

CLASSICAL MUSIC IS MORE FUN WHEN YOU

**COLOR
OUTSIDE
THE LINES**

**The Senior Lecture Recital
of Brittany Mazzurco**



THE REASONS WHY CLASSICAL MUSIC CONCERTS ARE SO DAMN UNPOPULAR

About Me

- ▶ Music Business Major
Marketing Minor
- ▶ Experience in Concert
Promotion & Event Marketing
- ▶ Conducted Market Research
on Classical Music Concert
Attendance





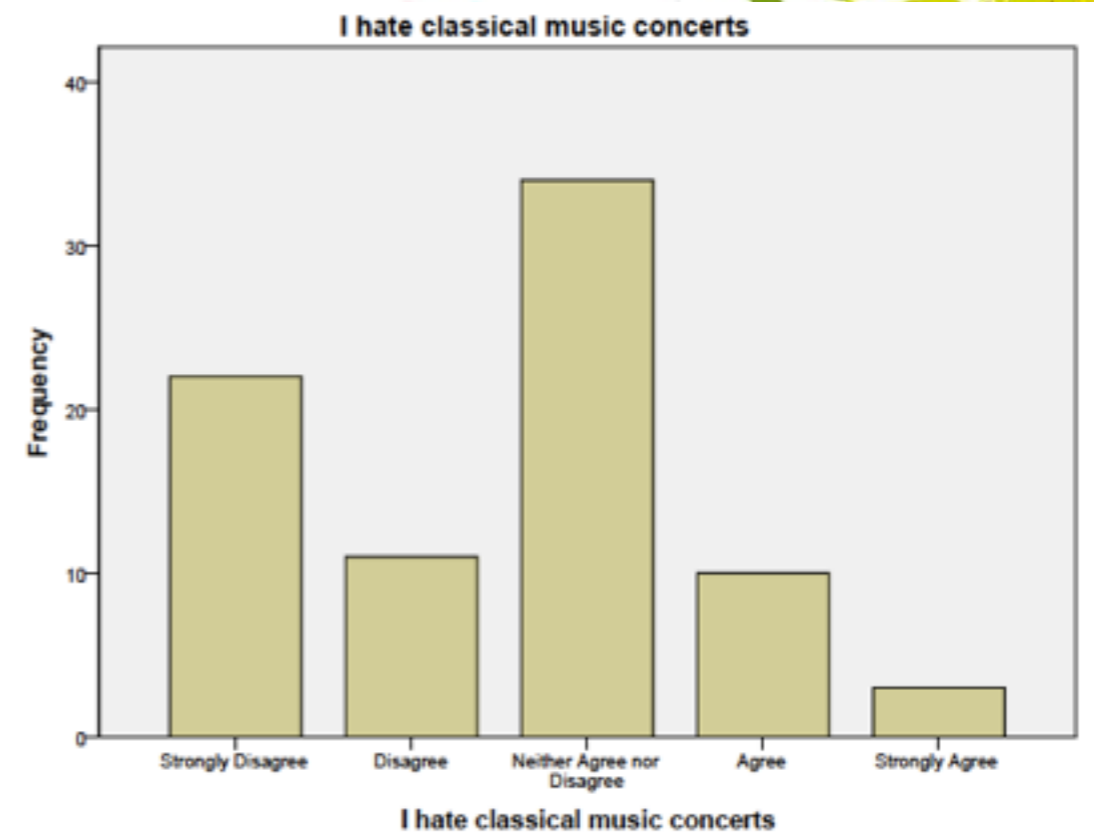
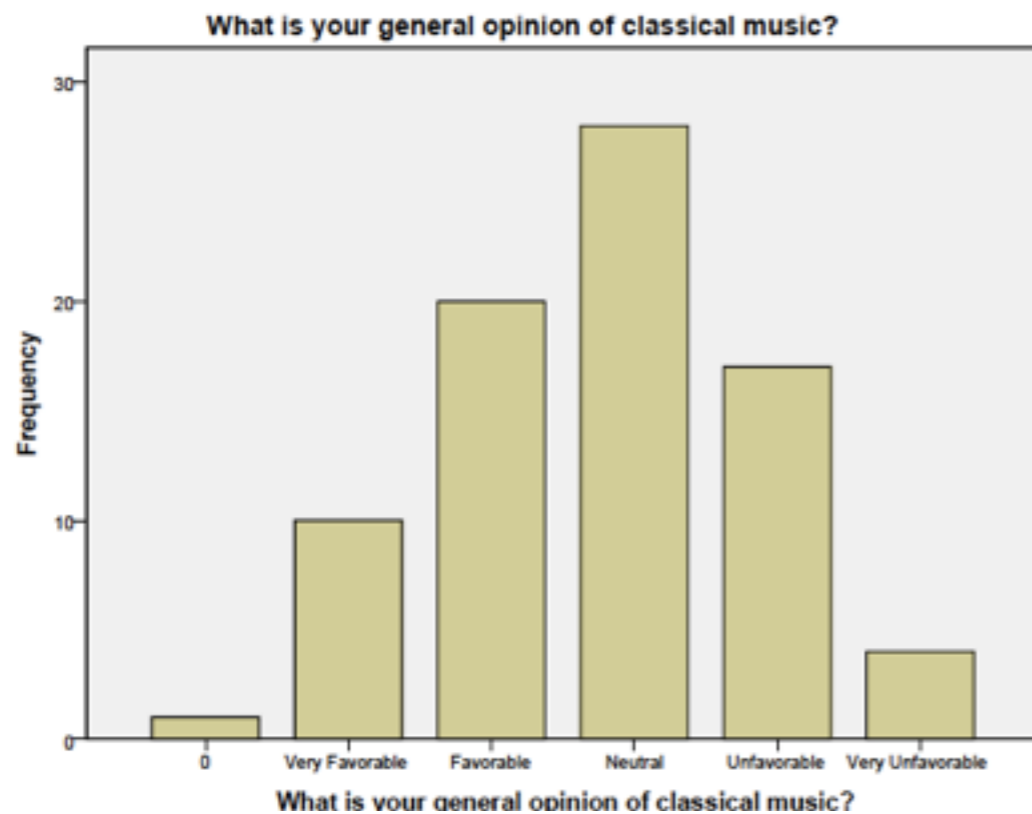
Introduction:

Is Classical Music Dying?

- ▶ The recent labor disputes of American orchestras due to decreased budgets and donor support.
- ▶ The reduction or outright cancellation of Metropolitan Opera and New York Philharmonic tours and concerts in the parks.
- ▶ The demise of classical music radio stations across America.
- ▶ Classical music managements have difficulty booking concerts for their artists.

But... People LIKE Classical Music

- ▶ 73.8¹ - 83.8²% have a neutral opinion of classical music or higher





So what's the problem?

If people still are buying music, why are professional musicians suffering?

Today we will discuss...



- ▶ **What's "wrong" with traditional concert format**
- ▶ **What people want from a concert**
- ▶ **The unique concert planning process**
- ▶ **Innovative Ideas for:**
 - ▶ **Venue**
 - ▶ **Time/Day**
 - ▶ **Promotions**
 - ▶ **Performance**

Who Likes This Stuff?

- ▶ Current Target Audience for Classical Music:
 - ▶ Older listeners
 - ▶ Classical music professionals
 - ▶ “Cultured Listeners”
- ▶ Everyone Else:
 - ▶ The same pieces are being purchased, “50 Greatest Pieces”
 - ▶ To the mass market, nothing new is being discovered... which contributes to the genre’s failure as a whole



Other Contributing Factors:

Classical Music has an Image Problem

- ▶ Boring
- ▶ Overly-Formal
- ▶ Elitist
- ▶ Old Fashioned
- ▶ Lack of visual content
- ▶ For Old People
- ▶ Irrelevant
- ▶ Lack of star power
- ▶ Lack of individuality

Classical Music's Problems

- ▶ Doesn't translate well in recordings
- ▶ Escapist mentality
- ▶ Resistance against elitism
- ▶ Rise of technology
- ▶ Death of the album



**Would you willingly
pay top dollar to see a
Cover Band?**

My Findings...



- ▶ Nowadays, people listen to classical music to fit a specific purpose.
- ▶ “...Competing with their couches.” - Rusty Banks
- ▶ When people go to concerts, they expect:
 - ▶ Great music
 - ▶ Spectacular visuals
 - ▶ A communal experience - with performer and audience

What Do People Want?

