



The  
**NAMM**  
Show

**idea center**

# New Strategies to Drive Lesson Program Growth

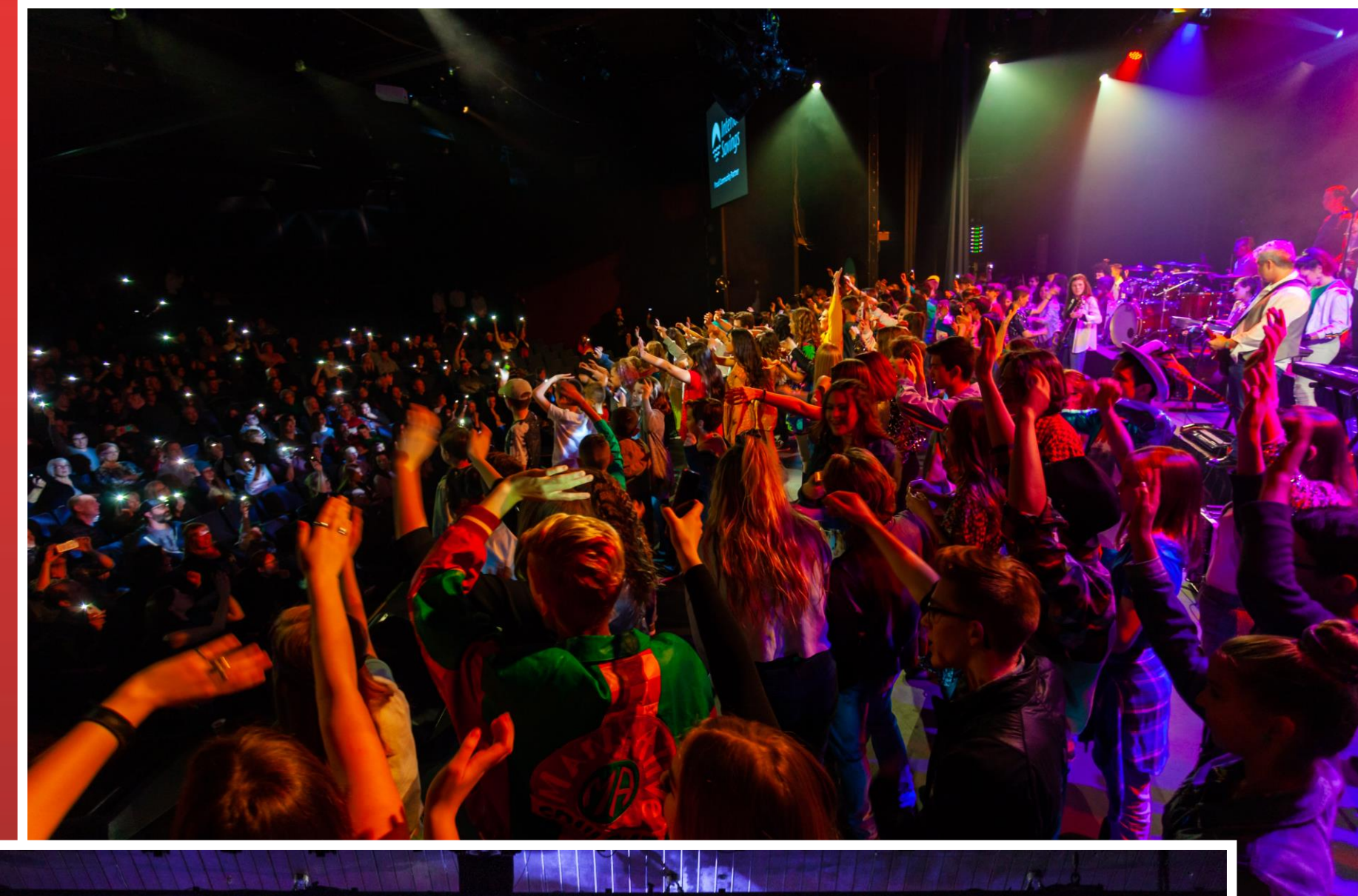
Noel Wentworth

# Additional Value



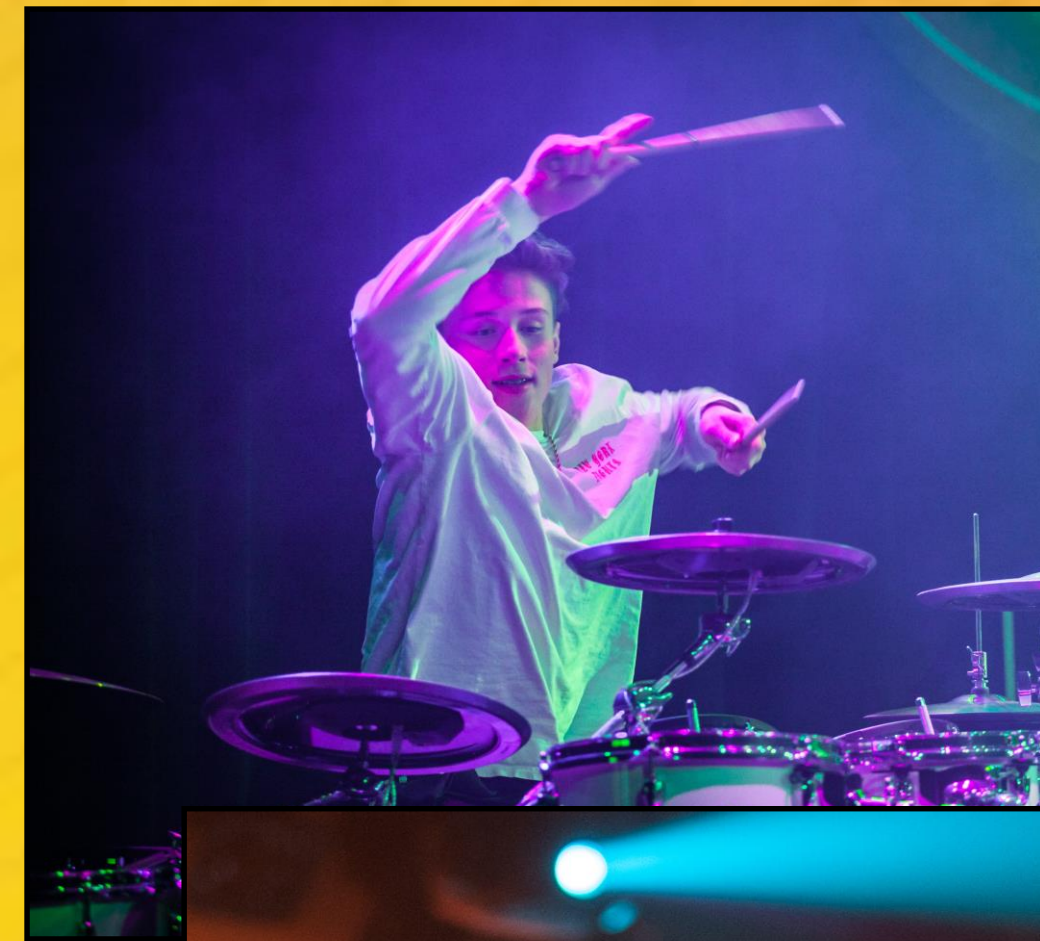
# Huge Student Concerts

- Give students the DREAM!
- It's not about you. It's about what you do for other people. Everything will come back to you through giving!
- Provide the coolest thing, for as many as possible, and students will be back (student retention)
- Give people what they want



## **Wait! Did you promote the concert?**

- Anticipation and promotion is more important than the event itself**
- Reach the masses: the traditional press release or write an article**
- Never written an article? Emulate other writers!**
- Kids living a dream can be a story the media can pick up**
- A story that creates a reaction gets your name remembered**





# Marketing Is A Process

- Marketing is not an event
- Marketing happens as the process leading up to an event
- Getting your name mentioned organically as a byproduct of what you are excited about
- There are no failures if you did your due diligence to let people know. (Brand recognition)

**2** eVent - Wednesday, May 27, 2009

## You can get 'Satisfaction'

We know *It's Only Rock and Roll*, but 165 students from Wentworth Music Education Centre like it. On June 27, Interior Savings and Wentworth Music present *Satisfaction - A tribute to the Rolling Stones* at the Kelowna Community Theatre.

