LAUNCH DALLAS

2026 EVENT MAP



SUBMISSIONS, PARTNERSHIP OPPORTUNITIES, ATTENDANCE OPTIONS, & MORE:

LAUNCHMUSICCONFERENCE.COM

MASTER TOUR · SMARTPUNK MFG · SCHOOL OF ROCK · Lycanthrope · GigLogic



LETTER FROM THE DIRECTOR

Welcome to the 3rd annual LAUNCH Music Conference & Festival in Dallas, TX!

Blasko and our team spent a good amount of time discussing his primary wish for everyone at LAUNCH trying to make their way, either as a performer or professional, in the music industry: **LET'S CHART A COURSE AROUND OR AWAY FROM THE INDUSTRY GATEKEEPERS.**

No more sweating or fretting over those who would withhold information or opportunity. **YOU are the arbiter of your path, and your career.** Forge ahead, and build the career you envision and enjoy, that looks and feels how you want it to. We'll discuss best practices with an open book approach regarding our experiences, and with open access to all that has worked for us!

If you have the talent, and the drive, don't wait for permission. Don't beg for admission. Take what you will from our candid and honest brokers on the panels, and blaze ahead!

Blasko has personally curated more than half of our panel program, offering a unique and very well thought-out opportunity for musicians, and aspiring music professionals alike, to gain invaluable industry insights.

All of our panelists participate in LAUNCH on their own dime, and their own time, with a generosity and a wealth of invaluable information seldom available in one place; all for the taking. Make sure to check out the entirety of our incredible 2026 panelists, and panel program!

Special thanks to Master Tour, an invaluable partner to LAUNCH, in both Dallas, TX and Lancaster, PA.

THE NIGHTTIME WILL BE STELLAR, with an incredible schedule of nearly 100 performances across our stages throughout Deep Ellum. Over three action-packed nights, you can WALK to ANY stage within MINUTES!

Open to the public too! Individually ticketed stages, FREE stages, and/or the incredibly low-priced ALL MUSIC Badge (proudly just $39!), which gets you, well...ALL THE MUSIC!

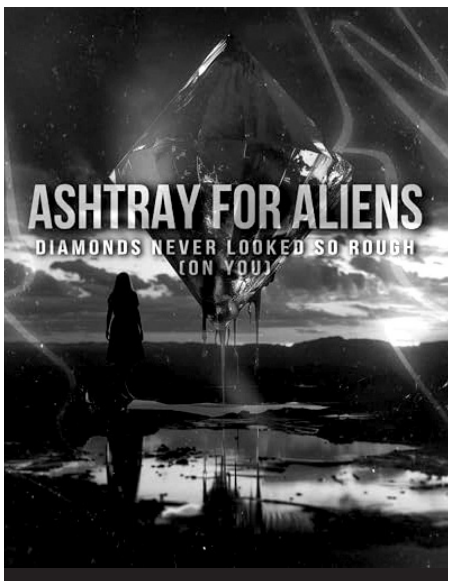
Beyond the music and education, this weekend is about hanging out together and continuing building to expand our vibrant music community, while enjoying the welcoming and phenomenal community of Deep Ellum in Dallas, TX. From the shops, to incredible restaurants/bars, to nearby historic landmarks, to the venues and their owners & staff, Deep Ellum is AWESOME; an institution in live music for many decades. A great place to bond with new friends, and a great place to explore.

SO... Let's make professional progress. Let's form relationships. Let's turn some heads. Let's make memories. LET'S HAVE A BLAST!

