

# Level Up with Top Tech

Herbert and Nicole Wertheim Performing Arts Center, Concert Hall  
 Florida International University, January 6-8, 2023

Friday, January 6, 2023	Saturday, January 7, 2023	Sunday, January 8, 2023
8-9 a.m. ET: Registration	8-9 a.m. ET: Registration	8-9 a.m. ET: Registration
<p><b>9-10:30 a.m. ET</b>  <b>Before the Tech Stack, Systems</b></p> <p><i>Michelle Markwart Deveaux</i></p> <p>For those of us who love to use technology of all sorts, shiny object syndrome can quickly cause us to spend money we don't have on software, tools, and tech we don't use. The trick to building out a great tech stack is to understand your systems, first. As we dive into a weekend of cool tools and sassy softwares, let's have fun getting clear on why we need tech in the first place, the way all sorts of tech can improve our and our students' quality of studio life, and bring our love of efficiency and effectiveness from the larynx to the laptop. In this interactive session, Michelle will teach participants how to determine which systems are needed in their voice business, and how to write an SOP. Expect a down-to-earth discussion on how to integrate the right tech at the right time.</p>	<p><b>9-10:30 a.m. ET</b>  <b>Social Media for the Singing Teacher</b></p> <p><i>Renee Namakau Ombaba</i></p> <p>This session will give you the information you need to tackle social media. Whether you're new to social media or just need more information about how to use it, this session will provide a detailed look at various social media channels, including Facebook, Instagram, Twitter, TikTok, and YouTube. Use this guide as you learn about your social media plans and branding needs.</p>	<p><b>9-10:30 a.m. ET</b>  <b>Branding Your Studio: Making Your Studio Unique in a Competitive World</b></p> <p><i>Renee Namakau Ombaba</i></p> <p>This session will give you information on branding and your teaching studio. We will use traditional branding and marketing techniques to create a unique approach to your studio's packaging. Learn how to create a branding strategy that will set you apart from other studios.</p>
<b>10:30-10:45 a.m. ET: Refreshment Break (15 min)</b>	<b>10:30-10:45 a.m. ET: Refreshment Break</b>	<b>10:30-10:45 a.m. ET: Refreshment Break</b>

Friday, January 6, 2023	Saturday, January 7, 2023	Sunday, January 8, 2023
<p data-bbox="111 207 449 240"><b>10:45 a.m.-12:45 p.m. ET</b></p> <p data-bbox="111 264 562 350"><b>How Technology Gives Us the Rainbow</b></p> <p data-bbox="111 383 457 415"><i>Laurel Irene &amp; David Harris</i></p> <p data-bbox="111 448 709 935">Traditional voice terminology often relies on black and white dichotomies, but the human voice is a rainbow of potential. This session will illuminate the rainbow through the use of Voce Vista's unique filtering tool that allows the ear to be in direct communication with the voice. Laurel and David will explain VoiceScienceWorks' approach to filtered listening, the science behind why the ear guides the voice, and simple practices you can employ to begin exploring the career-altering approach of filtered listening that opens you to the rainbow while lightening your load. All participants will have a chance to experience filtered listening as a part of the process.</p>	<p data-bbox="751 207 1089 240"><b>10:45 a.m.-12:45 p.m. ET</b></p> <p data-bbox="751 264 1161 302"><b>Your Voice, Your Choice</b></p> <p data-bbox="751 383 1098 415"><i>Laurel Irene &amp; David Harris</i></p> <p data-bbox="751 448 1350 935">Prevailing wisdom today has tipped toward an understanding that the human voice can specialize in many different ways, yet, as an industry our capacity to guide others to discover those differences remains beset with challenges. This session seeks to unlock clear and measurable tools for guiding the voice into new resonant strategies that lead to mastery of new singing and speaking styles. Utilizing the four vocal regions articulated by VoiceScienceWorks, we will learn to use resonant strategies like building blocks to create complex sounds that can be communicated directly to the voice through the ear. Using Voce Vista and Madde technologies, we will continue to lean into filtered listening as the core to voice learning.</p>	<p data-bbox="1388 207 1726 240"><b>10:45 a.m.-12:45 p.m. ET</b></p> <p data-bbox="1388 264 1843 350"><b>Compassionate Leadership Through Technology</b></p> <p data-bbox="1388 383 1734 415"><i>Laurel Irene &amp; David Harris</i></p> <p data-bbox="1388 448 1986 789">Compassionate leadership begins by recognizing that we, as practitioners, have distinct ways that we struggle, reaching out with awareness for the ways in which those we serve struggle, and leading in ways that seek to minimize the impact of those struggles in learning. This session will explore compassion as a motivator for leaders and learners, scientific research on the topic, ways to build compassion into daily instruction, and how employing voice technologies will lead to more compassionate instruction.</p>
<p data-bbox="170 979 657 1003"><b>12:45-2:15 p.m. ET: Lunch Break (90 min)</b></p>	<p data-bbox="806 979 1293 1003"><b>12:45-2:15 p.m. ET: Lunch Break (90 min)</b></p>	<p data-bbox="1442 979 1929 1003"><b>12:45-2:15 p.m. ET: Lunch Break (90 min)</b></p>

