



| | Thursday, Jan 22 | Friday, Jan 23 | Saturday, Jan 24 | Sunday, Jan 25 |
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| Breakfast Sessions (Hilton Anaheim Hotel Pacific Ballrooms, Second Floor) | | | | |
| 8:00 AM - 9:30 AM | Breakfast of Champions | Epic Marketing: Win More Customers by Marketing Less | NAMM Presents Apple Co-Founder Steve Wozniak | Best in Show |
| NAMM Idea Center (Booth #5501) | | | | |
| 10:30 AM | The Hitchhiker's Guide to the Facebook Galaxy <i>Cris Behrens</i> | How to Get Started With YouTube and Video Marketing <i>Kurt Witt, Ben Werlin and John Mlynczak</i> | The 10 Commandments of Selling on Amazon and eBay <i>Leslie Faltin</i> | Secrets of Social Media Success <i>Laura Whitmore and Panel</i> |
| 11:00 AM | 10 Ways to Increase Your Sales With eBay <i>Jim DeStafney and Sierra Williams</i> | The Keys to a Powerful Website <i>Mike Ross</i> | How I Got 7 Million Views on YouTube <i>Shane Kinney</i> | |
| 11:30 AM | Love the Mess — Grow Your Business by Embracing Your Challenges <i>Brian Parsley</i> | | Merchandise Your Store for a Bigger "Wow" Factor — and Bigger Profits <i>Gayle Beacock</i> | How to Get a Grammy Nod as an Indie <i>Linda Chorney</i> |
| 12:00 PM | How to Turn Your Aging Inventory Into Cash <i>Bob Popyk and Alan Friedman</i> | Epic Marketing: Get Started With Content Marketing <i>Joe Pulizzi</i> | Now What Do I Do About My Website? <i>Grant Billings and Panel</i> | Rules of the Jungle: Survival Skills for the Music Business <i>Jeff Weber</i> |
| 12:30 PM | 5 Things You Must Know About Instagram <i>Ben Blakesley</i> | Simple Ways to Improve Your Google Search Ranking <i>Gabriel O'Brien</i> | | |
| 1:00 PM | Take Your Lesson Program From Break-Even to Breakthrough <i>Donovan Bankhead</i> | Innovative Store Design Examples That You Can Use <i>David Kalt, John Van Ness, Ray & Mike Guntren, and Jen Lowe</i> | Modernize Your Lesson Program Today <i>James Harding</i> | Best Tools for Schools <i>Eliahu Sussman</i> |
| 1:30 PM | New Ways to Market Your Store Online <i>Peter Dods</i> | How I Built a Lesson Program With 2,000 Students <i>Pete Gamber</i> | Drive Sales With Mobile Marketing <i>Ravi</i> | What You Need to Know to Get an Endorsement Deal <i>Ron Bienstock, Mike Johnston and Jen Lowe</i> |
| 2:00 PM | How to Relate to and Motivate the Next Generation of Employees <i>CJ Averwater</i> | How to Take Advantage of Reverb.com <i>Keith Grasso</i> | Simple Tech Tools to Boost Your Profits <i>Billy Cuthrell</i> | |
| 2:30 PM | Boost Your Lesson Sign-ups — and Keep the Students You Have <i>Liane Rockley</i> | Proven Money-Makers for 2015 <i>Bob Kohl, Gayle Beacock, Frank Pampanella and Alan Friedman</i> | 5 Proven Tactics for Indie Retail Growth <i>Amy Ball Braswell</i> | Hit Songwriting: Secrets of the Pros <i>Thornton Cline, Allan Rich, Michael Jay and Michele Vice</i> |
| 3:00 PM | 5 Ways to Turn Your Repair Department Into a Profit Center <i>Robert Christie</i> | How to Host a Rock Camp From Start to Finish (and Beyond) <i>Rand and Cindy Cook</i> | 5 Simple Tactics for Finding and Hiring Retail Superstars <i>Robin Sassi and Kimberly Deverell</i> | |
| 3:30 PM | Make More Money With Your iPad <i>Joe Dorsey</i> | What I Wish I Knew When I Started My Store <i>Greg Billings</i> | Make Your Marketing Relevant for 2015 <i>Brian Douglas</i> | |
| 4:00 PM | Music Lessons: How to Compete Against Your New Competitors <i>Menzie Pittman</i> | 5 Promotions That Will Make You the Go-to Store <i>Tracy Leenman</i> | Good Debt Is a Good Thing <i>Alan Friedman and Daniel Jobe</i> | |
| 4:30 PM | Take the Stress Out of Your Financial Operations <i>Lori Supinie</i> | How I Built a Profitable, Award-Winning Lesson Program <i>Susan Pascale</i> | Keep Your Rock Camps Rolling All Year Long <i>Menzie Pittman and Billy Cuthrell</i> | |
| 5:00 PM | OK, I Have a Website. Now How Do I Get It to Work for Me? <i>Gordon O'Hara and Bee Bantug</i> | | Ideas to Boost Your School Business With Tech Products <i>Jeff Mazingo and John Mlynczak</i> | |