



ALLISON COOKE (SHE/HER) // CLOGGEROO - THE ISLAND FOLK FESTIVAL

PRINCE EDWARD ISLAND, CAN | cloggeroo.com

Allison Cooke is a PEI-based educator and festival organizer with deep roots in the East Coast music scene. She has contributed to major events including the ECMAs, Stanfest, FollyFest and the Newfoundland Folk Festival, and serves as Family Day Coordinator for Festival Route 11. Allison sits on the Board of Directors for Cloggeroo, where she focuses on artist booking, programming, and community engagement.

BEN STREET (HE/HIM) // WILD PATHS FESTIVAL

wildpaths.co.uk | NORWICH, UK

Ben Street is a Norwich-based music professional and the founder of Wild Paths Festival. After years of global touring and chart success with Warner-signed band Coasts, Ben transitioned into live event programming and venue management. He co-founded Voodoo Daddy's Showroom and launched Wild Paths in 2019—a multi-venue festival celebrated for its diverse lineups, inclusive atmosphere, and sustainable initiatives. His work has earned national recognition and continues to shape forward-thinking music experiences in the UK.



CHRIS FRAYER (HE/HIM) // WINNIPEG FOLK FESTIVAL

WINNIPEG, CAN | winnipegfolkfestival.ca

Chris is a music industry veteran with over 25 years of experience in talent buying, artistic direction and live music production. In addition to curating the Winnipeg Folk Festival, he also oversees a year-round concert series and the festival's Young Performers Program.

DARCY CAMPBELL (HE/HIM) // CONFEDERATION CENTRE

confederationcentre.com | PRINCE EDWARD ISLAND, CAN

Darcy Campbell has over 25 years at the Confederation Centre, including five as LIVE @ the Centre programmer. He's coordinated major events like the Gold Cup and Saucer Parade, the 2009 Olympic Torch Relay, 2010 Vancouver Olympics' Atlantic Canada House, and CBC's Hockey Day in Canada in 2012.



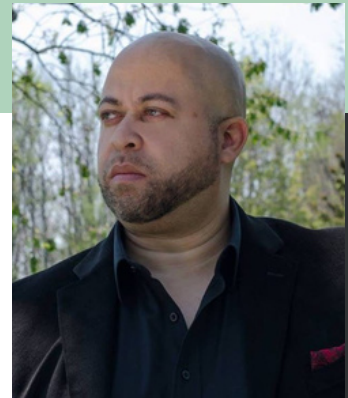


GAIL COOKE (SHE/HER) // LAUGHING DOG MUSIC
ENGLAND, UK | laughingdogmusic.co.uk

Gail Suzanne Cooke is a UK-based arts professional with over 30 years of experience across music, independent film, and theatre. Now based in Sheffield, she specializes in marketing, live booking, promotion, event management, programming, and PR. Gail has worked with major arts and music venues, film theatres, festivals, and arts organizations throughout the UK, including roles with local authorities, and currently leads her work through Laughing Dog Music.

IAN ANDRE ESPINET (HE/HIM) // ICONIC ARTS & ENTERTAINMENT & BREAKING DOWN RACIAL BARRIERS
respectthename.com bdrb.com | ONTARIO, CAN

Ian André Espinet is a Toronto born, serial entrepreneur, creative and lifelong community advocate. A business professional with over 2 1/2 decades of combined expertise, he is a proficient marketer, graphic designer & creative director, public speaker and community servant. He is the owner of Black Star Graphic Design & Communications, Iconic Arts & Entertainment (producer of the Toronto Soul Music Festival), and co-founder of the Breaking Down Racial Barriers.



