



AIMP Atlanta Chapter Reveals Programming for Creative Entrepreneurship Summit September 25-26

Mach-Hommy, Denise Pridgen, and Tyron Perryman to deliver keynote address on September 26

September 17, 2024 (Atlanta, GA) – The Atlanta Chapter of the Association of Independent Music Publishers (AIMP) has announced the full schedule for the **AIMP Atlanta Creative Entrepreneurship Summit**, which will be held September 25-26 at 4U Recording Atlanta and Georgia State University. The event will feature multiple networking and cocktail mixers, a keynote presentation by *Mach-Hommy and Denise Pridgen, GM of Mach-Hommy Inc.*, a screening of documentary “Sync or Swim: Diving Deeper”, and two days of educational workshops.

[Registration is open now at this link.](#)



Pictured: Mach Hommy

The majority of the AIMP Atlanta Creative Entrepreneurship Summit activities will be held at Made in Memphis Entertainment's (MIME) 4U Recording Studio in Atlanta, with the Wednesday night film screening taking place at Georgia State University's Florence Kopleff Recital Hall. The program workshops will focus on business best practices for independent artists and songwriters, rights administration, sync, artist revenue streams, global music publishing, and more.

The **AIMP Atlanta Creative Entrepreneurship Summit** is [free to attend for AIMP members, and \\$125 for non-members](#), with a year of Premier AIMP National membership included. Those who wish to attend only the Thursday evening cocktail reception and keynote can [register separately here](#) for \$50.

"I couldn't be more excited for the AIMP Atlanta Chapter to bring this landmark event to Atlanta," said Tony D. Alexander, AIMP Atlanta Chapter President and Co-Founder, President, and Managing Director at MIME. "Our agenda is bringing together some of the best and brightest industry minds in the region for what I know will be two incredibly productive days of education and networking. We are especially thankful to Mach Hommy and Denise Pridgen for presenting our keynote, and to Georgia State University and London Elixir for their support with the film screening. We look forward to seeing everyone in Atlanta."

Sponsorships are still available, including breakout rooms, sponsored presentations, breakfast and lunch sponsorships, and more. To inquire, email info@aimp.org.

2024 AIMP Atlanta Creative Entrepreneurship Summit Schedule

(As of September 17)

[Registration on Eventbrite](#)

- Free for AIMP members
- \$125 for non-members (includes 1 year of Premier AIMP National membership)
- Thursday Cocktail Reception and Keynote **Only** is \$50

Wednesday Sept 25 | 4U Recording Atlanta

11:00 AM-12:00 PM | Registration & Brunch

12:00-1:30 PM | WORKSHOP: Structuring Your Business For Good Times and Bad

- *Facilitated by Kandice Bell*

1:30-1:45 PM | Networking break

1:45-3:15 PM | WORKSHOP: Rights Management Administration for Recording Labels & Publishers

- *Facilitated by Cheryl Potts*

3:15-3:30 PM | Networking break

3:30-5:00 PM | WORKSHOP: The Mechanics of Sync: A 'One Stop' Shop for Marrying Sound and Picture

- *Facilitated by Ben Yonas*

Evening event hosted by Georgia State University, Florence Kopleff Recital Hall

6:30-7:45 PM | "Sync or Swim: Diving Deeper" Screening

"Sync or Swim: Diving Deeper" chronicles the musical odyssey of London Elixir, providing a firsthand account of the intricacies of music and sync licensing. The audience will witness London go from having no placements at all to gaining over 10 billion views on Tik Tok and working with Got Milk, Hulu, Disney+, ESPN, MTV, CBS, and more. This feature-length film not only informs its audience on how they too can monetize their music via sync but also serves as a wellspring of inspiration.

7:45-8:00 PM | Networking break

8:00-9:00 PM | "Sync or Swim: Diving Deeper" Q&A

Participants:

London Elixir (Producer, Sync or Swim / The London Elixir Company)

Jamal "Mogul Mal" James (Executive Producer, Sync or Swim / M.A.C. Entertainment, LLC)

Ogechi Ofodu (Editor, Sync or Swim / Recording Artist & Film Editor, Gechi Arts, LLC)

Mattie Bethea (Cinematographer, Sync or Swim / Cinematographer, The Fly on the Wall / Songwriter, Mastering Belief Publishing)

Moderator: Robin Kindrick

Thursday Sept 26 | 4U Recording Atlanta

11:00 AM-12:00 PM | Registration & Brunch

12:00-1:30 PM | WORKSHOP: How Creators Can Leverage AI for their benefit

- *Facilitated by Gerald Keys*

1:30-1:45 PM Sponsor Presentation #1

1:45-2:00 PM | Networking break

2:00-3:30 PM | WORKSHOP: Money, Money Money: The Misconceptions in the Music

Industry

- *Facilitated by Tony Alexander*

3:30-3:45 PM Sponsor Presentation #2

3:45-4:00 PM | Networking break

4:00-5:30 PM | WORKSHOP: Special Topics in Global Music Publishing

- *Facilitated by David Alexander*

5:30-5:45 PM Sponsor Presentation #2

5:45-6:00 PM | Networking break leading into evening event

**An Evening with Mach-Hommy and Denise Pridgen, GM of Mach-Hommy Inc. | 4U
Recording Atlanta**

-Included for AIMP Atlanta Creative Entrepreneurship Summit attendees; Registration for only the Thursday Cocktail Reception and Keynote is \$50

6:00-7:30 PM | Cocktail Reception & Networking

7:30-9:00 PM | Industry Keynote: Mach-Hommy and Denise Pridgen, GM of Mach-Hommy Inc.

9:00-9:30 PM | Cocktail Reception & Networking Resumes

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About AIMP

The Association of Independent Music Publishers (AIMP) was formed in 1977 and has local chapters in Los Angeles, New York, Nashville, and Atlanta. The organization's primary focus is to educate and inform music publishers about the most current industry trends and practices by providing a forum for the discussion of the issues and problems confronting the music publishing industry. The opportunity to exchange ideas and opinions with others on issues of mutual concern is fostered by the atmosphere at the AIMP's monthly meetings, forums, and workshops, the videos of which can be seen (along with more general info on the organization) at www.aimp.org.

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