Jeremy Weiss
LAUNCH Founder & Director



Left: (From left to right) Kyle Kitching, Dan Meyer, Jeremy Weiss & Mike Ziemer. *2nd Annual LAUNCH Dallas MC&F.*



THURSDAY, NOV 5TH
TX TEA ROOM
8:45 PM

THE LAUNCH DALLAS TEAM

JEREMY WEISS	Director / Founder
MIKE ZIEMER	Co-Director
KYLE KITCHING	Associate Director
NATE BLOUSE	Associate Director
DAN MEYER	Production Manager
JEWEL PATANI	Executive Assistant
JASMIN GONZALEZ	Marketing Director
KATIE HACKENBERG	Art & Design Director
SAM STINGLE	Panel & Panelist Coordinator, Marketing Manager
JUSTIN LIZANA	Logistics & Scheduling
ZAC THOMAS	Logistics & Scheduling
AUSTIN WEAVER	Production Coordinator
ASHLEY ROSENKRANS	Marketing Assistant
ASHLEIGH WILLIAMS	Marketing Assistant
MIKE WELSH	Concept / Additional Art Direction
DAKOTA BAKER	Consulting



YEARS IN DALLAS, TEXAS!

After eighteen fruitful years of LAUNCH Music Conference & Festival in Lancaster, Pennsylvania. The CI Companies is teaming up with Third String Productions to bring LAUNCH to Dallas, Texas for year three!

LAUNCH has been lucky to host some awesome Marquee talent like Panic! at the Disco, August Burns Red, PnB Rock, Killswitch Engage, & More.

We have also been grateful to host some of the greatest up-and-coming artists this industry has to offer. You never know when you are going to see an early Twenty One Pilots rock a burrito shop or Meghan Trainor belting on a small acoustic stage.

That's the beauty of LAUNCH. Real musicians. Real Music Industry Pros. **Together in a community that encourages real connections for each person that decides they are ready to... LAUNCH.**

ENJOY THE BEST OF BOTH WORLDS!

LAUNCH Music Conference & Festival offers a uniquely-scheduled weekend for emerging artists, industry pros, fans, and more to connect, network, and advance their careers.

Make the most of your weekend by **attending both conference and festival programming.** You could encounter some really cool connections!

Check the conference schedule page for a complete list of panels, round table discussions, and networking opportunities.







ATTENDING LAUNCH DALLAS

WEEKEND STANDARD BADGE

Register to attend either in advance or the weekend of the event! Standard badges **include entry to all conference events, and most live events.**

See festival schedule for marquee show rates.

ALL MUSIC BADGE

It's all in the name! Entry to every venue and every show.

VIP BADGE

The VIP Badge **includes everything a standard badge does,** but also **grants FREE ENTRY to Marquee events, a LAUNCH Dallas t-shirt and an enhanced attendee welcome bag** (to be picked up at LAUNCH registration)!

A LA CARTE

You can **purchase a ticket to any specific show in advance or directly at the door of the venue.**

Visit thirdstringproductions.com for advance tickets to an individual show.

PERFORMANCE SCHEDULE

THURSDAY, NOV 5TH

TX TEA ROOM

7:00 PM DOORS ALL AGES | 21+ TO DRINK
$10 ADV / DOS | FREE WITH ANY LAUNCH BADGE

7:15	SCHOOL OF ROCK: PLANO	SCHOOL OF ROCK
8:00	BELLA ROSA	
8:45	ASHTRAY FOR ALIENS	LAUNCH FEATURED
9:30	KING FALCON	LAUNCH FEATURED
10:15	STVTES	
11:00	FREE KARAOKE W/ XAVI	

PUZZLES DEEP ELLUM

6:30 PM DOORS ALL AGES | 21+ TO DRINK
$25 (does not include fees) | FREE WITH ANY LAUNCH BADGE

