

THE GUPTA FAMILY FOUNDATION

Toronto-Kingston Music Experience

Monday, July 20–Saturday, July 25, 2026

Partnership & Impact	3
Introduction	5
Itinerary	10
Guest Speakers	18
Studio Session Leaders	22

Partnership & Impact

This initiative is made possible through
a \$150,000+ investment from
The Gupta Family Foundation

**Reetu Gupta is the Ambassadors
of The Gupta Group and helps lead
the vision of The Gupta Family Foundation.**



A spiritual leader, entrepreneur, and philanthropist, Reetu believes in the power of culture, creativity, and human connection to open doors and transform lives. Through her work, she champions initiatives that create access, inspire purpose, and empower the next generation. The Toronto–Kingston Music Experience reflects that vision by bringing together emerging creators across borders to learn, collaborate, and build something meaningful through music.



**Music is poetry
for the soul,
and knowledge
is eternal.
Through this
partnership,
we aim to
educate and
empower creators,
providing music
and business
education that
transforms
artistry into
entrepreneurship.**

**—Reetu Gupta,
Ambassadors,
The Gupta Group**

Introduction

The Gupta Family Foundation
Toronto-Kingston Music Experience

**The Gupta Family Foundation
Toronto-Kingston Music Experience**
is a dynamic international exchange
connecting emerging music creators
from Canada and Jamaica.

Developed through a partnership between
The Creative School at Toronto Metropolitan
University and The Gupta Family Foundation,
the program offers one-week immersive
experiences in both Toronto and Kingston.

Participants collaborate across cultures,
learn from industry professionals, and gain
hands-on training in music creation, business,

If you have any questions,
contact global.creative@torontomu.ca

MEET THE LEADERSHIP TEAM



Dr. Charlie Wall-Andrews

Faculty Lead,
Assistant Professor,
Creative Industries



Sadia Kamran

Staff Lead,
Associate Director,
External Relations and
International Development



Aamina Mohamed-Edoo

Staff Lead,
International Programs
Coordinator

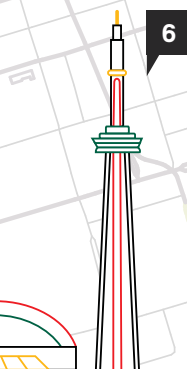
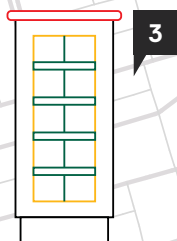
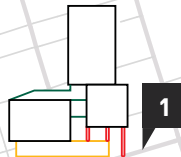
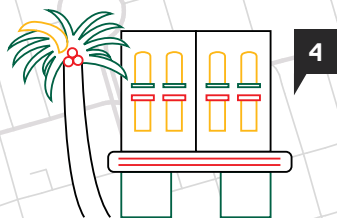
WHERE TO GO

MAIN SPOTS

- 1 Daphne Cockwell Complex**
Accommodation
288 Church Street, Toronto, ON M5B 1Z5
- 2 Rogers Communication Centre**
Masterclass Hub
80 Gould Street, Toronto, ON M5B 2R1
- 3 Vapor Music Studio**
Studio Session Hub
410 Adelaide Street West, Suite 600,
Toronto, ON M5V 1S8
- 4 El Mocambo**
Performance Hub
464 Spadina Avenue #462,
Toronto, ON M5T 2G8

TORONTO LANDMARKS

- 5 Nathan Phillips Square**
100 Queen Street West,
Toronto, ON M5H 2N1
- 6 CN Tower**
290 Bremner Boulevard,
Toronto, ON M5V 3L9



TORONTO

LAKE
ONTARIO

Itinerary

July 20–25, 2026



TORONTO

DAY 1 MONDAY, JULY 20

9:30 AM–
10:30 AM

Welcome Orientation

- 📍 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: RCC 205

10:30 AM–
11:15 AM

Business Chat with Reetu Gupta

- 👤 **Reetu Gupta**, Ambassadors & CEO The Gupta Group
Moderated by: **Lola Plaku**, Music Executive
- 📍 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: Professional Music Lounge

