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Grow Your Business

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# **Sales and Powerhouse Store Events That Drive Traffic**

Hosted By: Tim Spicer of  
Spicer's Music in Auburn, AL.



## **Topics We Will Cover**

- Planning and Coordinating Effective Events
- Engaging Your Customers Through In-Store and Out-of-Store Events to Cultivate Customer Loyalty and Increase Sales
- Ideas for Community Events



# Event Planning

## Why Do You Want To Hold An Event?

- Create Sales
- Create New Customers
- New Product
- Name Recognition



# Event Planning

## Assemble the Right Team

- Combine Both Detail-Oriented and Big-Picture Personalities
- Clearly Define Job Roles, Expectations, and Delegate Details
- Communicate Often and Thoroughly
- Fully Include Your Team From Start to Finish



- **Bonus Tip:** Make sure to continuously remind your team of the vision. What's at the heart of this specific event? If you don't keep your team on the same page, you may lose excitement and engagement during stressful or tiring times.

# Event Planning

## Promote

- Social Media
- Befriend Bloggers
- Promotional Videos – Low Budget if Necessary
- Utilize Chamber and Tourism Bureau
- Invite Local Media



# Event Planning

## Recap

- Measure Your Effectiveness
- Did You Reach Your Goal(s)
- Should The Event Be Repeated
- Turn “Unsuccessful” Into Successful Events

# How To Engage Your Customers

- Emotion Sells
- Create a Reason for Customers to Give You Their Money Instead of Giving it to Your Competition
- “64% of people think that customer experience is more important than price in their choice of a brand” - Neosperience

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Open  
Mic  
Night

Originals  
Only



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College  
Jam

Youth Jam

Blues Jam



## Host Concerts – “Guitar Center Sessions”

- Place Tables and Candles
- Set Up Showroom
- BYOB and BYOF
- Bring in Non-Musicians



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# Host School Events and Field Trips



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# Mason Music RIFF WARS

- Included Vendor
- Best 30-Second Riff Wins
- Low Cost
- Win New Pedal
- Decided by Vendor
- Highly Engaging

# RIFF WARS

SIGN UP TO BATTLE ►

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Birthday  
Party

Surprise  
Birthday  
Party



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# Blues Angel Music's Blues On The Bay

- 8 Concert Series Concluding With 20-Year Celebration
- Included Vendors
- 10,000 New Emails



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# Make Music Day



# Make Music Day



# Kids Music Day

# Teach Music America



# More Event Ideas

- Auction
- Create your own “Mini NAMM”
- Music Festival
- Musician Networking Event
- VIP night
- Scavenger Hunt/Treasure Hunt - Talk to Vendors
- Battle of the Bands, Singing Competition
- Tandem Events



## Bonus Tips:

- Small business owners, don't take on too much responsibility. You still have to run your business!
- Hosting an event to boost business doesn't have to halt your current business.

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**Be The  
Focal Point**

**Bring Your  
Community Together**



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# Make Music Day

Aaron Friedman  
President, Make Music Alliance, Inc.

[aaron@makemusicday.org](mailto:aaron@makemusicday.org)  
[www.makemusicday.org](http://www.makemusicday.org)

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# **Kid's Music Day Teach Music America**

Vincent James

[vincent@keepmusicalive.org](mailto:vincent@keepmusicalive.org)

[www.keepmusicalive.org](http://www.keepmusicalive.org)

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**Tim Spicer**

**Tim@spicersmusic.com**