- ▶ COMBAT: Boring, Overly-Formal, Elitist, Lack of visual content, Lack of individuality
- ▶ Additional Sense of Instant Gratification: Intrigue, fun, liveliness, etc.
- ▶ Caters to modern, shorter attention-spans.
- ▶ An art form without barriers, acceptable for all, understood by all.

- ▶ Yet... still not a popular music concert.

We Need To Innovate

- ▶ We need to stimulate interest in this art form.
 - ▶ Find a balance between accessibility and integrity.
- ▶ Packaging is crucial: rebrand to resonate with modern society.
- ▶ Surpass the basic usage of classical music. Reinvent the concert/recital format.
- ▶ Make concerts more economical: more entertainment/enrichment in exchange for their time & money
- ▶ **A COMPLETE PERFORMANCE ART EXPERIENCE**



**We Need to
ADD COLOR**

HOW TO ADD COLOR



- ▶ Goal Setting
- ▶ Your Audience
- ▶ Planning Your Event
 - ▶ The Venue
 - ▶ Time & Day
- ▶ Promotion

Determine Your Angle



- ▶ Why do you personally want to give this performance?
- ▶ What do you hope to accomplish?
 - ▶ **Notoriety**
 - ▶ **Theatricality**
 - ▶ **Philanthropy**
 - ▶ **Innovation/Experimentation**
 - ▶ **Academia**

Planning: Goal Setting

Thinking about Your Audience

1. Why should people care?

AKA: What are you trying to accomplish?

2. What are you going to say to make them care?

AKA: What message are you trying to convey?

3. Who is going to care?

AKA: Who are you trying to attract?

Planning: Your Audience

Imagine Your Perfect Audience Member

- ▶ **Demographic:** age, gender, race, etc.
- ▶ **Behavioral:** what does your ideal audience do?
- ▶ **Attitudinal:** how does your ideal audience think?
What is it about him/her that makes him/her care?

Define Your Category

- ▶ Product:
- ▶ Goals:
- ▶ Describe Your Product in 1-2 Sentences:
- ▶ Write a Paragraph that Describes Everything:
- ▶ List Influences:
- ▶ Who Are You Like:

By writing these down, you can more effectively establish your vision.