"Although this is a student concert, I think the audience will be blown away with what we have accomplished," says Noel Wentworth, manager of Wentworth Music Education Centre.

## Expect to be royally entertained

They're under pressure to create a kind of magic. Almost 20 bands will perform as many Queen songs Saturday night at the Kelowna Community Theatre in tribute to the classic British rock group. And they will, they will rock us.

It might not be a night at the opera, but for the 115 or so music students involved, it will be an exciting taste of modern times rock and roll.

"Basically, it's going to look like these guys are out on tour," says Neil Wentworth, the concert organizer. "It's the same experience they would get out there performing — lots of lights and smoke. Most kids don't get that opportunity."

The procession of bands hails from the Wentworth Music Education Centre, and is made up mostly of kids ages nine to about 17, with a couple of adult students also thrown into the mix. Some of the younger students, as young as six years of age, will perform solo acts.

The tribute concert idea came about after Wentworth wanted to break free of the traditional recital format. He has been organizing recitals for about 10 years, but stepped it up about three years ago, placing students in bands and giving them extra flash with lights and effects, inspired by the movie *School of Rock*.

Last year he introduced the first tribute theme, paying homage to the Beatles. When he first conceived of the idea, his wife thought he was stone-cold crazy, but last year's audience turnout made him think he was on to something.

Almost 800 people turned out to keep good company at last year's winter show.

Wentworth hopes this year's show has a similar success, partly to support his one vision of raising money for the children's ward at Kelowna General Hospital (all proceeds from the event will be donated) and partly just to support the kids when they tear it up on stage.



LBRIANNE Ryan Earl Music stu



## Rock heroes in waiting

Kelowna music students recreate game on stage

Green, who dreams of being a star when she's older, "it's really exhilarating."

A special feature of Saturday's show is an appearance by Nancy Nash, who will help out with *Live! In a Prayer*, the 1986 Bon Jovi hit for which she sang background vocals.

She still recalls meeting the band at a Vancouver recording studio.

"As the song started, I could hear this unique, grungy sound where a human voice sings through the guitar," she says. "It hooked me right away."

"In those first eight bars, before I heard a verse or chorus, before I sang one note, I knew ... this was a hit record."

Nash, who now goes by the name *Sazacha Red Sky* and runs a private animal sanctuary near Vernon, also sang back-up vocals on *Loverboy's* hit, "Turn Loose," and many Bryan Adams songs.

"She seems to be this amazing hero," says Wentworth. "She's an incredible singer."

Nevertheless, the company that developed *Guitar Hero*, likes the concert's concept.

"I got the impression that we were the first people to do something like this," says Wentworth, who was invited to California for a tour of the company's facilities. He went home with two video games, *Guitar Hero World Tour* and *Guitar Hero 3*, which will be auctioned on the K99.3 radio website.

Bidding on the \$1,200-package, which includes an Xbox 360 game console from Microsoft and a guitar-and-amplifier package from Fender Music, continues to Monday.



MUSICIANS participating in the Rock Hero charity event ham it up for the camera. They include, from left: Nick Bregolassi, 9, an Ashely Nagipiri, music teacher Noel Wentworth as Lars Ulrich; Nathan Bregolassi, 13, as Eddie Krue; and Katia Wells-Green, 12, as Lady Leopold.

Proceeds from the auction and concert will be donated to the children's ward at Kelowna General Hospital, topping up the \$20,000 Wentworth has raised since 2006.

"Rock Hero Live!," which is sponsored by Interior Savings, is the latest in a semi-annual concert series that has included tributes to KISS, the Rolling Stones, Bryan Adams and The Beatles.

Wentworth says he started the concert series after seeing the movie *School of Rock*, which tells the story of an aspiring rock star who poses as a teacher and turns his class into a rock band.