6:45	MICHAEL JAY	
7:30	NUBIWXRLD	
8:15	MIKEY ROTTEN	
9:00	DARBY O'TRILL	
9:45	OUIJA MACC	LAUNCH FEATURED
10:30	DJ THEME	

WILL CALL

6:30 PM DOORS ALL AGES | 21+ TO DRINK
FREE & OPEN TO THE PUBLIC

6:45	SCHOOL OF ROCK: DALLAS	SCHOOL OF ROCK
7:30	DEYA'SOUL	
8:15	AUTOPILOT	
9:00	NEON SWAMI	
9:45	THE CAPSULES	

THE NINES

7:30 PM DOORS AGES 21+
$10 ADV / $15 DOS | FREE WITH ANY LAUNCH BADGE

7:25	MAURVICE	
7:50	ALMIGHTY LORD WRECKA	
8:15	N4E SLIME	
8:40	AC4EVER	
9:05	AGENT ACTION	
9:30	ONESYX	

RUINS

6:30 PM DOORS ALL AGES | 21+ TO DRINK
$10 ADV / $15 DOS | FREE WITH ANY LAUNCH BADGE

7:00	DESTRO	
7:45	STEALING HANDSHAKES	
8:30	NYXKISS	
9:15	EDGE OF THE DESERT	
10:00	TONIGHT'S SUNSHINE	

WESTLAKE BREWING

7:00 PM DOORS AGES 21+
FREE & OPEN TO THE PUBLIC

8:00	DOLAN	
8:45	ZAC THOMAS	
9:30	MCKENZIE BROWN	
10:15	EVAN BOYER	
11:00	KENNETH HADA (OF WILD WREN)	

FRIDAY, NOV 6TH

TX TEA ROOM

7:00 PM DOORS ALL AGES | 21+ TO DRINK
$25 (does not include fees) | FREE WITH ANY LAUNCH BADGE

7:15	IT KILLS YOU	
8:00	CRASH THROUGH THE FLOOR	
8:45	PLATINUM MOON	
9:30	8 GRAVES	
10:15	THE HAUNT	LAUNCH FEATURED
11:00	DJ SET	

PUZZLES DEEP ELLUM

7:00 PM DOORS ALL AGES | 21+ TO DRINK
$10 ADV / $15 DOS | FREE WITH ANY LAUNCH BADGE

7:30	SCHOOL OF ROCK: FORT WORTH	SCHOOL OF ROCK
8:15	HUNTER ROAD	
9:00	LIFT THE CURSE	
9:45	MAXIMUM AGGRESSION	
10:30	FOUNDSOULS PARTY (FREE FOR 21+)	

WILL CALL

6:30 PM DOORS ALL AGES | 21+ TO DRINK
FREE & OPEN TO THE PUBLIC

6:45	SCHOOL OF ROCK: MIDLOTHIAN	SCHOOL OF ROCK
7:30	IN FAIR CONDITION	
8:15	ORDINARIOS	
9:00	LUVIZA	
9:45	THE MYON QUARTET	

THE NINES

7:30 PM DOORS AGES 21+
$10 ADV / $15 DOS | FREE WITH ANY LAUNCH BADGE

7:25	JACK SOCIAL	
7:50	RICHARD	
8:15	ROMAN THE WRITER	
8:40	THOMAS HOWARD	
9:05	CASUAL THOMAS	
9:30	YUNG COOP	

RUINS

6:30 PM DOORS ALL AGES | 21+ TO DRINK
$10 ADV / $15 DOS | FREE WITH ANY LAUNCH BADGE

7:00	KYMMIE COY	
7:45	STEALING HANDSHAKES	LAUNCH FEATURED
8:30	THE PLUM BOYS	
9:15	KATY CAIN	
10:00	LANK & THE SHANKS	

WESTLAKE BREWING

7:00 PM DOORS AGES 21+
FREE & OPEN TO THE PUBLIC

8:00	VICTORIA TYLER	
8:45	TAYLOR DENEEN	
9:30	JAYBIRD THE PRIME	
10:15	NICOLE MARIEE	
11:00	L'VON	LAUNCH FEATURED

A SINCERE THANK YOU TO ALL OF OUR BRAND PARTNERS:

MASTER TOUR

SMARTPUNK MFG

SCHOOL OF ROCK

Lycanthrope ARTIST MANAGEMENT

GigLogic

SATURDAY, NOV 7TH

TX TEA ROOM

7:00 PM DOORS ALL AGES | 21+ TO DRINK
$5 ADV / DOS | FREE WITH ANY LAUNCH BADGE

7:15	JAYBIRD THE PRIME	
8:00	RICHARD	
8:45	DAMIEN LIRIANO	
9:30	THE PALMER SQUARES	
10:15	WAX & DJ HOPPA LAUNCH FEATURED	
11:00	DJ RAMON	

