NAMM® U Grow Your Business
Beyond Rock Camp: Plan Summer Music Camps That Break The Mold

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Topics We Will Cover

• Why Hold Camps
• Types of Camps
• Camp Content
• Logistics
• Execution
Why Hold Summer Camps?

• Financial Additions
• Strengthen Existing Programs
• Reach Different Demographics
Types of Camps

• Curriculum Based
  – Curriculum and all other details are developed by the store. A camp leader is hired to execute the camp.

• Teacher Based
  – The Camp leader is the main driver for the curriculum and all other details. The Teacher has “ownership” of the camp.
Types of Camps

- Rock Camp
- Kid’s Camp
- Music Exploration Camp
- Classical Camp
- Theatre Camp
- Vocal Camp
- Camp for Adults
Content

• Learning vs. Free Time
  – Depends on age
  – Schedule a lunch
  – Beware of vocal and hand fatigue
Logistics

• Ages and Goals
  – Younger age camps are primarily about marketing and recruiting
  – The mantra should be “Good Experiences”
  – Older age camps can be more heavily focused on educational goals
Logistics

• Length of Camp
  – Monday-Friday is the most common
  – Hours vary greatly
  – *Don’t copy other music camps. Copy other local camps regardless of the genre.
Logistics

• Quantity of Leaders
  – Depends on age range
  – Research your state’s minimum ratio for kids/adults
  – *At least 2 adults at ALL times
Logistics

• Free Time
  – Do you have access to a space for the kids to get their energy out?
  – If not, you are limiting how many students you can take
Execution

• End of Camp Presentation – A MUST
• Parent/Student Feedback
• Add Value
• Promote Camp Bands
Camp Performance “The Rock Show”
Add Value
Professional Songwriters
Guest Artists
Promote - Book Shows for Camp Bands
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