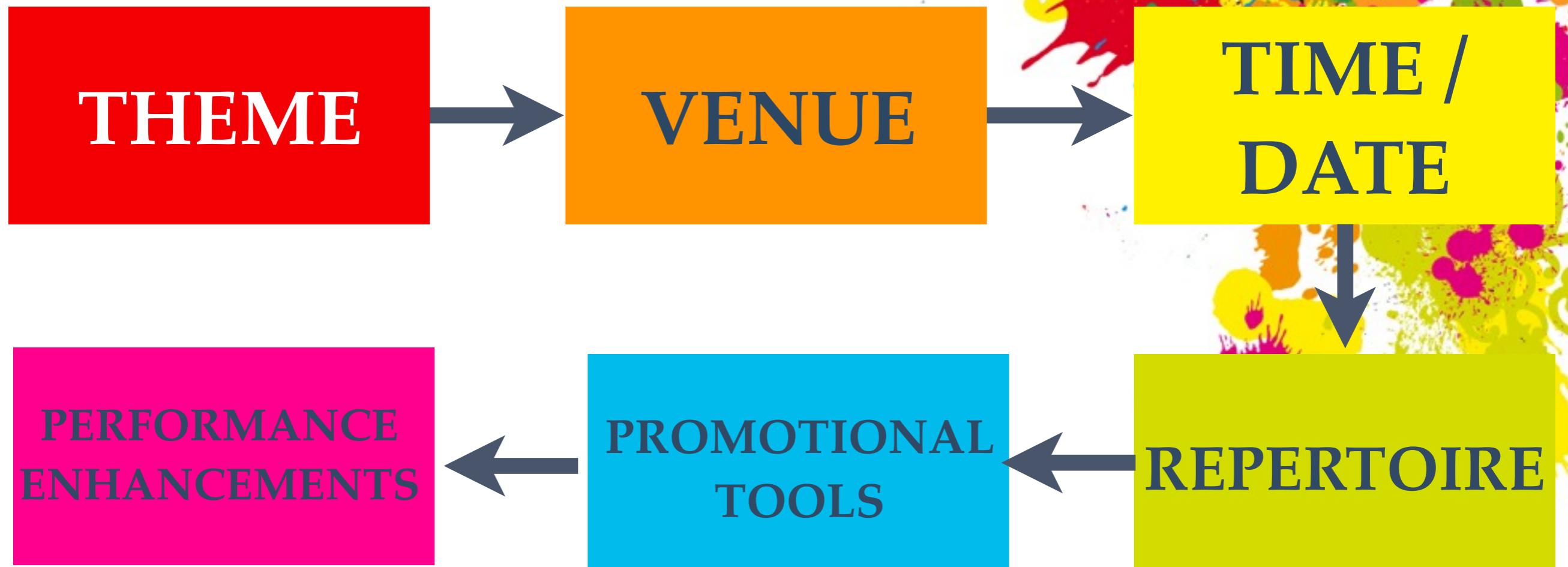


Planning Your Event

Date Making your ideas come to life

Planning: Your Event

Thinking Ahead



- ▶ Find something that determines your theme & angle (a single, unifying, creative idea), and everything else flows together!

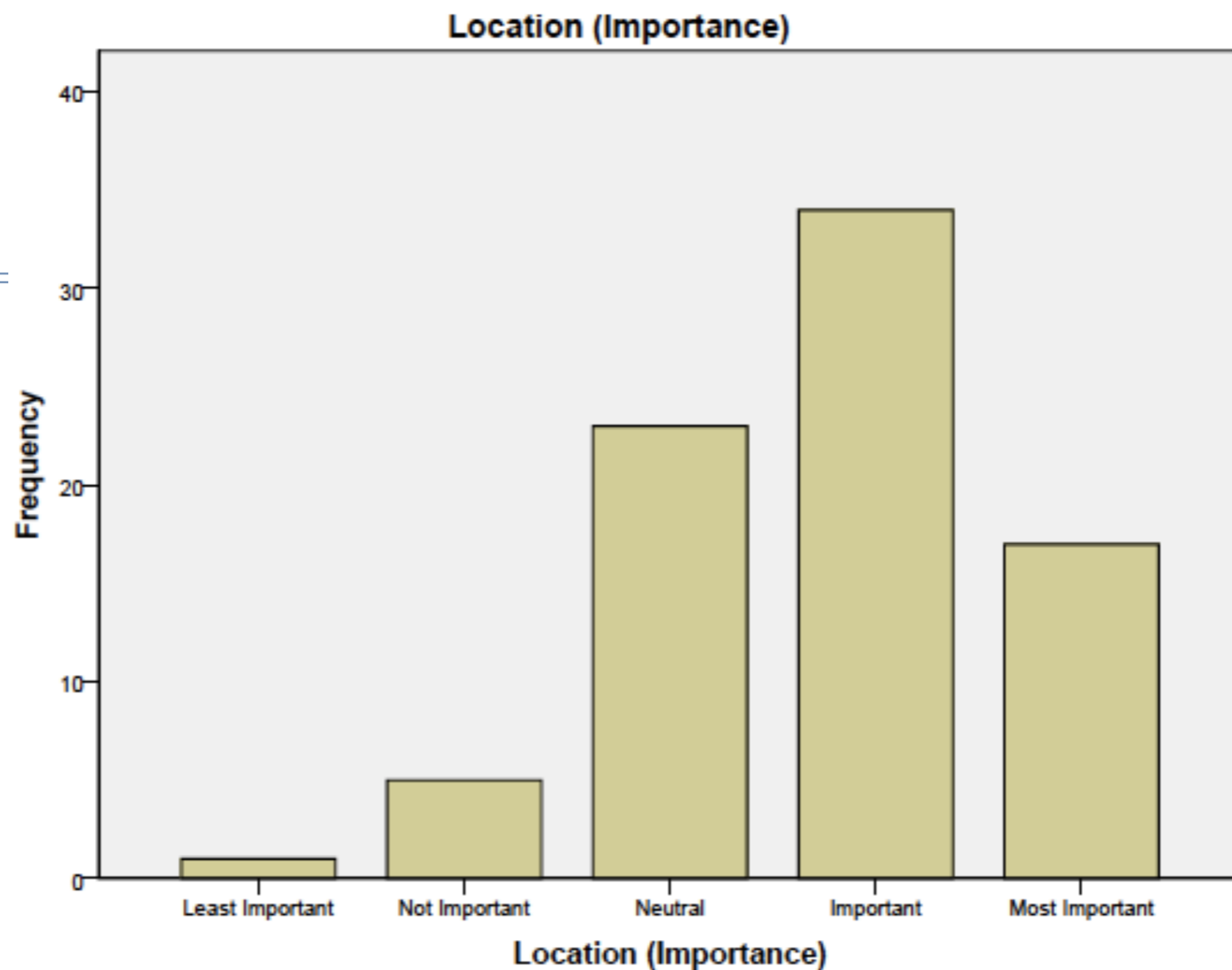
Innovative Ideas:



- ▶ Charity-affiliations
- ▶ Partnering with local businesses
(i.e. local fashion designer; flower company)
- ▶ Unique theme
(i.e. funniest songs for classical voice; romance songs for Valentines day, etc.)
- ▶ Lecture
(informing audiences about a specific topic, with music to demonstrate)
- ▶ Unique orchestration/performance style
- ▶ Unique settings

Place: The Venue

Venue Means More Than You Think!



Venue can also be an innovative idea in itself.

Factors to Experiment With

- ▶ Acoustics
- ▶ Ambience
- ▶ Intimacy / Social Factor
- ▶ Sound Production
- ▶ Marketing Possibilities
- ▶ Decor
- ▶ Performance / Theatrical Capabilities.
- ▶ Accessibility for guests

Innovative Ideas



- ▶ Partnering with Local Businesses

- ▶ Cafés

- ▶ Bars

- ▶ Bookstores

- ▶ Restaurants

- ▶ Art Galleries

- ▶ Balcony concerts

- ▶ Museums

- ▶ Cocktail-hour type settings

- ▶ Unique spaces with interesting acoustics

❖ <http://www.symphoconcerts.org/>

Tips & Tricks

- ▶ Do your research
- ▶ Find venues that are popular with artists similar to you
- ▶ Ask potential audience members what their favorite venues are
- ▶ Concert Venue Directory: www.pollstar.com

Place: Time & Day



Most Common Times:

- ▶ Saturdays or Sundays
- ▶ 12pm (leaves evenings open for audiences)
 - ▶ Usually better for out-of-towners
- OR
- ▶ 5pm (leaves afternoons open for audiences)
 - ▶ Usually better for college students

Innovative Ideas



- ▶ Early morning: fresh, warm, young
 - ▶ Springtime, oratorio / religious works
- ▶ Late Night: lively, social, sultry, dramatic
 - ▶ Jazz & Java - MU's late-night jazz series; clear theme
- ▶ Built in associations

Planning: Promotion

Traditional Promotional Methods

- ▶ Flyers
- ▶ Word of Mouth
- ▶ Commercial
- ▶ Website
- ▶ Email Invites
- ▶ Facebook/Twitter
- ▶ Personal Selling

Alternative Promotional Methods

- ▶ Sidewalk Chalk
- ▶ Live Performance
- ▶ Promotional Giveaways
- ▶ Street-teams
- ▶ Viral Videos

Plan Ahead!