HEIDI BAIRD (SHE/HER) // LARLEE CREEK HULLABALLOO
NEW BRUNSWICK, CAN | larleecreekmusic.ca

Heidi Baird is the founder and Artistic Director of the Larlee Creek Hullabaloo, a five-day, multi-genre music festival held annually in Perth-Andover, New Brunswick. Since its inception in 2008, the festival has grown into one of Atlantic Canada's most cherished musical events, known for its welcoming atmosphere, strong community spirit, and unwavering commitment to highlighting local and East Coast talent. Heidi continues to champion the region's vibrant music scene with heart and vision.

JAIR HOOGLAND (HE/HIM) // SEDATE BOOKINGS
sedate-bookings.com | UTRECHT, THE NETHERLANDS

Jair Hoogland is the founder and booking agent at Sedate Bookings, a European agency based in Utrecht, The Netherlands. Since establishing the company in 2005, he has organized tours across Europe for a wide range of international artists, with a strong focus on guitar-driven music. Sedate Bookings represents artists and bands such as Daniel Romano's Outfit, Corb Lund, The Deep Dark Woods, and Sean Rowe, and is committed to representing music that they genuinely enjoy and believe in.



JASON WILLIAMS (HE/HIM) // WILD MOUNTAIN MUSIC FESTIVAL

ALBERTA, CAN | wildmtbmusic.ca

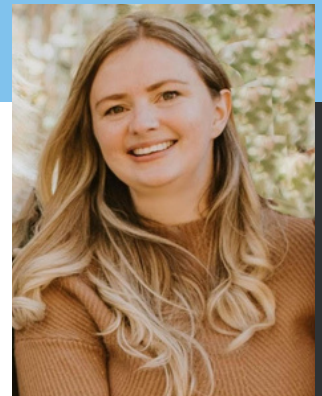
Jason Williams is the founder and Artistic Director of the Wild Mountain Music Festival, an outdoor, volunteer-run event held annually in July near Hinton, Alberta, against the stunning backdrop of the eastern slopes of the Rocky Mountains and Jasper National Park. Jason has been involved since its early beginnings over 20 years ago, helping the festival grow into a beloved three-day celebration featuring around 20 artists each year. He remains dedicated to curating a diverse and welcoming musical experience rooted in community spirit.



JENNA KLEIN-WALLER (SHE/HER) // CANMORE FOLK FESTIVAL

canmorefolkfestival.com | ALBERTA, CAN

Jenna Klein-Waller is the Executive and Artistic Director of the Canmore Folk Festival in Alberta, Canada. With over 15 years of experience supporting artists and creative communities, she curates diverse and engaging lineups while championing emerging talent and artist development. Passionate about the power of music and storytelling, Jenna plays a key role in shaping the festival's artistic vision and continues to foster a welcoming, inclusive space for audiences and performers alike.



JOSH ELLIS (HE/HIM) // FESTIVAL OF SMALL HALLS

PRINCE EDWARD ISLAND, CAN | smallhalls.com

Josh Ellis is the Executive Director of The PEI Mutual Festival of Small Halls, an island wide festival that brings music, dance and storytelling to intimate venues across Prince Edward Island. A multi-instrumentalist and songwriter, Josh spent a pivotal chapter of his career performing as a vocalist and guitarist touring Canada and The UK. With 20 years in the music business he has become a trusted advisor on booking and programming for other regional festivals across Atlantic Canada. He regularly consults with artists and venues, curating lineups in PEI and Atlantic Canada.



JOE FRAMPTON (HE/HIM) // MIDNIGHT MANGO

midnightmango.co.uk | ENGLAND, UK

Joe Frampton is a booking agent at Midnight Mango, an international agency based in Glastonbury, England. He represents a small but diverse roster, ranging from multi-JUNO-nominated singer-songwriters to multi-Platinum indie acts and Grammy-nominated Appalachian folk musicians. With a global network of artists and agents, Midnight Mango has earned multiple accolades, including 'Festival's Favourite' at the UK Festival Awards in 2019, 2023, and 2024, and finalist recognition at the Live Awards in 2022, 2023, and 2024.



