



Noah “40” Shebib, Illmind, Richard Chycki, ThankGod4Cody, and Other Esteemed Music Industry Figures to Speak at IMSTA FESTA Toronto

TORONTO — Oct. 11, 2023 — IMSTA announced today that Noah Shebib, better known as 40, will deliver the keynote speech at IMSTA FESTA Toronto on Oct. 21 at Toronto Metropolitan University. **40 is a renowned music producer, songwriter, and record executive** who has collaborated with prominent artists such as Drake, Lil Wayne, Alicia Keys, and many others. He joins other industry legends in sharing their insights and knowledge on critical topics such as AI-enhanced music production, mixing intricacies, successful production workflows, and more — thereby providing attendees with a comprehensive understanding of the music industry's technical and business aspects.

Master classes at IMSTA FESTA Toronto will feature such distinguished figures in the music business as Illmind, Richard Chycki, ThankGod4Cody, Akeel, and Lord Quest. **Illmind, a legendary music producer** and pioneer in AI-enhanced music production, will discuss how AI can elevate the music creation and mixing process across various genres, including hip-hop, pop, and electronic. His extensive career includes working with artists like Kanye West, Drake, and Ariana Grande.

Moreover, **multiplatinum mixing engineer Richard Chycki** — known for his work with rock icons like Rush, Aerosmith, Dream Theater, Skillet, Mick Jagger, Alice Cooper, Pink, and many others — will delve into the intricacies of mixing in his "Anatomy of a Mix" master class. American musician, songwriter, and producer **ThankGod4Cody**, notably recognized for his contributions to SZA's acclaimed albums "Ctrl" and "SOS," will share insights into his production workflow and journey to success in his master class titled, "How I Produce."

Another highly popular master class will be "**Cookin' Beats**" with **Akeel Henry and Lord Quest**, two GRAMMY-nominated record producers from Toronto. Between 2-5 p.m., esteemed professionals will

offer additional master classes covering both the technical and business aspects of the music industry. A complete list of classes is available at www.imsta.org.

As a celebration of music technology for the Greater Toronto Area's vibrant music community, IMSTA FESTA Toronto brings together music creators and leading music technology companies, providing attendees with opportunities for one-on-one product demonstrations, participation in music industry panels, song reviews, prize giveaways, and more. This annual event caters to a diverse range of music creators, including musicians, songwriters, producers, audio engineers, mixing engineers, mastering engineers, music students, and music educators.

Visitors are encouraged to bring their songs on a headphone-compatible device to have them reviewed and to receive valuable feedback. Exceptional songs will be awarded a Wild Card, granting automatic entry to the final round of the IMSTA Songwriting Competition and a chance to win \$5,000 in music software.

The first 100 visitors to IMSTA FESTA Toronto will enjoy a **free breakfast at 10:30 a.m.**, and best of all, **admission to IMSTA FESTA Toronto is free.** Please register at the official IMSTA website, www.imsta.org.

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About the International Music Software Trade Association (IMSTA)

IMSTA is a nonprofit association that represents the interests of the music software industry, primarily by educating music software users about the negative effects of software piracy. IMSTA member companies include music software manufacturers, distributors, and retailers, as well as industry media, educational institutions, and other organizations.

Link to Word Doc: www.wallstcom.com/IMSTA/231011-IMSTA-FESTA_Toronto.docx

Photo Link: www.wallstcom.com/IMSTA/IFTOR23-main-banner-4k.png

Photo Caption: Annual IMSTA FESTA Toronto Event to Host Master Classes on Key Music Industry Topics, Including AI-Enhanced Production, Mixing Intricacies, and Successful Workflows.

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