✿ From my blog: www.breakingthebusiness.com

✿ Quality

✿ Resonance

✿ Attraction

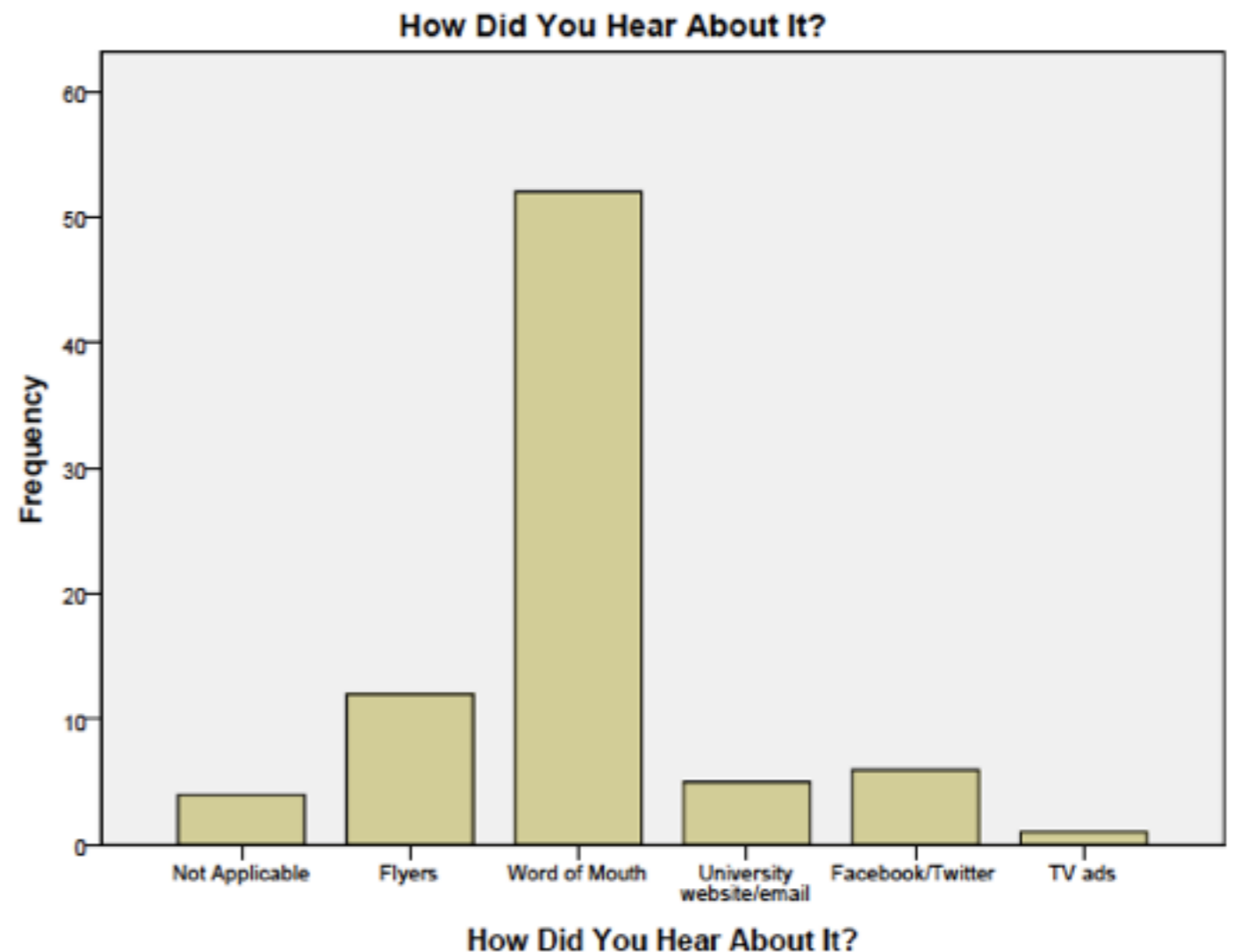
✿ Placement

✿ Quantity

✿ Differentiation

Best Tool By Far:

- ▶ Word of Mouth - This is why innovation and exciting concepts are KEY!
- ▶ 11 reminders!
- ▶ Your promotional methods themselves can generate word of mouth recommendations



Product: The Performance

- ▶ Think back to your goals and angles
- ▶ What do you have control over?
 - ▶ Repertoire
 - ▶ Visuals
 - ▶ Performance Styles
- ▶ Work within your requirements

Note: Your Repertoire

- ▶ Remember: short attention spans!
- ▶ No need to sacrifice integrity...
- ▶ More varied repertoire
 - ▶ Emotional journey
 - ▶ Wide range of styles*
- ▶ Work within your requirements

The Performance

- ▶ Think of your favorite pop star, now of a classical music soloist. What's missing?
 - ▶ Performer personality
 - ▶ Audience interaction
 - ▶ Theatricality
 - ▶ Visual stimuli

Innovative Ideas:



- ▶ Increased visual interest
- ▶ Non-Musical Considerations:
 - ▶ Visuals (lighting!)
 - ▶ Props
 - ▶ Choreography
- ▶ **BE CREATIVE:** Work towards creating a multi-sensory experience!
- ▶ Always keep your goals, angle, and theme in mind!

Congratulations!



- ▶ **Combat the boring, elitist, impersonal image**
- ▶ **Cater to shorter attention spans**
- ▶ **The concert planning process**
- ▶ **Innovative ideas regarding:**
 - ▶ **Theme**
 - ▶ **Venue**
 - ▶ **Time/Day**
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Bring Something New to the Table

Artists don't just preserve the past. They make new things from the sum total of human experience. They tell new stories and find new ways of telling stories from the tools and influences that they have around them.



THANK YOU!

10-Minute Intermission then MY RECITAL!
