



New Innovations in Music Lesson Programs



Kimberly Deverell,
San Diego Music Studio



Brian Berk,
Editor, *the Music & Sound Retailer*



Tim Spicer,
Spicer's Music



Will Mason,
Mason Music



Michael Cathrea,
Resonate Music School & Studio



Let's first start with some information about each store:

- **San Diego Music Studio** in San Marcos, California has taught thousands of students since opening its doors in 1994.
- Voted Top 100 Dealer by NAMM for seven years in a row.
- Prides itself on its friendly and responsive teachers, self-paced lessons.





Spicer's Music



- **Spicer's Music**, founded in 2012, is known as “Not Your Average Music Store.”
- Located in Auburn, Alabama, it is a full-line MI dealer.
- Its goal is to stretch as far as possible into the community and touch as many lives as possible through music.



Mason Music



Mason Music, with four locations in Alabama, believes in three things:

- **Music is Important:** Picture life without it?
- **Music is Fun:** Learning to play should be too.
- **Music is Important:** People who learn how to play music have better outcomes in life.



Resonate Music School & Studio



Resonate Music School & Studio is made up of former music students itself.

- Located in Edmonton, Alberta, Canada, its goal is to make signing up for lessons easy, with email, phone or in-person.
- It offers extensively sound-treated studios to ensure an uninterrupted learning environment.



San Diego Music Studio



Now A Little About Each Lesson Program

San Diego Music Studio

- San Diego Music Studio teaches only group lessons.
- It has 10 teachers with about 300–350 students per week.



Spicer's Music

- Its lesson program is 6 years old and currently has 450 weekly individual students, 30 weekly group students and 120 in annual summer camps.
- Spicer's Music currently has 26 instructors.



- **Mason Music** has more than 900 students in private lessons.
- It has 45 teachers, hosts camps for more than 200 students each summer and holds recitals to 250 students twice a year.
- It is about to open up a live music venue later this year in downtown Birmingham.



Resonate Music School & Studio

- Offers both private and group lessons
- Voted a Top Choice Music School in Edmonton for six years in a row
- Group lessons start as young as age 2 with individual lessons starting at age 5.



Questions for the Panel:

**What's the most
innovative program or
event within your
lesson operation?**



What's your most effective and innovative promotion or marketing concept for your lesson program?



How have you used technology to innovate and/or upgrade your lesson program?



How have you used technology to streamline a lesson program's operations and administration (use of lesson-management software, etc.)?



**Where do you draw
inspiration from for
new ideas?**



How do you create a culture that attracts and keeps good teachers?



**Where do you predict
music lessons and
learning are going?**



**How different might
your lesson program
look in five to 10 years?**



Time for the

Lightning Round!

1. What was the biggest mistake you made

in setting up your lessons program?



2. How do you handle upset parents who may not see immediate results for their children?



3. What do lessons do for the bottom line, in terms of sales, at your store(s)?

NAMM | U



Grow Your Business



Questions?

NAMM[®] | U



Grow Your Business