JUSTIN GUNDERSON (HE/HIM) // CRANIUM FESTIVAL
ONTARIO, CAN | craniumfestival.com



Justin Gunderson is an award-winning radio host, hip-hop artist, and the Co-founder and Music Director of Cranium Arts Project in Ottawa, Ontario. Also known as J Morris, he brings over two decades of experience as an artist, radio personality, and event promoter. With a deep understanding of what it takes to build strong industry infrastructure, he continues to support and spotlight emerging talent through Cranium Festival and its Live Music Showcase—helping artists make a meaningful and lasting impact in the music industry and their communities.

KERRY CLARKE (SHE/HER) // CALGARY FOLK MUSIC FESTIVAL
calgaryfolkfest.com | ALBERTA, CAN

Kerry Clarke is the Artistic and Marketing Director of the Calgary Folk Music Festival, an organization that has showcased independent artists for 46 years across eight stages and over 120 concert and collaborative sessions on Prince's Island Park. Kerry co-founded the KigaliUp Festival in Rwanda and also oversees the winter edition, Block Heater, as well as year-round concerts at Festival Hall and other Calgary venues. With a deep commitment to the arts, Kerry serves on non-profit boards, participates in arts juries, and hosts weekly radio shows, while actively exploring music from around the world at festivals and conferences.



LISA LA ROCCA (SHE/HER) // SONIC UNYON RECORDS
ONTARIO, CAN | sonicunyon.com



Lisa La Rocca is the Director of Operations at Sonic Unyon Records, an independent record label and events company based in Hamilton, Ontario. She leads several of the organization's flagship festivals, including Supercrawl, Because Beer, Why Not Wine, and founded Fresh Up Fest in 2022. Lisa currently serves as chair of Hamilton's Music Advisory Team and co-chair of the Women in Music Hamilton/Halton chapter. She is also pursuing a PhD in Communication and Culture at York University, focusing on Popular Music Studies.

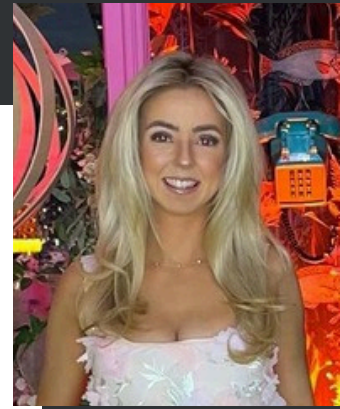


LOUIS ROBITAILLE (HE/HIM) // LUNENBURG FOLK HARBOUR SOCIETY
NOVA SCOTIA, CAN | folkharbour.com

Louis Robitaille is President of the Lunenburg Folk Harbour Society and the longest-serving Chair of its Program Committee, with over 20 years of experience programming the Society's events. He is dedicated to presenting a diverse and gender-balanced range of music in Lunenburg. The Society owns and operates the historic Lunenburg Opera House and presents a flagship festival each August, along with seasonal concert series. Professionally, Louis is an educator with the Nova Scotia Teachers Union.

LUCY SHAW (SHE/HER) // SJM CONCERTS
gigsandtours.com | ENGLAND, UK

Lucy Shaw is a concert promoter at SJM Concerts based in Manchester, UK. She works with a range of artists including: Dylan Gossett, Myles Smith, Tucker Wetmore, Maren Morris, Cam, Oliver Anthony, Evan Honer, Willow Avalon, Chance Pena, Sofia Camara, Tors, Gareth, Robbie Cavanagh, Grentperez, Crowe Boys, Maya Lane, etc. She also co-promotes the largest country music festival in Europe - C2C Festival. Lucy is passionate about discovering new talent and helping to grow their following across the UK.



