

NAMM[®] | U



Grow Your Business

NAMM[®] | U



Grow Your Business

With Summer Rock Camps

NAMM® | U



Grow Your Business

**Rand & Cindy Cook
Santa Fe, NM**

candymansf.com

candymansf.com/NAMMU2015

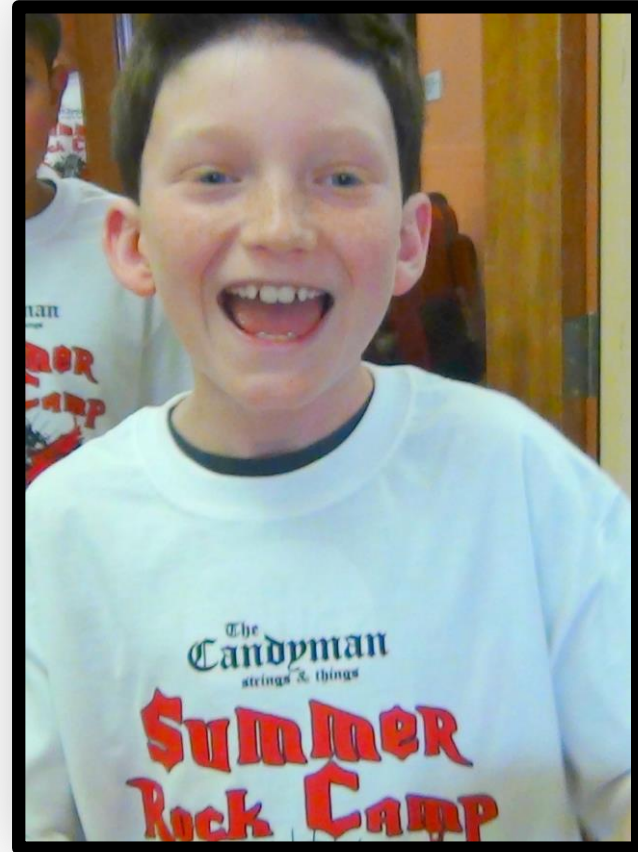


The
Candyman

strings & things
Santa Fe's Community Music Center

Rock Camp Is...

Good for Kids!



Rock Camp Is...

Good for Kids!
and parents, too



NAMM® | U



Grow Your Business

Rock Camp Is...

Good for Kids!
and parents, too

Good for Business!





The Best Way to Host a Rock Camp

***"I found out that
there weren't too
many limitations
if I did it my way."***

Johnny Cash

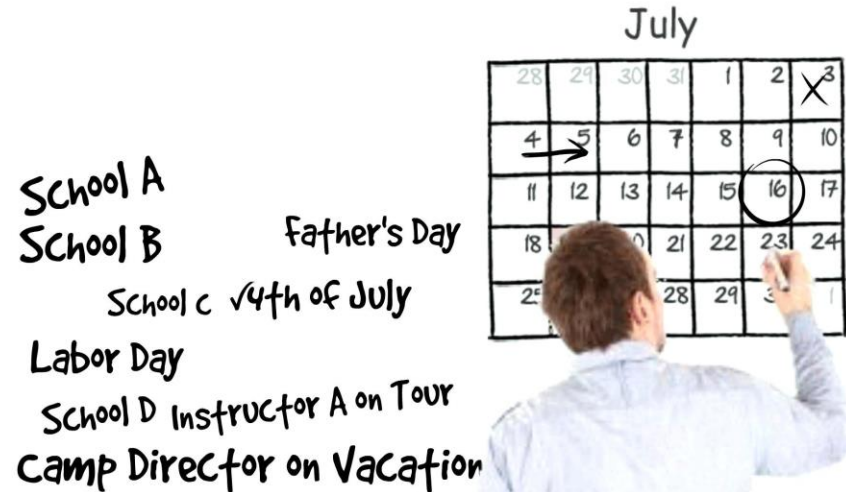
Rock Camp Road Map – Getting Started

- Decisions Decisions
- Determine Camp Hours/Days
- Schedule Camp Dates

July

28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

School A
School B Father's Day
School C 4th of July
Labor Day
School D Instructor A on Tour
Camp Director on Vacation





