

LET YOUR TALENTS BREAK OUT!

Up-and-coming artists learn from famed leaders in the industry such as Grammy Award Winning producers Rudy Perez, Mark Hudson, multi-platinum engineer David Frangioni and many others.

**A ONCE IN A LIFETIME EXPERIENCE
IN MIAMI BEACH!**

RUDY PEREZ



MARK HUDSON



DAVID FRANGIONI



PRESENTED BY
RUDY PEREZ

DAVID FRANGIONI AND

PROmedia
TRAINING

IDA

INSPIRE & DEVELOP ARTISTS
EDUCATIONAL PROGRAM

FOR INFO AND APPLICATIONS:

www.IDAPROGRAM.com

888.277.0457



IDA

INSPIRE & DEVELOP ARTISTS
EDUCATIONAL PROGRAM

PRESENTED BY

BILLBOARD MAGAZINE
"PRODUCER OF THE DECADE"

RUDY PEREZ

DAVID FRANGIONI
AND PROMEDIA TRAINING LLC



WHAT IS IDA?

This 10-day Artist Development program immerses you in non-stop creativity, songwriting, recording and coaching to push your talents to new heights!

Receive individual training and performance critiques by music industry icons who know how to identify and develop real talent.

Learn invaluable skills and grow as an artist.

**THIS COULD BE YOUR SHOT
AT BEING DISCOVERED!**

**10 DAY WORKSHOP
SPACES LIMITED IN EACH SESSION**

SESSION OVERVIEW

Start with a greeting by Mr. Perez and then spend the day learning valuable inside information about the music and entertainment business. Only in this program will you learn the secrets from such accomplished leaders in the industry.

Individuals will meet the others in the group for the next 10 days.

Each day the groups will be completely immersed in instruction and tasks designed to push their creativity to the limits!

DAILY SESSIONS INCLUDE:

- Songwriting
- Dancing and Choreography
- Vocal Coaching
- Singer & Songwriter Technology
- Studio Session – Record your new hit!
- Panel Evaluations led by Rudy Perez

TAKE YOUR BEST SHOT

A few hand selected candidates will be included in an invitation only showcase to Rudy Perez with a chance to be managed by Bernie Yuman.

FEATURING

Rudy Perez

Multi platinum International Producer and Composer, winner of 5 Grammys and countless other awards. Rudy is the only Latin Producer to be named Billboard Producer Of The Decade 2000-2010. His ability to write and produce hits makes him one of the most sought after producer/songwriters in the entertainment industry.

Mark Hudson

Grammy award-winning record producer, musician and songwriter. Star of the VH1 series “Rock-n-Roll Fantasy Camp.”

David Frangioni

Technical consultant, engineer, programmer and author. Recipient of dozens of gold and platinum records.

STAFF

Tommy McWilliams*

STAFF SONGWRITER/PRODUCER FOR GLORIA & EMILIO ESTEFAN

Matt Knobel*

ENGINEER FOR LENNY KRAVITZ & MANY OTHERS

Anita Wilson*

VOCAL COACH FOR MANY ARTISTS THROUGHOUT THE WORLD

James Creer*

MUSIC EDUCATOR & TECHNOLOGIST

*Staff member availability subject to scheduling. An appropriate substitute will be provided in the event that any staff member cannot attend a Program session.