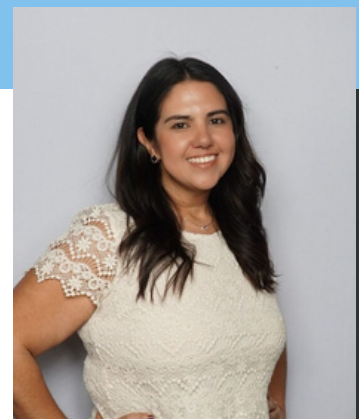
MAC THOMAS (HE/HIM) // MIDNIGHT AGENCY
ONTARIO, CAN | midnightagency.com

A live music fanatic, Mac Thomas is an Agent at Midnight Agency, an award-winning independent music agency. Since graduating from Harris Institute in 2021, he's risen from intern to CLMA Your Future Boss long-list nominee in just three years. Mac books all of the agency's acts while developing his own roster and teaching at Harris Institute, building strong industry relationships that connect artists, festival buyers, and promoters to create unforgettable live music experiences.



MARIA ESCAMILLA (SHE/HER) // F7 LIVE
f7live.com | ONTARIO, CAN

Maria Escamilla is the Director of Festivals & Touring at F7 LIVE, based in Ontario, Canada. She began her career in the music industry as a concert photographer and gained industry recognition during her time with Live Nation Canada, starting in 2015. In 2021, she founded Moonstone Management, further pursuing her passion for artist development. Today, Maria leads a dynamic career as both a Festival Director, Talent Buyer and Artist Manager, dedicated to supporting artists and live music experiences.





**MATTHEW SARTY (HE/HIM) // KLONDIKE INSTITUTE OF
ART & CULTURE**
YUKON, CAN | kiac.ca

Matthew Sarty is a drummer, live audio technician, and Performing Arts & Technical Manager at the Klondike Institute of Art & Culture (KIAC), located on Tr'ondëk Hwëch'in territory in Dawson City, Yukon. For over 13 years, Matthew has presented live music, theatre, and dance, introducing touring artists to this unique sub-Arctic community. Through his work at KIAC—a vibrant cultural centre supporting music, film, visual, literary, and performing arts—he continues to foster creative exchange in Northern Canada.

MEGAN EVANS (SHE/HER) // DEER SHED FESTIVAL
deershedfestival.com | ENGLAND, UK

Megan Rachel Evans is the Festival Director of Deer Shed Festival, an annual event in England known for its family-friendly atmosphere and multidisciplinary programming. With a career spanning 15 years, Megan has worked across a wide range of events—from large-scale festivals to community-based projects—in roles covering production, operations, and creative development. At Deer Shed, she leads programming across music and the arts, while also overseeing operations and production for the festival.



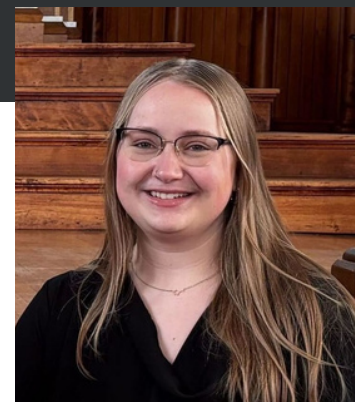
**MICHELLE MURRAY (SHE/HER) // NORTHERN LIGHTS
FESTIVAL BORÉAL**
ONTARIO, CAN | nlfb.ca



Michelle Murray is the Executive Director of the Northern Lights Festival Boréal (NLFB), a non-profit, charitable music festival in Northern Ontario. Michelle is a dedicated community leader and advocate with over 15 years of experience in fundraising and event organization. Michelle has been a fund raiser and event planner with Share Family and Community Services and The Surrey Food Bank out west. She returned to Sudbury to care for her father.

NOELLE PETTIPAS (SHE/HER) // UNDER THE SPIRE
underthespire.ca | PRINCE EDWARD ISLAND, CAN

Noelle Pettipas is a PEI-based arts administrator and musician, currently serving as Concert Manager and Communications Coordinator at Under the Spire. A graduate of the University of Prince Edward Island with a Bachelor of Arts in psychology and music, Noelle is passionate about creating safe, inclusive, and accessible spaces where all individuals can engage with the arts. She is committed to sharing the joy of music within her community and remains active as a trumpet player outside of her professional work.





