

NAMM[®] | **U**



Grow Your Business



-Q: How many of you wanted to be a rock star when you first started in music?

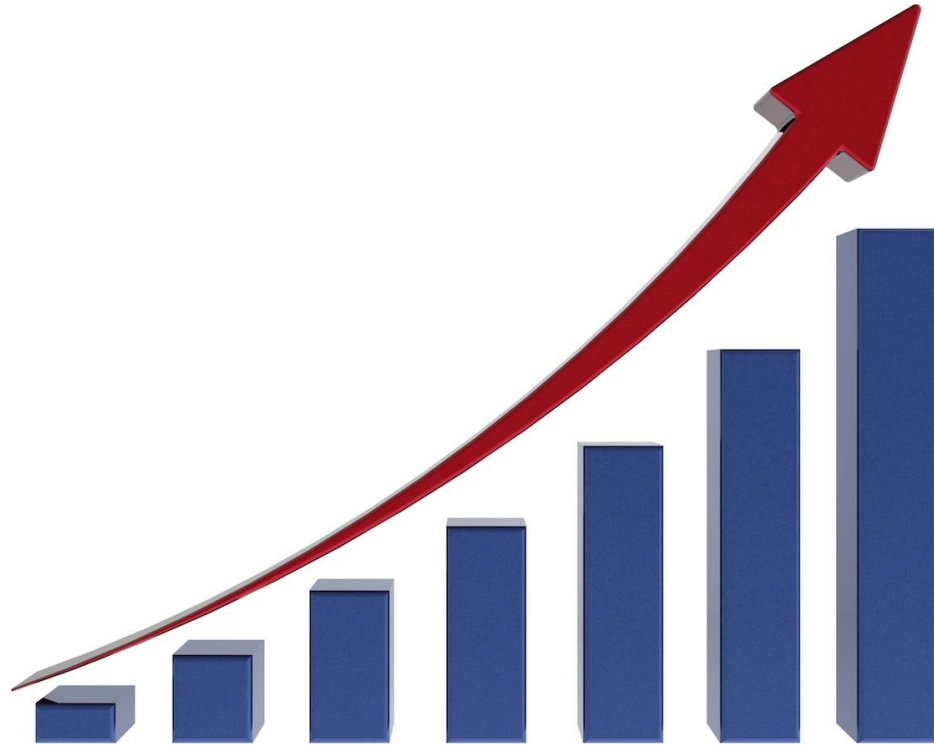
-Q: How many of you believe “You get what you give”?

-Q: How many of you want to be the go-to place for music lessons in your community?

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What Is The Goal Of Advertising?

- Getting Attention
- Prompting Action
- Replacing Lost Customers
- Building Sales
- Building Brand Awareness

For Advertising to work effectively, you have to do it consistently for people to think about you first (Top-of-mind awareness)...





Discovering The Power Of A Story!

- If word of mouth is KING, then a good story or experience is your #1 asset!
- Attach your name (**your brand**) to a story or experience that people will talk about
- “Community Impact” can be shared as a story
- Just like advertising, **repetition of your brand** contributes to your **Top-of-Mind Awareness...**





Repetition leads to Top-of-mind awareness





One example of what we did

Q: What did you dream about when you first picked up an instrument?

A: Provide that for your clients/students!

- Design and promote a student concert the same way you might a band out on tour!

Interior Savings & Wentworth Music
 present
20 SONGS FROM 20 SHOWS
 The **20th**
Anniversary
TRIBUTE CONCERT
 Performed by the students of Wentworth Music
 All proceeds to benefit Kids Care at the Kelowna General Hospital
Saturday, June 25, 2016
 Kelowna Community Theatre
 Tickets \$16 (plus GST) www.wentworthmusic.com
 Interior Savings | Wentworth Music | K96.3 Kelowna Radio | AURORA PRINT SOLUTIONS





Tour-like Student Concerts

- Not a recital! Think major concert production!
- Go Big! Big stage, Big Sound, Big Lights!
- 2 hour concert (no intermission) = 20 songs
- Large bands: 11-14+ people on stage
- Every student on stage = 4-6 Audience members
- Each student gets to be on stage once (with exceptions). Just like a traditional recital.





