

Breakout 1 Notes

Best practices as you approach back-to-school this year.

- This “back-to-school” has been a bounceback year for sales. A lot more digital than before; a la less paper agreements and more digital agreements; QR codes and texting; less labor intensive as the customer is inputting their info rather than store staff.
- Seeing increased sales of lesson books; making sure to keep well stocked. Supporting in-store and online lessons with upgraded systems, including iPads as lesson aids.
- Question asked: Is band interest higher or lower? Consensus was “high.”
- Seeing more use of technology for communication, i.e. Texting; customized online pages for band directors.
- Educator newsletter as a way to stay connected with teachers and inform them of resources. During rental season, we do rental nights: go to the schools and bring everything to them to get set up for the year to make it as easy for them as possible. Connections/relationships are key. Also did a “music reading seminar” with 2 sessions (morning & afternoon) and invite orchestra students in to play new music to be featured. Very popular and well-received. Recommend inviting teachers into store.
- One thing to do to boost relationships with schools is to get in for repairs.
- Effective updated digital content in newsletter to share with schools: aerosol study, ESSER funds, and featuring cool new products for their classrooms or upcoming community events. A variety of content is key. Teachers say they are feeling isolated, and the newsletter helps them feel connected to other teachers. Recommend joining a local teachers association and keeping schools updated on latest updates.

Breakout 2 Notes

Best practices for supporting your local music educators.

- NAMM's Public Affairs & Government Relations Team reiterated their support and resources for music educators. The point was made that the aerosol mitigation studies have been helpful in regards to COVID
<https://www.youtube.com/watch?v=1seuGKnKHb0>
<https://www.nammfoundation.org/what-we-do/best-communities-music-education>
<https://www.namm.org/issues-and-advocacy/covid-19-updates-and-resources-business>
- Employs a Field Rep tasked with meeting with local band directors starting in Jan/Feb. The success of the back-to-school season today is directly correlated to the communication efforts in place since January. Provides support materials and education to new students and parents who are new to band programs to engender a relationship with the store.
- Also employs a field/services rep who works directly with schools. Participates at band tryouts and info-nights. Provides instruction and supplies to students new to the music programs.
- Question was asked: Is it better to interact with students and parents at the school or at your store? Some favored in-store campaigns while others saw the school setting as an opportunity to promote the store.
- It's crucial to tell music educators and schools that they are doing important work and that you support their programs.