PETRA EISENBURGER (SHE/HER) // CONCERT CONNECTIONS

AURICH, GER | concert-connections.com

Petra Maria Eisenburger is the founder of Concert Connections, an artist agency based in Aurich, Germany, established in 2015. With a strong background in music and event coordination, Petra is dedicated to delivering seamless tours and memorable concert experiences for both artists and audiences. She also collaborates with Lisa Whytock of Showcase Scotland Expo on Ceolas Scottish Music Nights, a joint festival project presenting Scottish music in Germany and Scandinavia.

RAY GRACEWOOD (HE/HIM) // AREA 506 **area506.ca | NEW BRUNSWICK, CAN**

Ray Gracewood is the Founder and President of AREA 506, a dynamic organization based in Saint John, NB, that celebrates East Coast music, culture, and local goods. What began in 2016 as a passion project has evolved into a year-round destination, featuring events such as the AREA 506 Festival, Boxcar Country Festival, and the award-winning AREA 506 Waterfront Container Village. Under Ray's leadership, the organization now hosts over 100 events annually, establishing one of Canada's most unique and inspiring outdoor venues.



ROB STORK (HE/HIM) // OSPREY ARTS CENTRE **NOVA SCOTIA, CAN | ospreyartscentre.ca**

Robert Vincent Stork is an Emmy-winning writer and producer whose television and film work has appeared on PBS, Discovery, Canal+, and Showtime, among others. Following early retirement, he returned to his passion for live performance and now serves as Director and Programmer at the Osprey Arts Centre in Shelburne, Nova Scotia. In his first year, Rob significantly expanded the Osprey's live programming, increasing ticketed events by over 50% and boosting both attendance and revenue, with a focus on presenting high-quality music, theatre, and dance in a rural setting.



RYAN HEERSCHAP (HE/HIM) // I BOOK SHOWS **ibookshows.com | ONTARIO, CAN**

Ryan Heerschap is an agent and president of I Book Shows Inc. I Book Shows is an agency, which focuses on roots, folk, and songwriters. Ryan has over 20 years of experience as an agent. In 2008 Ryan created I Book Shows and has organically grown the agency. I Book Shows was nominated for agency of the year in 2015 and 2016 at the Canadian Music and Broadcast Industry Awards. Ryan focuses on booking the roster Ontario east including the Eastern US and South East US as well as managing his other business PlaceMyBooth.





SAMIR (SAM) BAIJAL (HE/HIM) // HILLSIDE FESTIVAL
ONTARIO, CAN | hillsidefestival.ca

Samir Baijal has been the Artistic Director of the Hillside Festival since 1998, curating its diverse and multi-stage programming along with its winter counterpart, Hillside Inside, and a series of seasonal concerts. Based in Ontario, he has also worked for over 35 years in the University of Guelph's programming department. Through his long-standing work with Hillside, Samir continues to champion a broad artistic vision that celebrates cultural diversity, musical heritage, and community connection. He was a recipient of the 2024 Estelle Klein Award, honouring his contributions to Ontario's folk music community.

SARAH PORTER (SHE/HER) // PORTER MUSIC
portermusic.ca | ONTARIO, CAN

Over the past few years, Sarah Porter has been working with Canadian artists. Spending her days helping with different aspects of their careers – whether it be planning tour routings and bookings, onsite tour managing, consulting for career advancement strategies, or discussing publicity campaigns. Porter Music Management nurtures and facilitates career growth, helps artists create the best opportunities, and present the best show possible for their audience.