11:15 AM–
11:30 AM

B R E A K

11:30 AM–
1:00 PM

Breaking Through: Building a Career in Music

- 👤 **Lola Plaku**, Founder & CEO, Lola Media Group & Music Executive
- 📍 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: RCC 205

1:00 PM–
2:30 PM

B R E A K

Prep/Get to Studio (lunch provided)

2:30 PM–
5:30 PM

Collaborative Music Making Session

- 📍 Vapor Music Studio, 410 Adelaide Street West, Suite 600,
Toronto, ON M5V 1S8

6:30 PM–
8:00 PM

Welcome Dinner

- 📍 Eataly Eaton Centre, 220 Yonge Street, Toronto, ON M5B 2G9

DAY 2 TUESDAY, JULY 21

9:00 AM–
9:30 AM

Arrival/Breakfast

- 📍 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: RCC 205

9:30 AM–
11:00 AM

Sync Workshop

- 👤 **Jason Grant**, Sync Agent, Founder & CEO, Audiovybez

- 📍 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: RCC 205

11:00 AM–
11:30 AM

B R E A K

11:30 AM–
1:00 PM

Legal Clinic

- 👤 **Laura Wilson-Lewis**, Entertainment and IP Counsel Lawyer

- 📍 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: RCC 205

1:00 PM–
2:30 PM

B R E A K

Prep/Get to Studio (lunch provided)

3:00 PM–
9:00 PM

Collaborative Music Making Session

- 👤 **Jason 'Redz' Reynolds**, Audio Engineer, Monitor Engineer, Front of House Engineer, Artist Manager

- 📍 Vapor Music Studio, 410 Adelaide Street West, Suite 600, Toronto, ON M5V 1S8

D I N N E R (P R O V I D E D)
6:00 PM – 7:00 PM

DAY 3 WEDNESDAY, JULY 22

9:00 AM–
9:30 AM

Arrival/Breakfast

- 📍 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: RCC 205

9:30 AM–
11:00 AM

Workshop

- 👤 **Charlie Wall-Andrews**, Assistant Professor

- 📍 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: RCC 205

11:00 AM–
11:30 AM

B R E A K

11:30 AM–
1:00 PM

A&R Workshop

- 👤 **Ricardo Chung**, A&R–Warner Chappell Music Canada

- 📍 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: RCC 205

1:00 PM–
2:30 PM

B R E A K

Prep/Get to Studio (lunch provided)

3:00 PM–
9:00 PM

Collaborative Music Making Session

- 📍 Vapor Music Studio, 410 Adelaide Street West, Suite 600,
Toronto, ON M5V 1S8

D I N N E R (P R O V I D E D)
6:00 PM – 7:00 PM

DAY 4 THURSDAY, JULY 23

9:00 AM–
11:30 AM

F R E E M O R N I N G

11:30 AM–
1:00 PM

Spotify Workshop

 **Shantel Noel**, Artist & Label Partnerships, Spotify

 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: RCC 205

1:00 PM–
2:30 PM

B R E A K

Prep/Get to Studio (lunch provided)

3:00 PM–
9:00 PM

Collaborative Music Making Session

 Vapor Music Studio, 410 Adelaide Street West, Suite 600,
Toronto, ON M5V 1S8

D I N N E R (P R O V I D E D)
6:00 PM – 7:00 PM

DAY 5 FRIDAY, JULY 24

9:00 AM–
12:00 PM

Performance Coaching



Lorraine Lawson, Vocal Coach



El Mocambo, 464 Spadina Avenue #462, Toronto, ON M5T 2G8

12:00 PM–
2:30 PM

B R E A K

Prep/Get to Studio (lunch provided)