PUZZLES DEEP ELLUM

5:30 PM DOORS ALL AGES | 21+ TO DRINK
$21 (does not include fees) | FREE WITH ANY LAUNCH BADGE

6:00	DEAD NEBULA	
6:45	TORCHED	
7:30	DEAR CINCINNATI	
8:15	ADJUST THE SAILS	
9:00	DEAR MARYANNE	
9:45	TRSH LAUNCH FEATURED	

WILL CALL

6:30 PM DOORS ALL AGES | 21+ TO DRINK
FREE & OPEN TO THE PUBLIC

6:45	SCHOOL OF ROCK: FRISCO SCHOOL of ROCK	
7:30	BELLA ROSA	
8:15	WE DECREE	
9:00	AMMA	
9:45	KELEVRA	

THE NINES

7:30 PM DOORS AGES 21+
$10 ADV / $15 DOS | FREE WITH ANY LAUNCH BADGE

7:25	TONY G COPELAND	
7:50	KKOKO LAUNCH FEATURED	
8:15	O.Z.	
8:40	TAIJA NEW LAUNCH FEATURED	
9:05	TAYLOR DENEEN	
9:30	WILL SOLLO	

RUINS

6:30 PM DOORS ALL AGES | 21+ TO DRINK
$10 ADV / $15 DOS | FREE WITH ANY LAUNCH BADGE

7:00	MXCK MUSIC	
7:45	EVIE VALENTINE	
8:30	NINA ESTRADA	
9:15	CHLOE CLEMENTE	
10:00	ZAC THOMAS LAUNCH FEATURED	

WESTLAKE BREWING

7:00 PM DOORS AGES 21+
FREE & OPEN TO THE PUBLIC

8:00	BAYLEE NICOLE	
8:45	DAVID GIVENS	
9:30	KYLE GARRETT	
10:15	MASON ENGLER	
11:00	TBD	

FIND YOUR GENRE:

- Rock / Alt / Indie / Pop
- Hip-Hop / R&B
- Metal / Punk / Hardcore
- Pop / Singer-Songwriter



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MASTER TOUR

Master Tour isn't just software.
It's the standard.

A trusted, all-in-one platform that transforms touring and live event logistics.

From sold-out arenas to indie rock clubs, Master Tour is road-tested and refined by tours of all shapes and sizes.

Look for Master Tour Reps on panels & in the crowd all weekend long at LAUNCH Dallas 2026

visit:
EVENTRIC.COM

SCAN & SUBMIT
RIGHT HERE FOR
PERFORMANCE CONSIDERATION



LAUNCH DALLAS PANELISTS 2026

VALERIE BASTON



Valerie D. Baston is an attorney with nearly three decades of experience in criminal defense, entertainment, and sports. A former prosecutor and founder of Baston Burnett, P.C., she represents clients in legal matters, contracts, and business opportunities, including deals with Sony Music, Atlantic Records, and Universal Music.

JOLEA BRADSHAW



Jolea Bradshaw is a journalist, photographer, and creator of A Hippie's Lullaby Magazine, a multimedia platform highlighting the DFW music scene and beyond. Through writing and photography, Jolea celebrates artists, captures meaningful moments, and shares music from her unique perspective.

NATASHA BRITO



Natasha is Founder & CEO of AUSTERE, creating digital brands through visuals and strategy across music, tech, fashion, and lifestyle. She has worked with brands and artists including Pizza Hut, Amazon, Xbox, Tessa Thompson, and Lennon Stella. She also coaches musicians and managers on branding and career growth.

TORRENCE BURNETT



Torrence "Riff" Burnett, J.D., LL.M., MBA is an attorney, music-business executive, entrepreneur, and wealth strategist bridging entertainment, law, and finance. With Baston Burnett, PC, he negotiates recording, publishing, licensing, and intellectual-property deals, helping creatives protect their work and build wealth.

