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Grow Your Business



Brandon Voorhees

Buddy Roger's Music



Shawna Wingerberg

Antonio Violin





How to Host Offsite Events that Grow Your Business

Three things to walk away with:

1. The importance of hosting offsite events
2. Ways to pinpoint non-traditional partners and venues
3. How to become heroes in the community

Buddy's Block Party 2017



Buddy's Block Party 2017



Buddy's Block Party 2017



Buddy's Block Party 2017



Cincinnati Redsfest and Third & Learn events



Cincinnati Redsfest



Cincinnati Reds Kid's Opening Day 2018





Results

Buddy Roger's Music

Gross sales numbers up 10% over 3 years

Steady organic growth in social media





Results

Antonio Violin



70% increase in ukulele sales

Double digit increases in 2017 orchestral purchases

*270% increase of viola sales over 2016

35% increase in holiday gift merchandise sales

Contemporary Arts Center



Reds Community Fund



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Home School Conventions



Library Events





Community & Collaboration

What makes a community partner impactful?



Community & Collaboration

How do these relationships start?



Becoming Local Heroes

Everyone wants to play an instrument



Becoming Local Heroes

Everyone wants to play an instrument

Unlock new territory in the brain of a potential musician



Becoming Local Heroes

Everyone wants to play an instrument

Unlock new territory in the brain of a potential musician

Create an eager want in the masses



Becoming Local Heroes

Trigger >



Becoming Local Heroes

Trigger>Action>



Becoming Local Heroes

Trigger>Action>Reward>



Becoming Local Heroes

Trigger>Action>Reward>Investment



Is Fun Mandatory?

Breaking the mindset of “I Can’t”



Is Fun Mandatory?

Breaking the mindset of “I Can’t”

Creating an open exchange, intentionally seeking understanding



Is Fun Mandatory?

Breaking the mindset of “I Can’t”

Creating an open exchange, intentionally seeking understanding

Fostering a values-based work environment



Yes, Fun is Mandatory!



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Grow Your Business

Keys to success



Keys to success

Create an experience that hooks new prospects



Keys to success

Create an experience that hooks new prospects

Persistence



Keys to success

Create an experience that hooks new prospects

Persistence

Patience

Contact us:

Brandon Voorhees

bvoorhees@buddyrogers.com

Shawna Wingerberg

Shawna@antonioviolin.com