SHUVANJAN KARMAKER (HE/THEM) // EVERYSEEKER
NOVA SCOTIA, CAN | everyseeker.com



Shuvanjan Karmaker is an interdisciplinary artist, curator, and arts worker based in Kijipuktuk (Halifax), with over 15 years of experience in the local arts community. As Co-Director of Everyseeker Festival and 2024 curator for Nocturne's Microcosm, Shuvanjan focuses on creating accessible entry points to the unique and evolving sonic landscapes of Kijipuktuk and beyond. Believes in curating works that encourage curiosity and showcase artists who challenge and subvert industry norms – highlighting the underground, the revolutionary, the emergent, and fringe dreamers.

SOPHIE NOEL (THEY/THEM) // NOWADAYS FESTIVAL
nowadayspresents.com | NOVA SCOTIA, CAN

Sophie Noel is an artist, indie label team member (Forward Music Group), and festival organizer based in Dartmouth, Nova Scotia. With eight years of experience in the music industry, Sophie has worked as a booking agent, day-to-day artist manager, creative consultant, and release strategist. As part of the team behind Nowadays Festival, Sophie is committed to supporting independent artists and building sustainable, community-driven alternatives within and alongside the traditional music industry.





SPENCER SHEWEN (HE/HIM) // MARIPOSA FOLK FESTIVAL & RIVERFEST ELORA

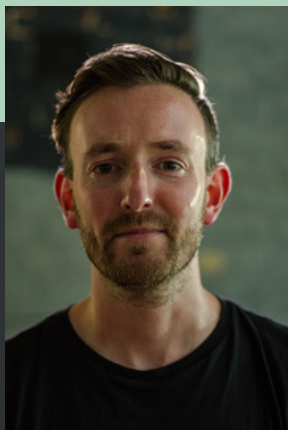
ONTARIO, CAN | riverfestelora.com

Spencer Shewen is the Artistic Director of the Mariposa Folk Festival and Creative Director of Riverfest Elora, two of Ontario's most celebrated music festivals. With a background in music programming and event production, Spencer has played a key role in Riverfest Elora's growth since 2014 and recently celebrated a second sold-out season with Mariposa. His extensive experience includes leadership roles with festivals and organizations across Canada, alongside a longstanding commitment to community arts and artist development.

TANIA JOY SENIOR (SHE/HER) // SPRINGTIDE MUSIC FESTIVAL

springtidemusicfestival.com | ONTARIO, CAN

Tania Joy Senior is an award-winning folk-roots artist and the Co-founder, Executive Director, and Artistic Director of Springtide Music Festival, a non-profit organization based in Uxbridge, Ontario. Drawing over 60 acts annually, Springtide hosts a multi-venue festival and year-round events that celebrate local talent while connecting regional audiences with Canadian artists. Tania is active in the broader music community as a member of SOCAN, Folk Canada, the OMAs advisory committee, CARAS/The JUNO Awards, serves as a board member for Our Music Festival and is Co-chair of the Uxbridge Tourism Advisory Committee.



TIM DES ISLETS (HE/HIM) // NOISEMAKER PRESENTS

ONTARIO, CAN | noisemaker.ca

Tim Des Islets is the founder of Noisemaker Presents, an Ontario-based event promotion and artist management company. With a strong background in live event production, Tim produces over 75 shows each year across clubs, theatres, and festivals in Ontario. He also manages a diverse roster of Canadian artists including The East Pointers, Great Lake Swimmers, The Once, Splash'N Boots, Two Hours Traffic, and Gord Sinclair. Tim is dedicated to building impactful live music experiences and supporting artist development across genres.

ZAC PETERS (HE/HIM) // RUNWAY ARTISTS

runwayartists.com | ENGLAND, UK

Zac Peters is a booking agent with 15 years of experience in the live music industry and is currently part of the team at Runway Artists, an independent agency based in the UK. Zac represents a diverse roster of bands and solo artists spanning genres such as electronic, folk, americana, country, indie, reggae, and more, with a focus on building strong touring opportunities and long-term artist development.

