



IMSTA FESTA Toronto 2024: A Free Celebration of Music Technology at Toronto Metropolitan University on November 23

TORONTO, November 6, 2024 – The International Music Software Trade Association (IMSTA) proudly invites music creators and enthusiasts to IMSTA FESTA Toronto 2024—a full day of music technology, education, and networking, held at Toronto Metropolitan University. This free event on November 23 promises a dynamic lineup of keynote speakers, master classes, workshops, and hands-on experiences for everyone, from emerging artists to seasoned industry professionals.

Event Highlights:

Top-Notch Master Classes & Workshops

IMSTA FESTA Toronto 2024 will feature an exclusive keynote by renowned record producer T-Minus (credits: Drake, Kendrick Lamar, Nicki Minaj, The Weekend, Lil Wayne, Eminem, Justin Bieber) and synthesizer legend Michael Boddicker (credits: Michael Jackson, Whitney Houston, Lionel Richie, Chicago, Quincy Jones). More than 25 sessions will cover diverse topics, with insights from industry experts like entertainment lawyer Paul Sanderson, hit producer Yogi The Producer, studio designer Martin Pilchner, composers Orin Isaacs and Neil Parfitt, mixing engineer Jeff Wolpert, and music business expert Melissa Johnston. SOCAN’s “Cookin’ Beats” workshop with Yogi (credits: Drake, Nicki Minaj, Chris Brown) and moderated by Lord Quest is also a highlight.

Exclusive Learning Opportunities

Dive into specialized sessions on topics such as Home Studio Acoustics and Writing for Screen. Gain mixing tips from JUNO-winning engineer Jay Dufour, who will share techniques used in #1 Billboard hits. Jeff Wolpert will present the latest in immersive audio, and Martin Pilchner will offer home studio acoustics advice. Additionally, Bulent Biyikoglu from KV331 Audio will guide participants on creating custom VST plugins.

Product Demonstrations & Career Guidance

Attendees can explore hands-on demos with 38 leading music tech companies and receive personalized career advice from Canadian music professionals to help advance their careers.

Song Reviews & Wild Card Entries

Musicians can bring their tracks on a headphone-compatible device for immediate feedback from industry experts. Exceptional entries may earn a Wild Card spot in the IMSTA Songwriting Competition finals, competing for a \$5,000 music software prize.

Beat Battle & Songwriting Competition Finals

Hosted by Sean "Bluu" Watson, the Beat Battle will showcase fierce face-offs judged by GRAMMY-nominated producer Mellenius (Tone Mason) and Y-Not (SoundSmith). The IMSTA Songwriting Competition finals will also take place, with participants vying for a valuable prize package.

Modular Village (ModVille)

A unique showcase of modular synths in Toronto, ModVille, headlined by Michael Boddicker, will bring modular synths to life with hands-on demos by local artists, including Derek Hagerman, James Findlay, and Don Garbutt.

Free Breakfast & Software for Early Arrivals

The first 100 attendees will receive a free breakfast at 10:30 a.m. along with complimentary software.

Event Details

- Date: Saturday, November 23, 2024
- Location: Toronto Metropolitan University, 80 Gould Street, Toronto
- Admission: Free, with pre-registration required at [IMSTA.org](https://imsta.org)

###

Image Link: https://imsta.org/Imsta_Festa_2024/TO/Assets/IMSTATO24_Poster/Press_Release-IFTOR2024-640.jpg

About IMSTA

The International Music Software Trade Association (IMSTA) is a nonprofit organization dedicated to supporting the music software industry and promoting responsible software use. IMSTA's members include music software companies, distributors, and educational organizations.

IMSTA Contact

Paul Fattahi
Executive Director
p.fattahi@imsta.org

Agency Contact

Karine Delage
Karyzma Agency
karine@karyzmaagency.com

International Music Software Trade Association

1160 Ellesmere Road, Toronto, ON M1P 2X4 Canada
T. 416-789-6850 F. 416-789-1667 www.imsta.org