

Grammy-winning producer Timbaland to headline ASU music industry conference

Event to bring music executives, artists and industry leaders together to give students career insights

By Lynne MacDonald, ASU News

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The Arizona State University [Popular Music program's Music Industry Career Conference](#) is set to provide students with exposure to exciting career opportunities, music professionals and industry executives.

Taking place in downtown Phoenix March 28–29, this year's event will feature Grammy award-winning producer Timbaland as the keynote speaker, alongside a lineup of top executives, talent managers and industry pioneers.

The Popular Music program in ASU's School of Music, Dance and Theatre launched the conference in 2023 as the first event of its kind in Arizona.

"We created MICC to be more than just a conference — it's a career-changing experience," said [Erin Barra](#), assistant professor and director of the program. "This is where real opportunities happen, and we're excited to bring the best in the industry to Phoenix."

The conference provides an immersive learning and networking experience, offering access to cutting-edge industry insights, career-building opportunities and exclusive live performances.

According to Barra, MICC is designed to bridge the gap between talent and opportunity, making Arizona a central hub for music business and creative innovation.

The conference will feature:

- **A keynote session by Timbaland**, who will share insights on music innovation, technology and career longevity.
- **Three exclusive artist performances**, in which emerging and established artists will perform for A&Rs, label executives and talent scouts.
 - ?○ **Valley Bar Kickoff Party**: 7 p.m., Friday, March 28
 - ?○ **Civic Space Music Festival**: noon–2 p.m., Saturday, March 29
 - ?○ **Stadium After Party sponsored by TIDAL**: 5:30–11:30 p.m., Saturday, March 29
- **Industry expert panels** covering topics such as music entrepreneurship, branding, streaming revenue and AI in music.
- **Music festival activation**, featuring live performances, food trucks and immersive brand experiences.
- **VIP networking opportunities** connecting attendees with top music executives, producers and brand partners.

Early bird registration is now open. Visit the [MICC website](#) to register and learn more.

Media contact

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Main image



ASU Popular Music program's Music Industry Career Conference is set to take place in downtown Phoenix March 28–29 with Grammy award-winning producer Timbaland as the keynote speaker. Photo courtesy of Monomusicgroup.com