BARRY COFFING



Barry Coffing is a music business entrepreneur, speaker, and moderator with 30+ years of experience. Founder of Music Supervisor Inc., he represents 20,000+ labels, libraries, and artists for film and TV licensing. A songwriter, producer, and music supervisor, Barry has earned BMI Awards and an Emmy nomination and serves as an educator.

JEN DARMAFALL



Jen Darmafall is Director of Marketing at Hopeless Records, leading marketing strategy for a diverse artist roster. With 13+ years in music and entertainment, she specializes in release strategy, fan engagement, short-form content, and influencer marketing. Her fan-first campaigns turn discovery into long-term artist growth.

ZACH FALKOW



Zach Falkow is a booking agent and music industry professional with 10+ years of experience. He holds a master's in music business from NYU Steinhardt and has represented artists including DMX, Snoop Dogg, Vanilla Ice, George Clinton, and Ja Rule. As founder of TUFFTOURING, Zach represents The Juliana Theory, Bad Luck, The Foxies, and others.

DENNIS FERRY



Dennis Ferry is a concert promoter based in Buffalo, NY. Since joining After Dark Presents in 2010, he has booked countless events across Upstate New York and helped expand the company into new markets. He began his career coordinating tours for his own bands and booking emerging acts in the Buffalo area.

BRANDEN HARPER



Branden Harper is a music industry professional known for his work with Master Tour, helping artists and teams streamline touring logistics, schedules, finances, and communication. He focuses on simplifying life on the road, helping touring teams stay organized, efficient, and focused while navigating the demands of a music career.

WILLIAM METZGER



William is an entertainment attorney representing artists, labels, producers, and industry professionals across music, film, media, and intellectual property. A Marine Corps veteran and musician, he holds degrees from UNT and SMU and serves as President of Resolute Recordings, a Dallas-Fort Worth rock label.

CRAIG MEYER



Craig A. Meyer is an entertainer, entrepreneur, and Co-Founder of GigLogic, a gig-intelligence platform helping working artists make informed decisions before committing. With 30+ years in live entertainment, he also created The GigLogic Method, a decision-making framework for working musicians.

DAN MEYER



Dan Meyer is a music professional and Tour Manager for Galactic Empire. He works in production, live sound, mixing, and education, supporting events like Christmas Burns Red and LAUNCH Music Conference & Festival. He has worked with artists including August Burns Red and Knocked Loose and serves as Studio Manager and Chief Engineer at Think Loud Studios.

MIKE MOWERY



Mike Mowery is an artist manager at 10th Street Entertainment with 30+ years in the music industry. His roster includes Ice Nine Kills, TX2, Charlotte Sands, and Scene Queen. Beginning in the DIY hardcore scene, he transitioned to management in the early 2000s and specializes in artist development, touring, branding, and long-term strategy.

CHRIS MUSGRAVE



With over 20 years of experience in live events, Chris is a sought-after consultant in tour management, production, logistics, and financials. He is Chief Innovation Officer at OSA International and Director of the annual Live Production Summit, where his leadership fosters collaboration and innovation at one of the industry's premier conferences.

RANDY NICHOLS



Randy Nichols is an artist manager and music industry operator with 20+ years of experience. He has managed Underoath, The Starting Line, Bayside, and Say Anything, and currently manages artists at Fly South Music. He teaches music business at Hofstra University and advises companies including Bandsintown and atVenu.

ULF OESTERLE



Dr. Ulf Oesterle works at the intersection of music and higher education, teaching at Murray State University and serving as Director of Marketing for After Dark Presents. With 30 years in the industry, he has launched an indie label, worked in radio, managed artists, consulted on social strategy, and developed music executives at Syracuse and Hofstra.

RICHARD PRINZI



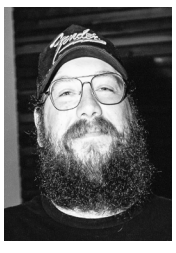
Richard Prinzi is an accounting professional specializing in budgeting, tax preparation, and small business management. He supports self-employed individuals, particularly in the entertainment industry. His expertise helps entrepreneurs navigate the financial and business challenges of their careers.