"I turned to my wife at the end and said, 'That's what I need to happen. That's what I have been talking about.' We started the music school shortly after that."

Wentworth began with small performances, but in 2006 decided to rent the *Mary Irwin* Theatre for *School's Out*, a major production featuring a variety of rock tunes.

Adam Proden is much more mature—he's 10 years old and plays guitar. "I'm playing *Eleanor Rigby* and my best friend Alex Egleston is playing the piano with me."

Does he know who the Beatles are? "A band," he answers, looking at as if it's an alien.

Can he name any? "No, but they're my dad's favourite band and I know some of their music."

Stevie Quin is 12, almost a teenager, and plays guitar. "Eleanor," she corrects me, as she waits in the hallway for her lesson to start.

## Capital News pulse



MUSIC STUDENTS Mitchell Westgate (left), Kalvin Burgess and Rachael Westgate will join other Wentworth pupils to perform hits from the Beatles to kick off Snowfest.

It may just be their parents' favourite band, but music students will play the Beatles for Snowfest

Light and a half year old Lindsay Cross admits, "No, I don't know any of their names," when asked who the Beatles are, but she does know their music.

"My favourite Beatles song is *Yellow Submarine*," she tells me.

Lindsay, along with some 120 other students from the Wentworth Music Education Centre, will be "coming together" to put on a special show this weekend called *Come Together: A Tribute to the Beatles*.

Despite only playing piano for a few months, Lindsay is going to perform part of the song, *I Got You (I Feel Good)* from *My Friends*.

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Stevie Quin is 12, almost a teenager, and plays guitar. "Eleanor," she corrects me, as she waits in the hallway for her lesson to start.

Can she name any of the Fab Four? "Ringo Starr," she says, "that's pretty much it but I know a lot of their names."

Get the point? Yes, these kids seem to even know the names of their parents' eyes before John Lennon was killed 25 years ago, and yes, they might think the Beatles were Paul McCartney's "other" band before Wings, but one thing is certain, the music of the Beatles is still going strong nearly 40 years after they broke onto the scene.

Noel Wentworth, who runs the school and is producing this event, tells me, "We wanted to give these kids into a really big show ... and we thought, what was the biggest band that everyone would recognize that would hit the biggest demographic audience and we came up with the Beatles. They were perfect because they have hundreds of songs to choose from and many of them were achievable by the students."

"We've got close to 120 students participating, ranging in age from six to late teenagers. There's 17 bands—anywhere from quartets to 12 piece bands—doing the full length tunes plus six solo acts playing small pieces or choruses from Beatles songs," says Wentworth.

"We've always had success with our kids. Many of them don't want to do classical training and we wanted to hit a more contemporary sound."