3:00 PM–
9:00 PM

Collaborative Music Making Session



Boi-1da, Producer



Vapor Music Studio, 410 Adelaide Street West, Suite 600,
Toronto, ON M5V 1S8

D I N N E R (P R O V I D E D)

6:00 PM – 7:00 PM

DAY 6 SATURDAY, JULY 25

11:00 AM–
2:00 PM

TMU's The Creative School Presents Still Connected Breakfast Club
Hosting The Gupta Family Foundation Toronto-Kingston Music Experience

📍 Toronto Metropolitan University - The Sheldon & Tracy Levy
Student Learning Centre, 341 Yonge Street, 8th Floor

2:30 PM–
5:00 PM

Listening Session

📍 Rogers Communication Centre, 80 Gould Street, 2nd Floor
Room: The Catalyst

Guest Speakers



MEET OUR **GUEST SPEAKERS**



reetugupta.com

Reetu Gupta

Ambassador & CEO The Gupta Group

Reetu Gupta is the President and CEO of The Gupta Group and a visionary entrepreneur, philanthropist, and business leader committed to creating opportunities through innovation, education, and the arts. As the leader of one of Canada's most recognized hospitality and real estate organizations, she has championed initiatives that combine business excellence with meaningful social impact.

Through The Gupta Family Foundation, Reetu has supported programs that foster leadership, entrepreneurship, education, and cross-cultural collaboration. Her commitment to empowering emerging talent has led to investments in initiatives that create pathways for young leaders and creative professionals to develop their skills, expand their networks, and pursue sustainable careers



lolamediagroup.com

Lola Plaku

Founder & CEO, Lola Media Group & Music Executive

Lola Plaku is a seasoned music industry executive with over 20 years of experience in marketing, artist development, and brand strategy. She most recently served as Senior Vice President of Marketing at Interscope Records and Co-Head of Marketing at Geffen Records, leading global campaigns for artists including Dave and Central Cee, YEAT, and Chino Pacas, among others. She has also worked closely on projects and early development connected to artists including The Weeknd and French Montana. Plaku is the founder and CEO of Lola Media Group, a marketing and creative agency working with clients such as XO Records, PUMA, Soho House, and COLORSXSTUDIOS. She also founded Girl Connected, a mentorship program supporting women in the music industry.

MEET OUR **GUEST SPEAKERS**



[linkedin.com/in/
wilsonlewislaw](https://www.linkedin.com/in/wilsonlewislaw)

Laura Wilson-Lewis

Entertainment and IP Counsel Lawyer

Laura Wilson-Lewis is an entertainment and IP lawyer with 7 years of experience practicing in the music and creative industries. Throughout Laura's career, she has represented recording artists, songwriters, producers, publishers and other copyright owners in private practice. Laura recently returned to private practice after working as the sole in-house counsel at Warner Music Canada. As the Entertainment & IP Counsel at Alphonse Latham LLP, Laura is establishing the firm's entertainment law practice and she is excited to work directly with creatives to protect their intellectual property and business interests. Laura graduated from Osgoode Hall Law School in 2015 and was called to the Ontario Bar in 2016. In 2024, Laura received Billboard Canada's inaugural Women in Music recognition and in 2025, Laura received the Rising Leader Award from Women in Music Canada and the Osgoode Hall Law School Alumni One to Watch Gold Key Award. Laura is a member of the Program Advisory Council for the Professional Music Program at The Creative School.



[linkedin.com/in/ricardo-
chung-a91393123/](https://www.linkedin.com/in/ricardo-chung-a91393123/)

Ricardo Chung

A&R-Warner Chappell Music Canada

Ricardo Chung is an A&R at Warner Chappell Music Canada. His journey into the music industry began with The Remix Project's Business Program, after which he secured an internship with Raekwon's independent label, ICE H20 Records. He later worked at Last Gang Entertainment, managing the artist/producer Tre Mission. Ricardo then founded Ransom Management Group, representing artists such as Sean Leon and Julian Thomas. At Warner Chappell, he continues to make significant contributions to the Canadian music scene, leveraging his experience in artist management and development.