Key Points About Putting On A Show Like This

- Book venue 10 months or more in advance
- Ask venue if they have a school rate (usually lower than non-profit rate)
- Pick a concert theme that's easy to promote
- Theme should include every instrument you teach

Interior Savings & Wentworth Music
 present
ONE-derful
 A tribute to the
 One hit wonders from the 70's and 80's

Performed by the students from Wentworth Music
 All proceeds to benefit Kids Care at the Kelowna General Hospital

Saturday February 25, 2017
Kelowna Community Theatre
 Tickets \$16 (plus GST) www.eventbrite.ca

Interior Savings Wentworth Music K 96.3 CLASSIC



...More Key Points

- Assess and assign song parts slightly easier than students ability
- Students practice for 6-8 weeks
- Rehearsals
- We sell concert tickets at a reasonable price (affordable for whole family)
- After the show, we **give proceeds after expenses to help children** (local charity)



A photograph of four men standing in a music store, holding a large white sign. The store's background is filled with various electric guitars hanging on a wall. The men are dressed in business-casual attire: light blue shirts, a blue shirt, a dark blue shirt, and a red shirt. The sign they are holding contains text about fundraising efforts.

Wentworth Music

To Date

Wentworth Music's community initiatives have helped raise

\$156,500 66



Put Your Heart In The Right Place

- These student concerts are not about the money (They're about **THE STORY**)
- Kids helping Kids, your students become the heroes, life lesson...



Post-Show! Create The Second Story!

...after the show tell everyone what you did

- 3-4 weeks after, turn your generosity into a story. A good deed!

***Cool fact: One show = 3-4 months of media promotion and several stories (short and long term)





Third Story! Long-Term! The Experience!

- People like to talk! Results last years!
- Increased student retention & customer loyalty
- Increased value for the client
- School lesson culture (THE place to be!)
- Referrals: siblings, parents, friends
- Students double up on lessons so they can be on stage more...

BUSINESS

B1

Steve MacNeil, 250-470-0787
The Daily Courier, Wednesday, May 23, 2012
email: steve.macneil@dc.bc.ca

This is one school that really rocks

Things are rockin' at Westworth Music, in more ways than one. On June 2, 12 instructors from Westworth Music in Kelowna and Vernon will be recognized for new qualifications never before offered in Canada.

Previously, the only way students could get certification or grades was through classical exam boards. Not any more. Thanks to his ruthless dedication to music and his students, Noel Westworth has brought Rockschool to Canada. Students can study rock, funk, fusion, Latin and heavy metal in a structured way and receive the same qualifications in music as classical studies.

"It was only a matter of time," said Westworth. "There are various levels of difficulty in every style of music, and the same language is used primarily for all of it."

The Rockschool examination board has been in operation internationally for 20 years, conducting studies and exams on drums, electric guitar and bass, synthesizer, piano and voice.

In March, 12 of Westworth's instructors finished off a rigorous course in music education that gives them qualifications equivalent to their first or third year of their Bachelor's of Education.

"It's a pretty big deal," said Westworth. "We all worked very hard to further our education to help our students as well as receive these new titles."

In addition, Darby Mills, Canada Walk of Fame nominee and lead singer for the Hoodlums, as well as Danny McBride, former Chris de Burgh and David Hasselhoff guitarist, will be presented with honorary Licensate diplomas for their contributions to popular music. A Rockschool examiner is flying in from England to present the diplomas.

The event is June 2 and will be open to the public at the First Lutheran Church on Lakeshore. Doors open at 4:30 p.m. with the ceremonies starting at 5 p.m.

Rockschool will also be conducting a free workshop in Kelowna June 5, at 10:30 a.m. at Westworth Music in Kelowna and June 6, at 10:30 a.m. at Westworth Music in Vernon. More info under events at westworthmusic.com.



LEE MACDONALD/STYLING BY THE DAILY COURIER



DARCY NYBO
Shop Talk

Vernon's Darby Mills rocks at a recent Westworth Music event at the Kelowna Community Theatre. Mills and local guitarist Danny McBride will receive honorary Rockschool diplomas for their contributions to popular music.

For more information or to read a case study on Climate Smart alumna Tashara Creek, visit climatestartbusiness.com or call 888-686-8282.

The Kelowna Chamber of Commerce has a new tech development co-ordinator. Jeff Van Dyle has worked for some of the largest employers in the Okanagan, including Disney Online Studios Canada Inc., Interior Health, and Shaw Cable and has recently completed his Bachelor of Business Administration degree at Okanagan College.