Rock Camp Road Map – Getting Started

- Legalities
- Band Classifications



Rock Camp Road Map – Getting Started

- Legalities
- Band Classifications



Rock Camp Road Map – Getting Started

- Legalities
- Band Classifications





Rock Camp Road Map – Getting Started

- Legalities
- Band Classifications





Rock Camp Road Map – Getting Started

- Legalities
- Band Classifications
- Create a Camp Schedule

Rock Camp Road Map – Creating the Camp Schedule

- Orientation
 - Using Video
 - Group Sunday
- What to Include



Rock Camp Road Map - Logistics

- Instructors





Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

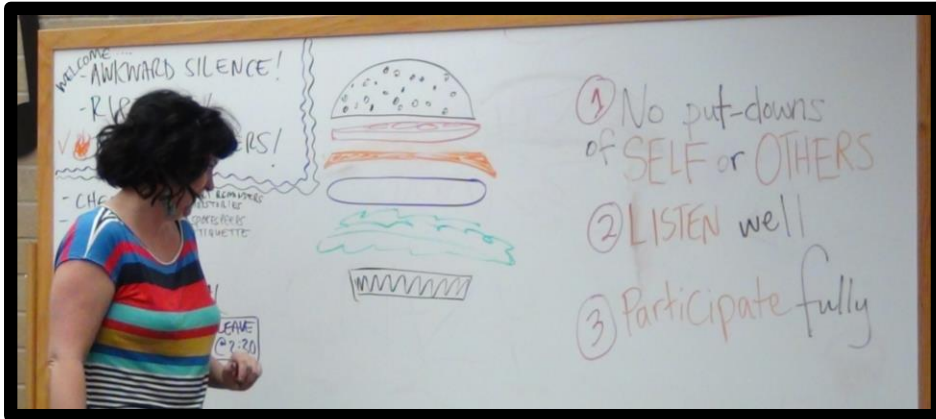
- Instructors





Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



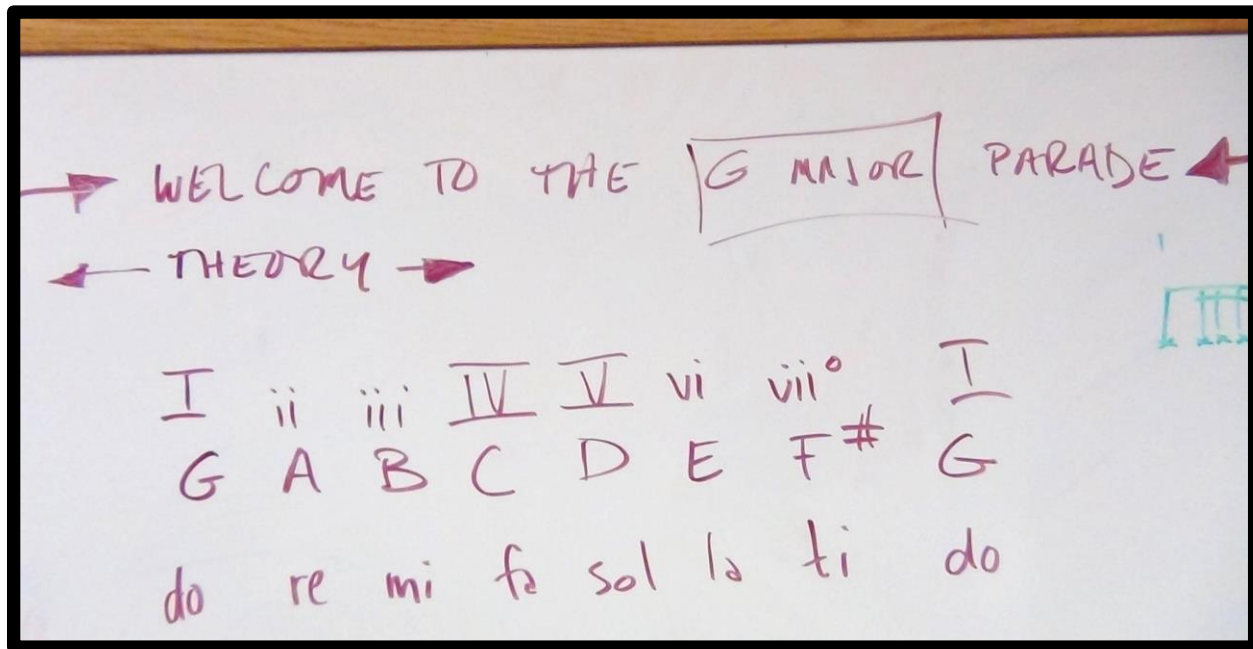
Rock Camp Road Map - Logistics

- Instructors



Rock Camp Road Map - Logistics

- Instructors



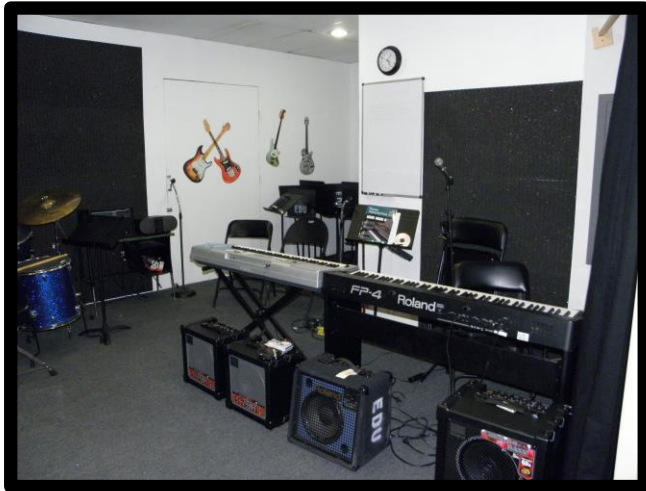