MEET OUR **GUEST SPEAKERS**



[linkedin.com/in/
shantel-noel](https://www.linkedin.com/in/shantel-noel)

Shantel Noel

Artist & Label Partnerships, Spotify

Shantel Noel is an Artist & Label Partnerships Manager at Spotify, where she focuses on amplifying artists and connecting them with global audiences. With over 12 years of experience in the music industry, she has supported both emerging and established talent across a range of genres.

She has led impactful partnerships and contributed to key moments in music and entertainment across Canada and beyond, working with brands and organizations including The Toronto Caribbean Carnival, OVO, Nike, ASICS, and Converse, to name a few. At Spotify, she brings a strategic perspective to artist development, discovery, and storytelling.

Shantel is dedicated to amplifying diverse voices and helping to shape a more inclusive, globally connected industry.



[lawsonvocalstudios.
com/coaches](https://www.lawsonvocalstudios.com/coaches)

Lorraine Lawson

Vocal Coach

Lorraine Lawson is one of Canada's most sought-after vocal, performance, and career coaches, helping artists develop the clarity, confidence, communication, and performance skills that make them unforgettable. She has worked with Juno and Grammy-nominated and award-winning artists, the cast of Schitt's Creek, and countless creatives pursuing careers at the highest level. Described by the National Post as "Canada's Mariah Carey," Lorraine is also a recording artist, speaker, and author whose work explores identity, communication, and creative development. Her mission is simple: help people become more of who they are capable of becoming and communicate that powerfully to the world.

MEET OUR **GUEST SPEAKERS**



audiovybez.com

Jason Grant

Sync Agent, Founder & CEO, Audiovybez

Jason Grant is the Founder and CEO of Audiovybez, a music licensing technology company transforming how independent artists and rights holders connect with opportunities across film, television, advertising, and digital media. Focused on innovation, Jason has built a platform that streamlines music licensing while expanding access to global sync opportunities for creators and industry professionals. Under his leadership, music represented through Audiovybez has secured placements in hit series including Love Island USA, Ginny & Georgia, and The Real Housewives franchise. His work bridges technology, business, and creativity through strategic partnerships, catalog development, and artist discovery. A recognized advocate for the future of music licensing, Jason also produces industry events and thought leadership panels, fostering collaboration and advancing conversations around innovation, rights management, and the evolving creator economy.

MEET OUR **STUDIO SESSION LEADERS**



[linkedin.com/in/
jason-reynolds-
baa3b278/](https://www.linkedin.com/in/jason-reynolds-baa3b278/)

Jason 'Redz' Reynolds

Audio Engineer, Monitor Engineer, Front of House Engineer,
Artist Manager

Jason Reynolds is a live sound engineer, production manager, and artist manager whose career began in Kingston, Jamaica, before moving to Canada in 2004. A graduate of Metalworks Institute, he has worked in live sound, system integration, and production with churches, touring artists, and major events. His credits include Kirk Franklin, Shaggy, Stephen Marley, The Marley Brothers, Maverick City Music, Magic!, and Jully Black. Jason has contributed to award-winning recordings, earned endorsements from leading audio brands, and is a DPA Masters Club member. He currently serves at Soundbox Productions and leads Jason Reynolds Management Inc.



[boi1da.com](https://www.boi1da.com)

Boi-1da

Producer

Matthew Samuels, better known as Boi-1da, has become one of the most sought out music producers in the world.

Based out of Toronto, Ontario, Boi-1da has spent half his life behind the boards. 1da started his journey at the age of 15 with nothing more than a keyboard and a strong passion for music.

The grammy-award winning producer has mastered the art of making infectious instrumentals that are not only heard, but also felt.



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