

SEAT AT THE TABLE II: MUSIC BUSINESS IN CANADA

Workshop Series




Presented by:



Ryerson
Venture Zone
in Brampton





6ixbuzz Foundation, in collaboration with Ryerson Venture Zone in Brampton and FACTOR, will be holding a series of free workshops for youth in the city of Brampton (and Greater Toronto Area) aged 19-25 who have just entered or are transitioning into the workforce. The workshops will take place virtually (and/or hybrid).

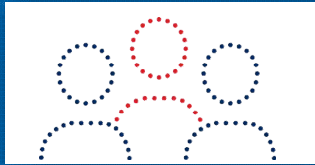
Why RVZ x 6ixBuzz?

"RVZ encourages entrepreneurship, cultivates community and endorses experimentation in support of ideas with impact."

- 6ixbuzz has multiple channels for young artists of colour to showcase their music- RVZ engages and operates within a community with a significant minority population
- RVZ will be running core programming to launch high-potential startups in the film, media, and entertainment sector
- 6ixbuzz advocates for marginalized communities. Notable initiatives include the backpack drive, Christmas Toy Drive, and the 6ixBuzz X Nelk Food Drive
- RVZ has held notable events (Brampton Venture Expo) to give back to the entrepreneurial community, and featured prominent entertainers such as Shan Vincent De Paul, 6ixbuzz and Farah Nasser

Objectives

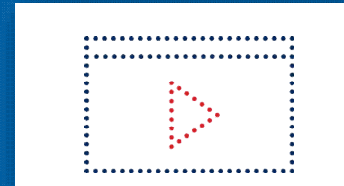
- **Bring together top Canadian music executives and creatives to discuss the fundamentals of music and business**
- **Incorporating elements of public relations, social media, management, branding, and creative direction**



Give back to the youth community in Brampton through knowledge sharing and help them navigate their career path in the entertainment industry



Spotlight global music talent who have emerged from Brampton and local communities



Contribute to Brampton's film, media and entertainment sector and local economy

Workshop Timelines

Workshop I **Music Business in Canada**

November 25th, 2021

- Virtual event, registration via eventbrite
- Panelists include established executives and creatives in the music industry

Workshop II **Navigating the Music Industry as an Artist**

Tentative Jan/Feb 2022

- A panel with celebrity artists from Brampton/GTA
- Potential hybrid model, with a potential live performance, adhering to COVID protocols
- Potential smaller breakout room sessions, adhering to COVID protocols

Workshop III **Music Executives**

Tentative February/March 2022

- A panel of music executives (of record labels) and media executives

Workshop I

November 25th, 2021
6:00-7:30 PM EST

This event will bring together top Canadian music executives and creatives to discuss strategy and success in the industry.

Panelists:

Topics of Discussion:

- Canadian talent branching out into the U.S. market- achieving success as a Brampton native
- Leveraging best practices to help artists succeed
- The role of social media in the industry
- Peer to peer advice and mentorship in the music business
- Navigating the music industry during a global pandemic



Lola Plaku (Host)
Entrepreneur, Lola
Media Group



Director X
Filmmaker and Music
Video Director



Jordan Sowumni
Music and Editorial Content
Strategy, TikTok Canada



Lucas Prince
A & R of Hip Hop at
Create Music Group



About 6ixBuzz

A platform for the undiscovered creative. A hub to share thoughts, connect with other creators in the community, and support local.

About 6ixBuzz

6ixBuzzTV launched in 2017 as a platform/voice for youth and the undiscovered creative.

#1 Outlet

In Canada for
entertainment across any
social media platform

2 MILLION+
Instagram Followers

Growing, highly engaged
followers on Instagram

2 YEARS

Became a viral
sensation in just over
2 years

85%
of followers
in Canada

60% of
followers located
across Ontario

+

Relationships with
countless industry
influencers, artists, and
representatives globally



Renaming in process.

In August 2021, the university announced that it would begin a renaming process to address the legacy of Egerton Ryerson and build a more inclusive future.

Let's write the next chapter together.

ryerson.ca/next-chapter