



## WAM MEDIA RELEASE

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**Media File or Link/s:** [www.arielpublicity.com/files/2010/01/Ariel\\_Hyatt\\_9\\_screen.jpg](http://www.arielpublicity.com/files/2010/01/Ariel_Hyatt_9_screen.jpg)

## WAM Workshop Series: ARIEL HYATT Personal Coaching Callout

To celebrate the launch of WAM Workshops, the WA Music Industry Association is presenting a series of engaging WA masterclasses by **Ariel Hyatt** of **Cyber PR** (New York) in February. WAM is also complementing this with a day of intensive, 30 minute one-on-one coaching sessions with Ariel on **Tuesday 22 February** between **9.00am and 4.15pm**. This opportunity is only for WAM Members, or those joining WAM at application.

Emerging acts of all genres are invited to apply. You need to have been active for at least 2 years, demonstrate a proactive approach to promoting your music, and willingness to learn. This is a great opportunity to get personalised advice from one of the world's best in music PR and social media.

### MEETINGS WITH ARIEL HYATT

**When:** Tuesday 22 February 2011

**Time:** 9.00am - 4.15pm

**Venue:** WAM Office - Level 2, 58 James St, Northbridge

**Duration:** 30 minutes per meeting

**Please register your interest with Daphne Tan at [daphne@wam.asn.au](mailto:daphne@wam.asn.au) by Monday 14th February 2011. Hurry, spots are limited!**

Acts selected for meetings are at the complete discretion of WAM and decisions are final.

Check [www.wam.asn.au/workshops](http://www.wam.asn.au/workshops) for more info.

### About Ariel

Ariel Hyatt is the founder of Ariel Publicity & Cyber PR, a New York based digital firm that connects artists to blogs, podcasts, Internet radio stations and social media sites, and coach them to create authentic relationships with fans. Over the past 16 years her firm has represented over 1,700 musicians of all genres. Ariel's book *Music Success in Nine Weeks* has helped over a thousand musicians navigate the confusing world of social media and online marketing and get in control of their online strategies.

*"Ariel is one of the most knowledgeable people I've ever met in the Music 2.0 space. She had the vision to move out of the traditional side of the music biz and into the "future of music" long before anyone else and continues to be at the forefront of marketing and PR in the 21st Century." - Lou Plaia, Founder / VP Artist Development, Reverb Nation.*

**- ENDS -**

For further information, please contact:

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