## thredz clothing 10% off



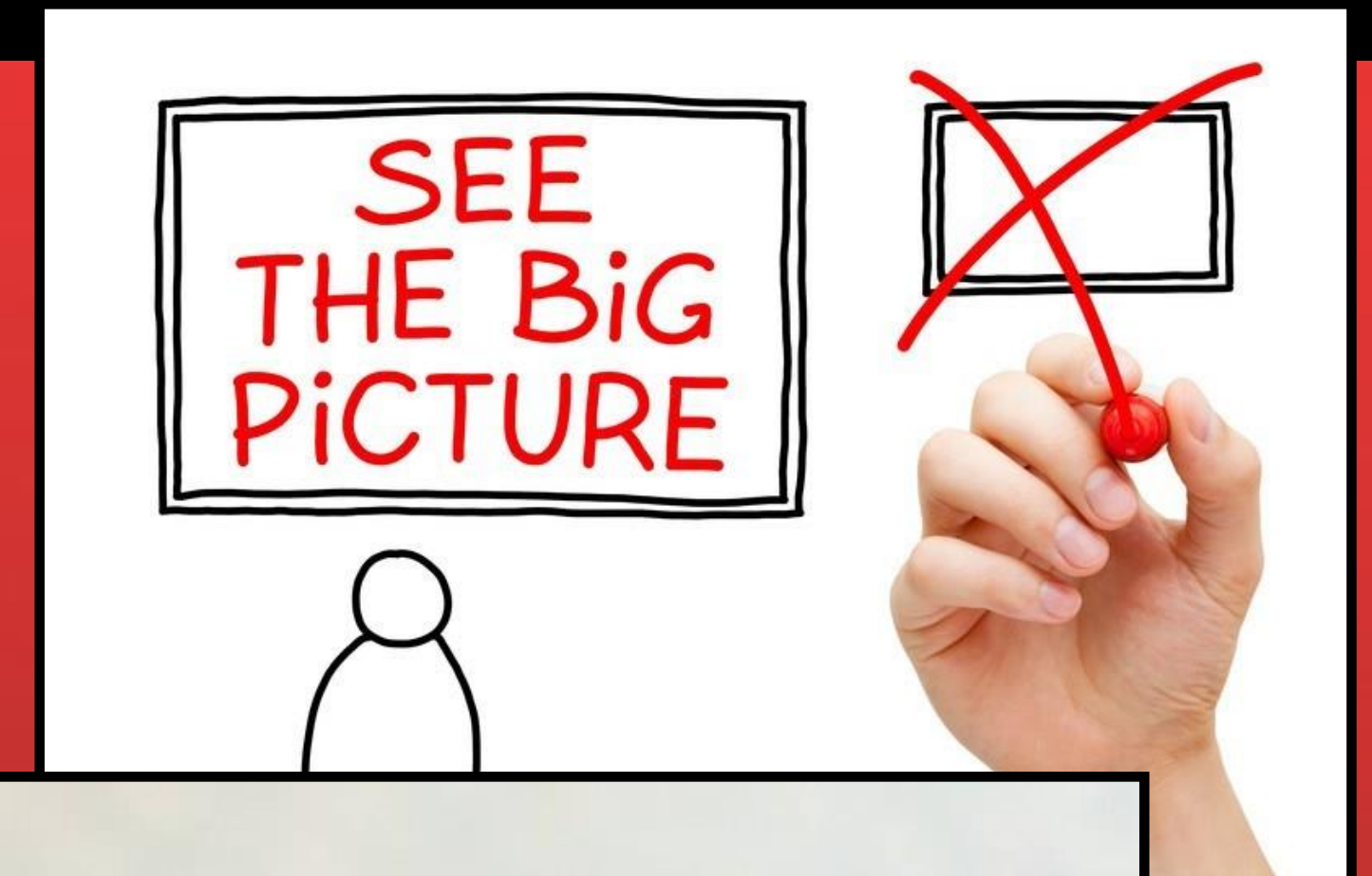
Photo: Michael Cross. Photo: Frank Trull, left, and three muses from Wentworth Music either rock or piano in the costumes that'll wear for their performance as part of the *James Brown* tribute. From left, from top: Tara Grant, Neil Engstrom and Nathan Bregolassi.

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Photo: Michael Cross. Photo: Frank Trull, left, and three muses from Wentworth Music either rock or piano in the costumes that'll wear for their performance as part of the *James Brown* tribute. From left, from top: Tara Grant, Neil Engstrom and Nathan Bregolassi.

## Would You Like To Try A Sample?

- How are you handing out samples of your lessons? (Sample lessons? Musical petting zoos?)
- How are you making your business visible in your community?
- What do you give away to attract customers?
- Think of mall product samples (ice cream, cinnamon rolls, candied nuts)