JEREMY WEISS



Jeremy is founder of The CI Companies, including CI Records, CI Productions, LAUNCH Music Conference & Festival, and Christmas Burns Red. Since founding CI Records in 1987, he has developed artists including August Burns Red and produced 2,500+ live shows. He also manages artists and serves as a talent buyer.

NAT YAEGER



Proudly Canadian, Nat Yaeger is a musician and rising music industry leader. Since 2021, he has served as label manager for vnclm_ (Atlantic Records/Warner Music Group), supporting artists including Arden Jones, Flyana Boss, Faouzia, and Royal & the Serpent. Based in Dallas, Nat combines artist advocacy with innovative digital strategy.

MIKE ZIEMER



Mike Ziemer is a veteran music promoter and entrepreneur with 20+ years in the industry. Founder of Third String Productions, he produces 400+ Texas events annually, including So What?! Music Festival, drawing 20,000–25,000 attendees. He is also a partner in Flip A Switch Music Group, Legacy Music Group, and Flip A Switch Creative.

GRACIE ARMENDARIZ

Moonfest / Moonstone

VICTOR BARRIOS

23 Entertainment

SONIA KILO

Cucuy Fest / Carne Asada Fest

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CONFERENCE SCHEDULE

FRIDAY, NOV 6TH

PUZZLES

10:00 AM **MORNING MINGLE**
Coffee & Networking

10:30 AM **COUNTDOWN TO LIFTOFF**
Welcome to the Third Annual LAUNCH Dallas!

A little jump start to your LAUNCH Music Conference weekend! LAUNCH Conference Founder/Director, Jeremy Weiss and LAUNCH Dallas Co-Director, Mike Ziemer, kick off the 3rd Annual LAUNCH Music Conference - Dalllas, TX. Jeremy & Mike go over the framework of LAUNCH 2026, and how to make the most of your LAUNCH experience.

KEYNOTE: Jeremy Weiss, Mike Ziemer

10:45 AM **FUEL FOR LIFTOFF**
Thinking Like an Entrepreneur & Fueling Your Career

What it really means to think like a startup: clarifying your mission and building momentum without gatekeepers. Prepare your flight plan, so you can keep moving forward on your own terms. Get that boost we all sometimes need, as well!

MODERATOR: Barry Coffing
PANELIST(S): Jolea Bradshaw, William Metzger, Richard Prinzi, Randy Nichols, Chris Musgrave

11:40 AM **FLIGHT READY**
What Talent Buyers & Promoters Look For

What makes an artist bookable, promotable, and scalable in a real market? Panelists break down what talent buyers and promoters look for and how artists grow from local favorites into lasting careers.

MODERATOR: Ulf Oesterle
PANELIST(S): Mike Mowery, Randy Nichols, Zach Falkow, Jeremy Weiss, Dennis Ferry

12:35 PM **LUNCH BREAK!**

TX TEA ROOM

1:00 PM **CAN YOU HANDLE THE TRUTH?**
Marketing Edition

A new twist on our most popular panel!! How confident are you in your band image and marketing? How much do you want real feedback from people who work with bands every day? The panel reviews artist submissions PUBLICLY with brutally honest feedback. How's the band name? The logo? The photos and artwork? The website? The social posts? What is the band doing right, and what can they improve on?

MODERATOR: Samantha Stingle
PANELIST(S): Randy Nichols, Natasha Brito, Jen Darmafall, Mike Mowery, Nat Yaeger, Ulf Oesterle, Zach Falkow, Chris Musgrave

2:05 PM **PLANET HOPPING**
Building Momentum City by City

Every artist is searching for inhabitable markets. Seasoned pros break down the mechanics of touring, from landing an agent and booking smart to marketing shows and building momentum.

MODERATOR: Mike Mowery
PANELIST(S): Nat Yeager, Branden Harper, Jen Darmafall, Dan Meyer, Zach Falkow

3:05 PM **GRAVITY CHECK**
Staying Grounded in a High-Pressure Industry

In today's landscape, no one's handing out permission slips. Artists & industry entrepreneurs are founders, CEOs, marketers, and community builders all at once. Every one of you is a start-up. This panel dives into what it really means to think like a startup: clarifying your mission, and how to build and maintain momentum without gatekeepers.

