Sales and powerhouse store events that drive traffic

Hosted by: Tim Spicer of Spicer’s Music in Auburn, AL.
Topics We Will Cover

• Planning and Coordinating Effective Events
• Engaging Your Customers Through In-Store and Out-of-Store Events to Cultivate Customer Loyalty and Increase Sales
• Ideas for Community Events
Event Planning

Why Do You Want To Hold An Event?

• Create Sales
• Create New Customers
• New Product
• Name Recognition
Event Planning
Assemble the Right Team

• Combine Both Detail-Oriented and Big-Picture Personalities
• Clearly Define Job Roles, Expectations, and Delegate Details
• Communicate Often and Thoroughly
• Fully Include Your Team From Start to Finish
• **Bonus Tip:** Make sure to continuously remind your team of the vision. What’s at the heart of this specific event? If you don’t keep your team on the same page, you may lose excitement and engagement during stressful or tiring times.
Event Planning

Promote

• Social Media
• Befriend Bloggers
• Promotional Videos – Low Budget if Necessary
• Utilize Chamber and Tourism Bureau
• Invite Local Media
Event Planning Recap

• Measure Your Effectiveness
• Did You Reach Your Goal(s)
• Should The Event Be Repeated
• Turn “Unsuccessful” Into Successful Events
How To Engage Your Customers

• Emotion Sells

• Create a Reason for Customers to Give You Their Money Instead of Giving it to Your Competition

• “64% of people think that customer experience is more important than price in their choice of a brand” - Neosperience
Open Mic Night

Originals Only
College Jam

Youth Jam

Blues Jam
Host Concerts – “Guitar Center Sessions”

• Place Tables and Candles
• Set Up Showroom
• BYOB and BYOF
• Bring in Non-Musicians
Host School Events and Field Trips
Mason Music RIFF WARS

- Included Vendor
- Best 30-Second Riff Wins
- Low Cost

- Win New Pedal
- Decided by Vendor
- Highly Engaging

SIGN UP TO BATTLE
Birthday Party
Surprise Birthday Party
Blues Angel Music’s Blues On The Bay

- 8 Concert Series
- Concluding With 20-Year Celebration
- Included Vendors
- 10,000 New Emails
Make Music Day
More Event Ideas

- Auction
- Create your own “Mini NAMM”
- Music Festival
- Musician Networking Event
- VIP night
- Scavenger Hunt/Treasure Hunt - Talk to Vendors
- Battle of the Bands, Singing Competition
- Tandem Events
**Bonus Tips:**

- Small business owners, don’t take on too much responsibility. You still have to run your business!
- Hosting an event to boost business doesn’t have to halt your current business.
Bring Your Community Together

Be The Focal Point
Make Music Day

Aaron Friedman
President, Make Music Alliance, Inc.

aaron@makemusicday.org
www.makemusicday.org
Kid’s Music Day
Teach Music America

Vincent James

vincent@keepmusicalive.org
www.keepmusicalive.org
Tim Spicer
Tim@spicersmusic.com