→ WELCOME TO THE G MAJOR PARADE ←

← THEORY →

<u>I</u>	ii	iii	<u>IV</u>	<u>V</u>	vi	vii ^o	<u>I</u>
G	A	B	C	D	E	F [#]	G
do	re	mi	fa	sol	la	ti	do

Rock Camp Road Map - Logistics

- Rehearsal Space & Equipment





Rock Camp Road Map - Logistics

- Assigning Bands

Drums

Keys

Guitar

Vocals

Bass

Other

Rock Camp Road Map - Logistics

- Assigning Bands





Drums

Keys

Guitar

Vocals

Bass

Other

Session 1

Young Rockers
Peter AM

Drums
Name
Age
Notes:

Keys
Name
Age
Notes:

Guitar
Name
Age
Notes:

Vocals
Name
Age
Notes:

Bass
Name
Age
Notes:

Keys
Name
Age
Notes:

Intermediate
Ross PM

Drums
Name
Age
Notes:

Keys
Name
Age
Notes:

Guitar
Name
Age
Notes:

Vocals
Name
Age
Notes:

Guitar
Name
Age
Notes:

Sax
Name
Age
Notes:

Waiting List

Beginners
Pablo AM

Drums
Name
Age
Notes:

Guitar
Name
Age
Notes:

Guitar
Name
Age
Notes:

Vocals
Name
Age
Notes:

Bass
Name
Age
Notes:

Advanced
Andy PM

Drums
Name
Age
Notes:

Guitar
Name
Age
Notes:

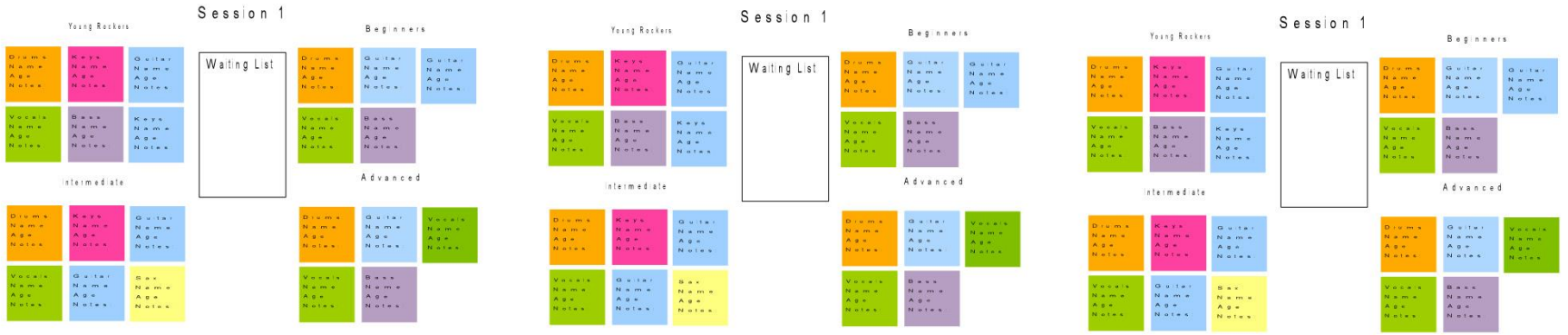
Vocals
Name
Age
Notes:

Vocals
Name
Age
Notes:

Bass
Name
Age
Notes:

Rock Camp Road Map - Logistics

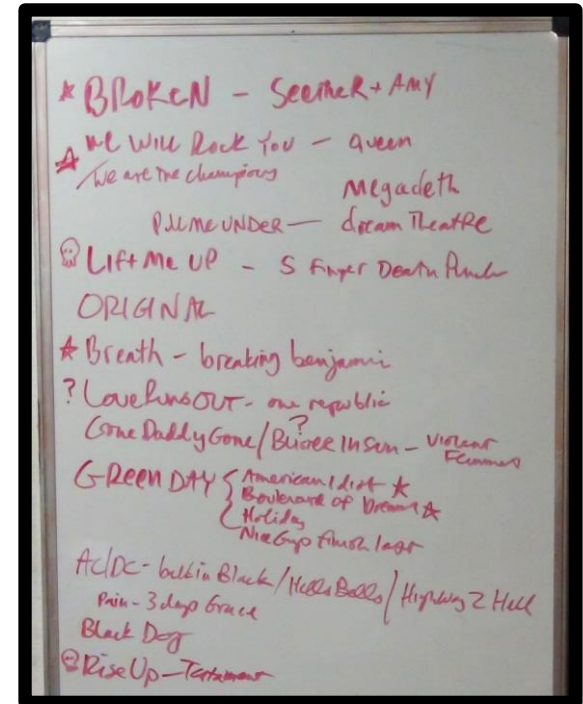
- Assigning Bands





Rock Camp Road Map - Logistics

- Songs



Rock Camp Road Map -

- Concert Venue





Rock Camp Road Map - Logistics

- Creating Forms and Documents
- Create Web Page(s)
- Marketing Collateral
- Getting Sign-ups



Rock Camp Road Map – Putting It Together

- Open Registration
- Schedule Assessment Auditions
- Order Printables
- Sponsors/Partners
- Build Administrative Files