Friday, January 6, 2023	Saturday, January 7, 2023	Sunday, January 8, 2023
<p><b>2:15-4:15 p.m. ET</b></p> <p><b>The Technology of Peak Performance</b></p> <p><i>Jon Skidmore</i></p> <p>The question: "Why could I sing so beautifully in the studio, only to struggle on stage?" The answer: The peak performance is not a mystery, it's brain science. In this workshop, we explore the brain as a peak performance tool and the needed technology to go from stage fright to flow. Get ready to develop a performer's mindset equal to your musical skillset.</p>	<p><b>2:15-4:15 p.m. ET</b></p> <p><b>Conquer Stage Fright: Perform with Confidence</b></p> <p><i>Jon Skidmore</i></p> <p>The recital is going to start in less than a minute. A student comes up to you and says, "I'm nervous." How would you respond? I heard the teacher respond with "you will do fine," which was an attempt to be reassuring, but it didn't help. In this workshop, you will learn about the brain and the cause and cure for stage fright. You will get a toolbox brimming with effective, research based, tools that every teacher needs to help their students manage performance anxiety. This is a highly interactive workshop, so get ready to jump right out of your comfort zone and practice the tools that will make a difference for your students.</p>	<p><b>2:15-4:15 p.m. ET</b></p> <p><b>Trends in Digital Marketing for 2023 You Need to Know!</b></p> <p><i>Karen Michaels</i></p> <p>All the things you need to know to make 2023 your best social media marketing year ever! Questions encouraged.</p>
<b>4:15-4:30 p.m. ET: Refreshment Break (15 min)</b>	<b>4:15-4:30 p.m. ET: Refreshment Break (15 min)</b>	<b>Workshop Ends at 4:15 p.m. ET</b>
<p><b>4:30-6 p.m. ET</b></p> <p><b>Top Apps for Digital Marketing</b></p> <p><i>Karen Michaels</i></p> <p>This session will cover Canva, Business Suite for Facebook and Instagram, Splice, and other top apps for photos, videos, and writing copy. Questions encouraged.</p>	<p><b>4:30-6 p.m. ET</b></p> <p><b>Pay Attention to the Tech Behind the Curtain</b></p> <p><i>Michelle Markwart Deveaux</i></p> <p>Ever wonder what the backend looks like for a multi-revenue stream online business? It may seem like magic from the outside — but what's really involved when it comes to all the tools needed to host a member platform, market and deliver offers, help clients with their accounts, manage money, and manage a team? In this casual and conversational session, Michelle dons her Unfussy CEO hat and opens the floor to any questions about building out the tech of a robust online business. She'll show us around her tech stack, explain why her company uses the platforms and softwares they choose, and give participants the opportunity to experience real-time coaching and strategy work around their own tech stack choices. It's an "Ask Me Anything" mixed with a peek behind the curtain, so come ready to discuss, experiment, and have a blast!</p>	<p><b><i>Safe travels home!</i></b></p>
<b>6 PM EST: Dinner and Free Evening</b>	<b>5:30 PM EST: Dinner and Free Evening</b>	<b>— Schedule is subject to change —</b>