishing
* Music entrepreneur Tanvi Patel from Crucial Music
* GRAMMY Award-winning engineer and producer Rob Dennis from RackNRoll and Caba Productions
* Music attorney Rush Hicks from Shrum and Hicks
* Music marketer Martha Kenny
* Artist manager C.J. Strock
* Artist manager and music marketer Bryan Ward
* Percussionist Leroy Wilson
* Capricorn Sound Studios Chief Engineer and music entrepreneur Rob Evans

Sessions will be offered on a variety of subjects relating to music business, including:

* Live sound techniques
* Songwriting, production and marketing
* Writing and recording for TV and film
* Booking and management
* Recording techniques
* Developing a show performance

The summit begins at 9 a.m. and concludes at 7 p.m. with a live performance and networking opportunity in Mercer Music at Capricorn’s Phil Walden Memorial Studio.

Registration fee for the conference is $79, which includes access to all sessions and lunch. The full lineup of seminars, as well as online registration, is available at <https://capricorn.mercer.edu/music-business-summit/>.

**About Mercer Music at Capricorn**

After undergoing a $4.7 million restoration in 2019, the historic Capricorn Sound Studios in Downtown Macon reopened in 2020 as a 20,000-square-feet multi-purpose music center designed to leverage Macon’s music heritage to create Macon’s music future. Incorporating the original studio where Southern Rock flourished and bands such as the Allman Brothers, Marshall Tucker, Wet Willie and Charlie Daniels recorded in the 1970s, Mercer Music at Capricorn added a second recording studio/concert venue, as well as a museum devoted to all things Capricorn, and a music incubator featuring 12 rehearsal rooms. The center also includes offices for related professionals and businesses, as well as non-profit arts organizations. Mercer Music at Capricorn is an affiliate of The GRAMMY Museum. Learn more at <https://capricorn.mercer.edu/>.