



SHOALS

SONGWRITER WORKSHOP

NOVEMBER 7TH-8TH, 2025

EVENT LOCATION: UNA THE MANE ROOM

310 N Pine St, Florence, AL 35630

2025 EVENT SCHEDULE

FRIDAY, NOVEMBER 7TH

8:30AM-9:30AM **Registration and Breakfast (provided)**

9:30AM-9:35AM **Welcome Announcements**

9:35AM-10:35AM **Behind Streaming Royalties: How The MLC Helps Songwriters Get Paid with Rick Marshall**

10:35AM-10:40AM **Coffee Break**

10:40AM-12:00PM **Song Talk: A Creative Conversation with Casey Le'Vasseur + Live Pitch To Publisher Session #1**

12:00PM-1:30PM **Lunch (Own Your Own)**

1:40PM-2:40PM **Financial Insights For Creatives with CB&S Bank feat. Vice President, Allison Hayes**

2:45PM-3:45PM **Southern Soul & Songcraft: In Session with Gary Nichols**

3:45PM-3:50PM **CLOSING ANNOUNCEMENTS**

5:30PM-6:30PM **Kick-Off The Fest Party presented by The MLC at Swampers Outdoor Terrace: 10 Hightower Pl, Florence, AL 35630**

Your ticket includes access to this exclusive party plus full admission to The Muscle Shoals Songwriters Festival. Join us for an incredible evening of music, connection, and networking!



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SATURDAY, NOVEMBER 8TH

8:30AM-9:00AM **BREAKFAST (Provided)**

9:00AM-10:00AM **Music Placement in TV & Film: A Session with Alissa Moreno**

10:00AM-10:15AM **Coffee + Mix & Mingle Break**

10:15AM-11:15AM **Songwriter Insights: The Music Business with Lee Krabel & Matt Turner + Live Pitch to Publisher Session #2**

11:15AM-12:15PM **"You Better Move On To Your Next Single: Financing Your Musical Project in Muscle Shoals" with Meghann Bridgeman, Chief Officer, Alabama Entertainment Office + Special Guests TBA, Moderated by Kevin Lamb**

All Shoals Songwriter Workshop events will take place at The Mane Room at UNA located at 310 N Pine St, Florence, AL 35630.

Have a question? Email our support team at hello@mssongfest.com.

Your ticket also includes access to The Muscle Shoals Songwriters Festival. Join us for an incredible evening of music, connection, and networking! Learn more at mssongfest.com.