You may know Nav Dyle from his involvement in a number of different sports recreational leagues around the city, or racing sailboats or playing music.

Going to market

There's a lot going on lately to get businesses up to speed on marketing strategies. The Women's Enterprise Centre is putting on a half-day video workshop on May 30 to help maximize business potential by diversifying into new markets.

If you are a business owner in consulting services (e.g. communications, leadership, strategy, marketing or social media) or other services (e.g. virtual assistant, coach, speaker or writer) this event is designed especially for you.

At the workshop, you will learn how to build a business development plan, strategies you can use to overcome cultural barriers, how to adapt your marketing and communications for international clients, accounting and tax considerations, and legal implications including liability and immigration issues.

The conference is hosted in Vancouver, and delivered to Kelowna via live videoconferencing. Fee is \$89 and is limited to 50 people. You can get more info at womenenterprise.ca/content/events.

Dreaming big

Melanie Dodaro is at it again. She is hosting a special townhall at Manito Resort, entitled Balance Your Dreams with Business Realities.

This time, she has brought together a panel of experts to help participants learn applicable methodology to effectively manage time, the link between energy and effective time management and the ultimate secret to success in business – focus.

You are requested to bring your questions to ask the panel and other experienced entrepreneurs from the audience. The meeting runs from 7:30 p.m. to 9 p.m. on May 30 and costs \$30, payable at the door.

Got news about your business? Send it to darcy@dailywrite.ca. Darcy Nybo is an award-winning writer, freelance journalist, book and online magazine editor.



Charitable Concerts Open Doors For Partnership

- Community attention, marketing and brand awareness is built into event promotion
- Concert is pitched as a positive activity engaging our youth
- Collectively strengthens brands, shows support for community, and helps children in need
- Partners are promoted heavily, benefit from the collective efforts and share equally in final amount raised



Wentworth's concert series has done it again. The Feb. 28 Movie Rock concert, held at the Kelowna Community Theatre raised \$8,795.97 for kids' care at Kelowna General Hospital. Thanks to all the student performers, Wentworth Music, Interior Savings and K96.3 for another incredible show. In photo from left are: Sue Manzuik of Interior Savings, Noel Wentworth of Wentworth Music, Laura-Lee Regnier of KGH Pediatrics, Rickie Tyler of K96.3 and Bettina Muller of the KGH Foundation.

And The Winner Is...Everyone!

- Creates a **Win - Win - Win - Win** (Students, Community, Sponsors, Your Business)
- Partner examples: Bank, Radio station, Local printing company
- “New idea”, Song sponsorship! “This song is brought you by _____” for a small donation to Hospital Foundation.






You Get What You Give

- Become a community leader
- Increased trust, visibility and good-will in the community
- Create your own customers through instrument sales and upgrades
- “Stories” become content for your website.
- Publicity/Advertising: (TV, Radio, Newspaper, Magazine, Internet News sources)

Thank You!

Rock on! On February 27, 2016 the students of Wentworth Music Education Centre put on another **SOLD OUT** show that literally 'rocked'! Not only was the "Tribute to the '90s" outstanding, but the annual show set a new record, raising over \$9,200 for the Pediatric department at KGH. A big thank-you to all the students and teachers at Wentworth Music, K96.3 and Interior Savings for making this event so successful! In its nine year history, the concert series has raised over \$145,000 for pediatric care in the North and Central Okanagan.

Interior Savings **Wentworth Music** 

KGH FOUNDATION
together we change lives

What's Your Story? Your Take away

- Stories, experiences and community impact is powerful!
- Attach your name (your brand) to an experience that will get people to talk or share!
- **Repetition** (stories and advertising) creates **Top of Mind awareness**. The more your name is mentioned, the more you're top of mind!
- Excitement is contagious, go BIG, try new things and then let everyone know!



THANK YOU Wentworth Music

This June, students of Wentworth Music Education Centre hit the stage for a special 20th Anniversary Tribute concert. They raised a record \$10,464 for pediatric care in the North and Central Okanagan.

Over nine years, the concerts have raised:

TOTAL = \$156,501

A big thank-you to Wentworth students, staff and presenting sponsors, Interior Savings and K96.3.



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