Rock Camp Road Map – Putting it Together

- Fill Slots
- Prepare Studios
- Confirm Campers

Rock Camp Road Map – Putting it Together

- Orientation/Group Sunday





Rock Camp Road Map – Putting it Together

- Orientation/Group Sunday





Rock Camp Road Map – Putting it Together

- Day 1





Rock Camp Road Map – Putting it Together

- Day 1



Rock Camp Road Map – Putting it Together

- Day 1



Rock Camp Road Map – Putting it Together

- Day 1



Rock Camp Road Map – Putting it Together

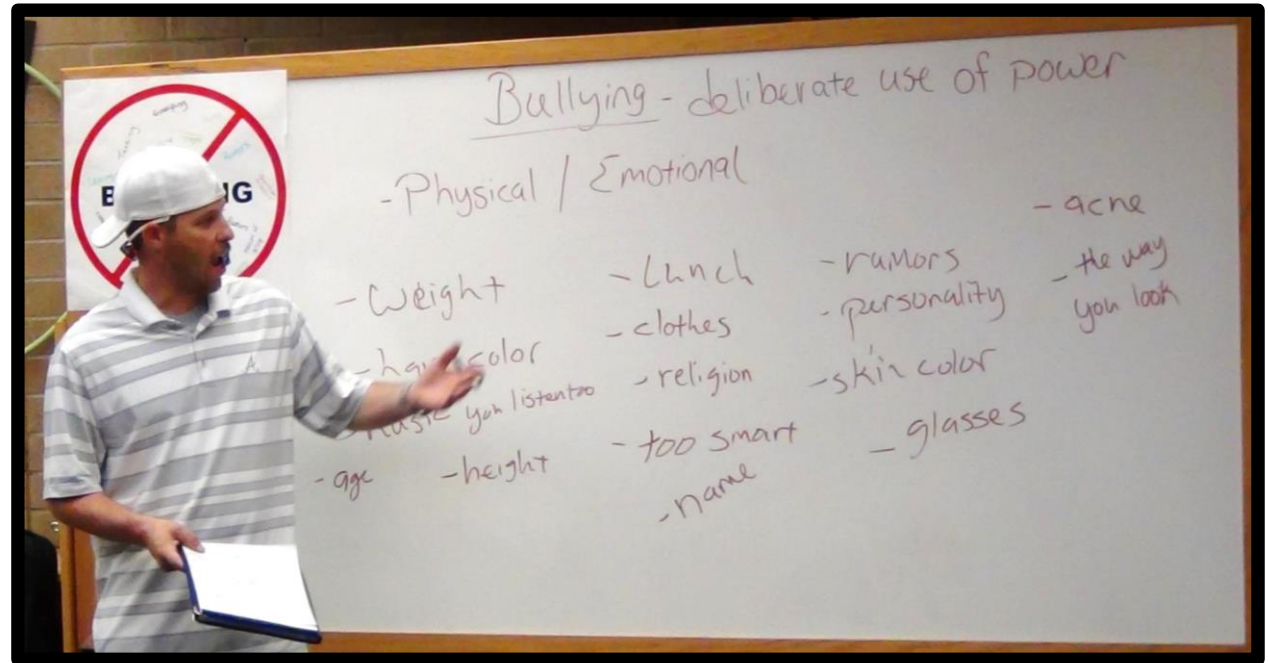
- Day 1





Rock Camp Road Map – Putting it Together

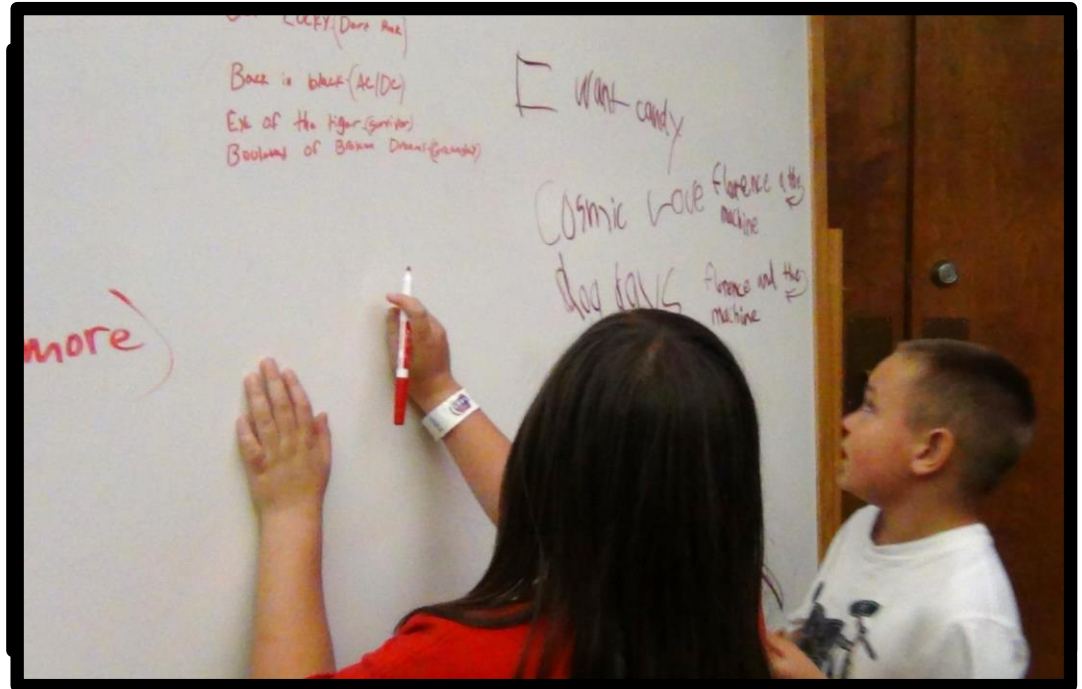
- Day 1





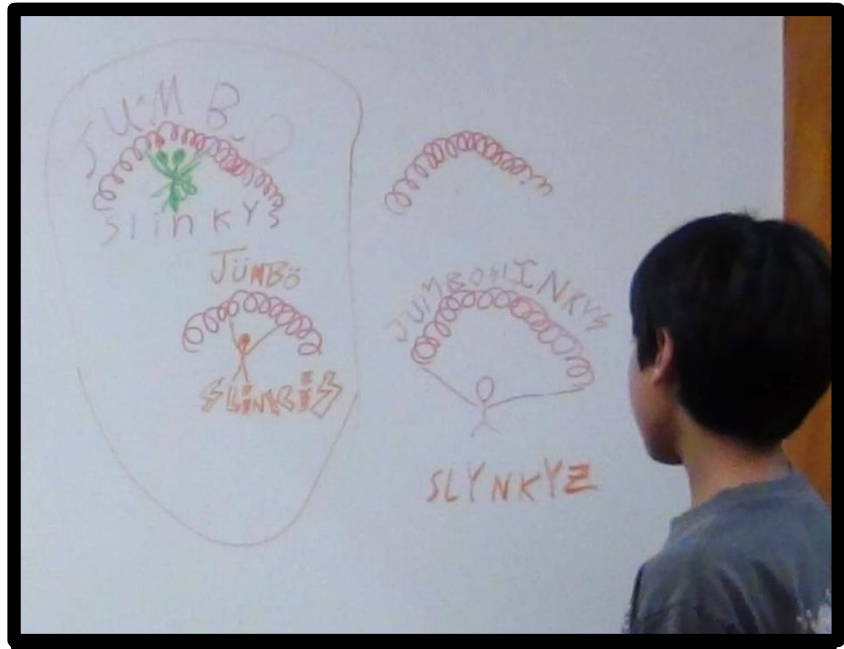
Rock Camp Road Map – Putting it Together

