



Keep Music Alive

KeepMusicAlive.org

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Kids Music Day Event/Sales Tips Discussed During Zoom Call #1

General Note for Events– The best events for gathering media and public attention are free, fun for kids and invite community interaction. Examples include musical instrument petting zoos, student performances, kids open mic, drum/ukulele circles, percussion parade, instrument donation drives. However, don't limit yourself to just these ideas....any type of music related event that kids in your community would enjoy is perfect. You can host events in your own space, although sometimes its even better to host them at another local community space (library, coffee house, local restaurant, etc). Parents are sometimes more likely to attend events when they don't think they will be directly tempted/persuaded to purchase something. We host many Musical Instrument Petting Zoo events at libraries and other community spaces and are typically asked several times at each event if we offer lessons or hold classes. Using the promotion techniques below, we draw large crowds to many of our events. We average is 75-80 parents/children per event, sometimes seeing over 150 parents/children combined in for just one 90 minute event.

Promoting Your Event

- *Include the event in all email communications that you typically send to student families and current customers – If you don't have a monthly newsletter this is a great time to start one.
- *Create a Facebook event and invite all your current student/customer families to the event and ask them to please share
- *Share the Facebook event on 3-4 community Facebook Group pages in your County
- *If hosting the event at a local library or other community space, invite them to co-host the Facebook event and make sure your event is added to their public event calendar on their website.
- *Add your event to several community calendars – many local papers and other organizations host event calendars where you can post your events at no cost.
- *Make a list of half a dozen local/community papers in your area, 4-5 network TV stations and 2-3 local morning radio shows
- Create a customized version of our template press release found here www.KeepMusicAlive.org/flyers
- Send your first media email 3 weeks before your event and again one week prior to your event. In your message to them, ask if they would consider sharing this event with their readers/viewers

Kids Music Day Sales

Another way of participating in Kids Music Day is by hosting a Kids Music Day sale on lessons, classes, select instruments and accessories. While sales promotions are not something the media is generally interested in, you can engage your current customer base (newsletters), share on your social media pages and in-store with physical flyers.