MODERATOR: Natasha Brito
PANELIST(S): Branden Harper, Randy Nichols, Valerie Baston, Craig Meyer

FOR UP-TO-THE-MINUTE ADDITIONS, CHANGES, & UPDATES, PLEASE VISIT: LAUNCHDALLAS2026A.SCHED.COM

SATURDAY, NOV 7TH

PUZZLES

10:00 AM **MORNING MINGLE**
Coffee & Networking

10:30 AM **GROUND CONTROL**
The People Who Make the Music Industry Move

Not every music career happens under the spotlight. Industry pros share how they built careers behind the scenes, from management and booking to marketing and production, and how you can find your place.

MODERATOR: Barry Coffing
PANELIST(S): Branden Harper, Ulf Oesterle, Mike Mowery, Randy Nichols, Valerie Baston

CONCURRENT BREAKOUT

MISSION MASTERED
From Rough Mix to Final Launch

A great song deserves to sound great everywhere it's heard. Engineers and producers break down their mixing and mastering process, common mistakes to avoid, and how to get your tracks release-ready.

KEYNOTE: Dan Meyer, featuring professionals from Legacy Music Group Studios and Legacy Live

11:30 AM **PARALLEL UNIVERSE**
DJ & Theme Parties and New Event Formats

From theme parties to raves, alternative programming is changing how audiences experience live music. Curators, producers, and venue pros share how these events come together and why venues are making room for them.

MODERATOR: Mike Ziemer
PANELIST(S): Dennis Ferry, Craig Meyer, Sonia Kilo, Gracie Armendariz, Victor Barrios

CONCURRENT BREAKOUT

STAY IN ORBIT
Building Financial Stability in Music

Making money in music is one thing. Managing it is another. Panelists share practical tips on planning expenses, budgeting around irregular income, and making the most of your money.

KEYNOTE: Richard Prinzi - Founder/Owner - Professional Tax Alliance

12:35 PM **LUNCH BREAK!**

TX TEA ROOM

1:00 PM **CAN YOU HANDLE THE TRUTH? - CLASSIC**
Public Critique & Evaluation of LAUNCH Artists

The time-honored CLASSIC and MOST POPULAR and entertaining panel in LAUNCH MC&F's 18-year history! A public review of music by LAUNCH 2026 Artists who volunteer their music for scrutiny by LAUNCH panelists.

MODERATOR: Samantha Stingle
PANELIST(S): Randy Nichols, Mike Mowery, Jen Darmafall, Barry Coffing, William Metzger, Branden Harper, Zach Falkow, Torrence Burnett, Chris Musgrave

2:05 PM **MINING THE STARS**
Turning Your Music Into Revenue

Your music is an asset, so treat it like one. Panelists break down sync placements, streaming, strategic collaborations, protecting your rights, and content strategies that turn your work into real revenue.

MODERATOR: Ulf Oesterle
PANELIST(S): Barry Coffing, William Metzger, Jen Darmafall, Torrence Burnett

3:05 PM **ROCKET FUEL**
Why Passion Matters & How to Use It

Panelists share how fueling smart strategy with passion creates real momentum. How to design a creative life that actually lasts.

MODERATOR: Mike Mowery
PANELIST(S): Natasha Brito, Jen Darmafall, Chris Musgrave, Craig Meyer

DALLAS 2026 FEATURED ARTISTS

SEE PAGES 5 & 6 FOR ALL PERFORMANCES & DETAILS!
Visit thridstringproductions.com for tickets!



OUIJA MACC
THURS, NOV. 5
PUZZLES DEEP ELLUM
9:45 PM



THE HAUNT
FRI, NOV. 6
TX TEA ROOM
10:15 PM



TRSH
SAT, NOV. 7
PUZZLES DEEP ELLUM
9:45 PM



WAX & DJ HOPPA
SAT, NOV. 7
TX TEA ROOM
10:15 PM