- Day 1



Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
 - Band Identity



Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
 - Band Identity





Rock Camp Road Map – Putting it Together

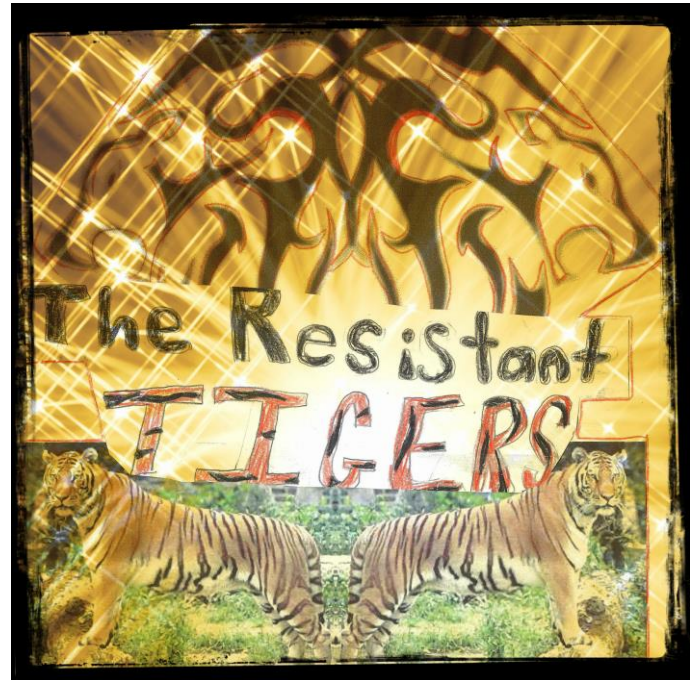
- Day 1
- Week 1
 - Band Identity





Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
 - Band Identity





Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
 - Band Identity





Rock Camp Road Map – Putting it Together

- Day 1
- Week 1



Rock Camp Road Map – Putting it Together

- Day 1
- Week 1





Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
- Week 2





Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
- Week 2



Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
- Week 2





Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
- Week 2





Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
- Week 2





Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
- Week 2





Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
- Week 2





Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
- Week 2



Rock Camp Road Map – Putting it Together

- Day 1
- Week 1
- Week 2



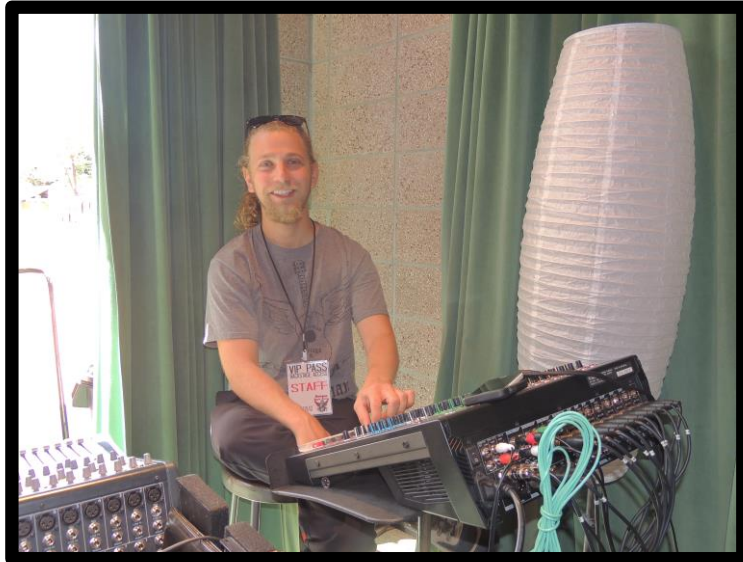
Rock Camp Road Map – The Finale’!

- Load-In
- The Supply Box



Rock Camp Road Map – The Finale’!

- Setting the Stage



Rock Camp Road Map – The Finale'!

- Video/Photos



Rock Camp Road Map – The Finale'!

- The Backstage Experience



Rock Camp Road Map – The Finale'!

- The Backstage Experience



Rock Camp Road Map – The Finale’!

- Care for the Audience



Rock Camp Road Map – The Finale'!

- The Concert



Rock Camp Road Map – The Finale'!

- The Concert



Rock Camp Road Map – The Finale'!

- The Concert



Rock Camp Road Map – The Finale'!

- The Concert



Rock Camp Road Map – The Finale’!

- The Concert





Rock Camp Road Map – Beyond Camp

- Thank Everyone Involved
- Photos, CDs and DVDs
- Gigs
- Follow-Up Questionnaire
- Cost Analysis
- Staff Celebration/Debrief

NAMM[®] | U



Grow Your Business

— *Thank you!*

cindy@candymansf.com

candymansf.com

candymansf.com/NAMMU2015

505.983.5906