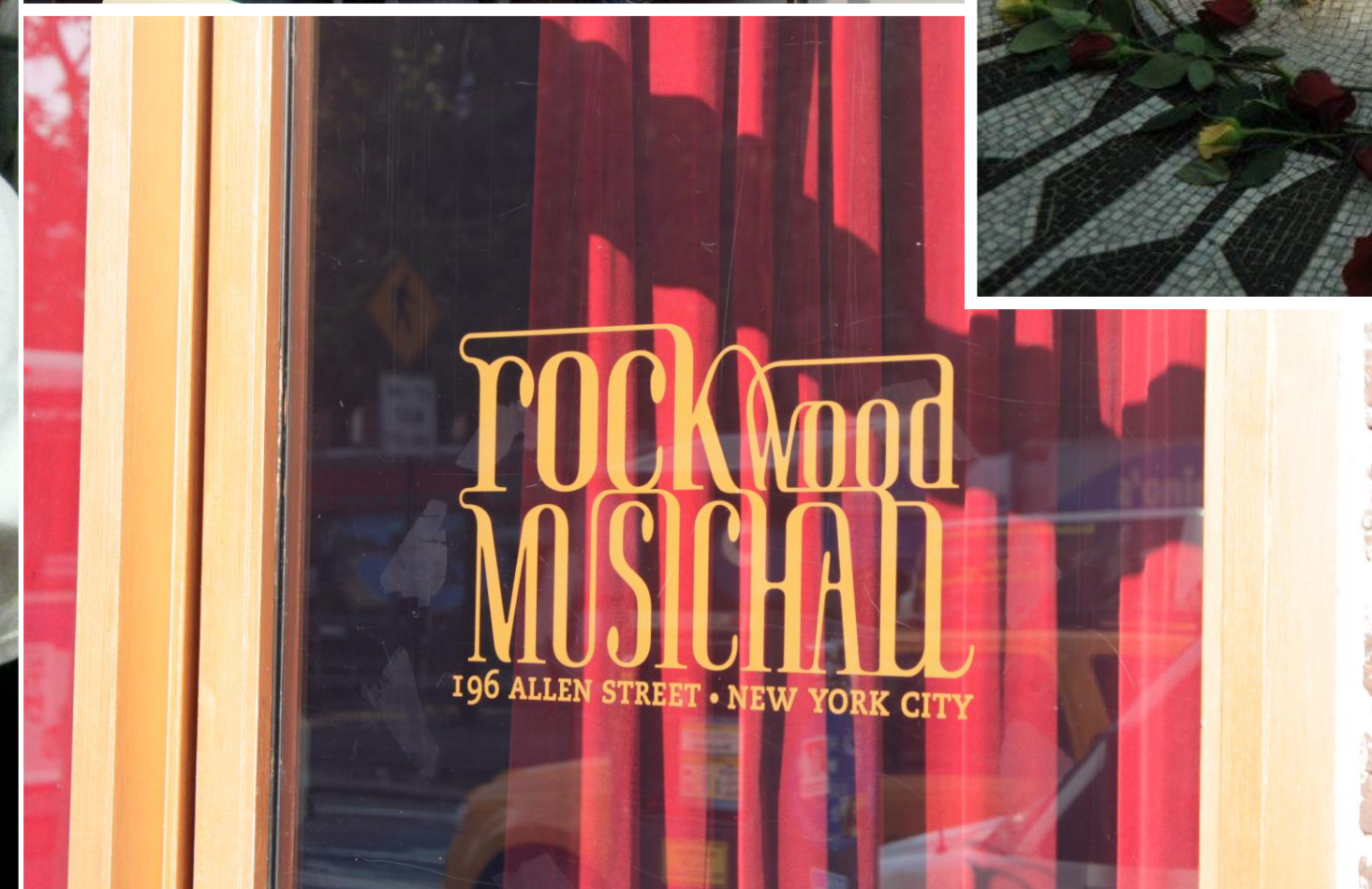
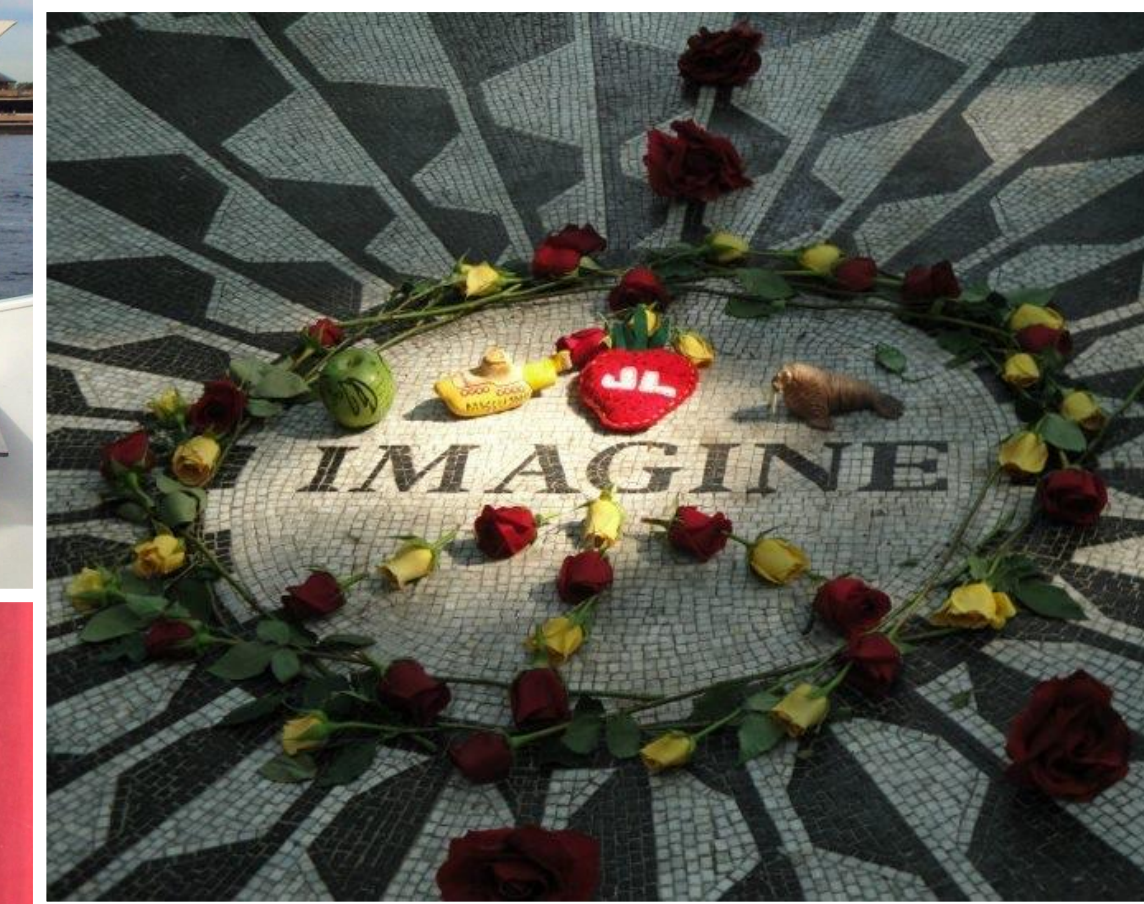
# Take Your Students On Road Trips

