

Breakout 1 Notes

Special Event and Music Camp Ideas and Promotions

- Love special events - brings community together & traffic into store. Always looking for creative ideas for special events. Some work & others don't. Events are good for social media promotion. Some events we've done are 1) Broadway singer master class - rock singing techniques - charged a fee but customers didn't want to pay for it - did away with fee & attracted many people. Very successful 2) Country artist Jessica Lynn came in & talked about promoting yourself as a musician - very well received. Next idea How to Conquer Stagefright.
- Another store looks to others for creative ideas. We do a summer rock camp that sells out quickly - very popular!! Nets us new customers also. Interpersonal communication skills & confidence is developed in the class. Would highly recommend to other stores if they are not already doing it. Start promoting early in year & open up registration in March - customers eager to know dates. Sell out every year. Community partners market the camp as well, so it's become very well known in the community. Radio ads, in-store signage & social media marketing also help. Young kids come in morning 9-1 & older kids come in afternoon. 2 week long camp.
- Another store has outgrown their space but in the past they did summer chamber groups & youth summer camps. Teach tabletop repairs & go into community more. Right now we have an adult cello ensemble that meets monthly & people love it. All levels - waitlist - very popular. Find unique & creative ideas that other stores are not doing. Also have done a monthly banjo jam session in the past that was popular.
- Starting to think outside the box and are thinking about doing a "cars and guitars" event, pairing cars with guitars to bring together two different communities who are dedicated to their hobby/interest.
- There is a preconceived notion that there is a barrier for adults to learn an instrument. So they started a collaboration with the library to use their space; the library provides the people and they provide the ukuleles. One of their teachers leads an immersive event, teaching to play the instrument. The event is free to the public.
- Pre pandemic, they did a teen guitar club in the shop, using loaner guitars and making it free to students, where they learned basic guitar techniques. It literally changed the lives of a couple of students; one of the teens was failing in schools and dealing with mental health issues. His parents ended up buying him a guitar and he ended up going to community college and will be going to a four year university in the fall.
- Started a ukulele group for senior community at senior centers so they have something to do face-to-face, after being isolated after the pandemic.

Breakout 2 Notes

Planning and Promoting Make Music Day

- We started doing MMD in 2015 & started small with a small in store event which was very well received. The news media showed up & covered the event which was some great free publicity. Grew it year after year & found instructions helpful & now do Make Music Winter as well. Success depends on buy in from community & also size of your community. Worked with local stores & organizations to help promote it. Pre-covid they had 30-40 locations with events going on. A lot of work - loves it. A lot of buzz created on social media post event. Had a cardio drumming class from local gym - gave participants free drumsticks, done yoga in parking lot, making music in local pharmacy. Offer a great tool kit & meetings so you get to meet new music stores. Porchfest great resource.
- Another store is the city coordinator for MMD & they really enjoy it as all people can be involved - listeners, beginning & advanced musicians, young old etc - bring everybody together which is very cool. Not just for one segment but open to all which is magical. Toolkit is helpful as well as monthly meetings to generate new ideas. Recommends others get involved. Uplifting day!! 60 events last year throughout the city. Matchmaking website is great. A lot of work but a labor of love & great to see the joy it brings people.
- Another store has attempted to participate in MMD for past 5 years but in Nashville TN its difficult to find a place to host an event as there are so many orgs there doing that already like CMA. Suggestion is find the people & promote a unique in store event. Big opportunity. MMD org will support you - every community is so different - hard to compare. Once you start doing it, people will want to participate every year.
- Another store has tried to participate in MMD but its the last day of school in their community so June 21 has not been a good time for them. Others suggested it's their last week of school too & they have had musicians play to kids entering school or DJ in playground. MMD toolkit is a help.
- Another store for MMD does an Instrument Discovery Zone at their local library which the kids love!!
- Haven't participated in Make Music Day because it's usually over 100 degrees outside, in June, and they have a small store to be able to do something indoors.
- They have a board in their area that organizes Make Music Day in their city. They have wonderful partnerships in the community. A local bar has musical guests who play throughout the day. Also have a downtown event, with music all day, where steel drum ensembles, high school bands, etc. play in the street. They have site managers at every location to oversee the activities.

Breakout 2 Notes (cont.)

Planning and Promoting Make Music Day

- Started in 2010, when it was called Wanna Play, and converted the entire store and dedicated it as a music-making carnival with ukulele circle, rock band tryouts, etc. They would give kids passports and they would take those to each area of the store, which was converted to “string land”, etc. and kids would get stickers to put on their passport when they participated at each “land”. The day isn’t about selling but enjoying music, but they have the registers open in case someone wants to make a purchase.
- Their community has a Make Music committee that plans events. A professional musician sits on the committee and the city provides a budget for the event and they have hired a Make Music Coordinator to manage the event. They pay their teachers to go around town and teach various instruments. The idea is to connect the entire city in making music.
- Go to Make Music Day America’s website. They have a template people can follow to create their own event.