AMEB ONLINE ORCHESTRA AND MAKE MUSIC DAY

BECOME A PARTICIPATING RETAILER IN THIS JOINT PROJECT AND DRIVE TRAFFIC TO YOUR STORE

AMEB and AMA are pleased to join forces and invite you to promote an Online Orchestra **hotspot** at your store on June 21 – Make Music Day.

Here's the plan:

- Make Music Day is Thursday June 21. Members of the public are invited to take part in free, community music-making activities.
- The AMEB Online Orchestra is inviting members of the public to record a video of themselves playing *Waltzing Matilda* to contribute to the Online Orchestra.
- Retailers invite people into their stores on Make Music Day to record their videos at their Online Orchestra **hotspots**.
- Benefit from our advertising of both events. Your store will feature on our social media and websites.

What's involved for you:

1. Register your store as a participant in Make Music Day 2018 here.
2. We provide you with some marketing material to promote your Make Music Day event.
3. You assign a staff member to help customers record their videos and AMEB will offer them over-the-phone training if needed before the day (videos can be done on any device).
4. AMEB & AMA promote your store and your involvement on social media in the lead up to June 21.
5. Customers bring their instruments to your store (or use yours), find a quiet-ish spot, download the music they need and the click track, record their performance, then upload it to the AMEB site. The process takes less than 10 minutes per person.
6. All participating retailers will be credited on the AMEB Online Orchestra video credits.