- Going on a trip to play music  
“somewhere” is a “why”
- The unexpected is something people talk about
- Kids living a dream can be a story the media can pick up
- Acts as a differentiator
- Creates a story



# What can you offer that creates a story?

- Look online for other schools that do what you do
- Singapore
- New York
- Australia



# Getting Help With Time And Money

- Parental help (PAC Group)
- Big trips can be roughly \$5,000 per person
- Fundraising (silent auctions, concerts)



## Transfer Credit To College Or University

- Connecting with a post secondary music program that offers something similar
- Ask for some sort of credit and certificate for their program by participating in yours
- The idea: Your school acts as a feeder program for theirs
- Your school gains more credibility
- Students get something for their resume
- Their school saves on recruitment costs and potentially gains business



## Include a “field trip” to the school

- Travel to the school so parents and students can see firsthand where they might go.
- Arrange a performance at the school.
- A way to bring the College or University business.
- Saves time and money for the post secondary music program and recruiting.



## Additional Value For Teachers

- Your teachers are good at teaching. Give them additional value and tools
- 1-min. teacher videos on YouTube AND your website (get to know your teacher)
- Tool for receptionists (“Check out our teacher videos on our website”)
- Additional value for your customers
- Engages customers and keeps them on your site longer (some will binge watch)



# Exceed Expectations

- Give others what you want or wanted
- Big, bigger, best!
- Excitement is contagious! People talk!
- You can't put a price tag on an experience?
- What can you offer as additional value that creates a story?

