

NAMM University Breakfast Sessions



NAMM U Breakfast Sessions

This is your chance to prepare for the year ahead, and NAMM University's Breakfast Sessions are a perfect way to do it.

These free sessions will fire you up with ideas and answers, arm you with information on the challenges you currently face and keep you on top of the latest industry trends

Get your mornings started off right by attending NAMM U Breakfast Sessions, featuring a free buffet from 8–8:30 a.m. each day followed by a presentation on hot industry topics at 8:30. All sessions take place in the Hilton Anaheim Hotel, Pacific Ballrooms A, B and C.

THURSDAY, JANUARY 18

Breakfast of Champions—My Favorite Mistake

NAMM President Joe Lamond will welcome Henry Steinway, Steinway & Sons; Paul Reed Smith, PRS Guitars; Bob Taylor, Taylor Guitars; Bob and Andy Zildjian, Sabian; and Bill Everitt, Brook Mays Music Co., Inc. to the Breakfast of Champions panel. Through a series of up-close and personal discussions, you'll come to understand their tactics for dealing with the challenges and opportunities of the marketplace, and experience a rare glimpse of the strategies that guides these champions of the industry.

FRIDAY, JANUARY 19

The Big Issues: Profitability

Part of an on-going series, "The Big Issues: Profitability," explores the components that support and strengthen retail stores in today's business environment. Hosted by buying and sharing group AIMM (Alliance of Independent Music Merchants) and moderated by Bill Hinely, this session is a must-attend for everyone who wants to understand the blueprint for profitability and build a healthy and sustainable bottom line.

SATURDAY, JANUARY 20

Pretty Good for a Girl

Did you know that women make 80 percent of U.S. buying decisions? Don't be disconnected any longer from this lucrative market. Come join our industry's financial dude, Alan Friedman, CPA, as he moderates a panel of high-profile women retailers, suppliers and special guest musical artists who have transformed market trends into actionable strategies and tangible results. Audience Q&A will follow.

SUNDAY, JANUARY 21

Best in Show

With more than 1,300 companies exhibiting thousands of products, it's sometimes difficult to make sure you've seen all the important new items. Join Music Inc. publisher Frank Alkyer and his "motley" panel of retail buyers, media and gear heads, as they share their picks for the best products, ideas and trends of the show.

To see a full listing of session descriptions and presenters, please visit thenammshow.com/nammu.

All Breakfast Sessions take place in the Hilton Anaheim Hotel, Pacific Ballrooms A, B and C.

the
NAMM
show⁰⁷

It's YOUR
Show!



Once the show floor opens, NAMM University offers a variety of helpful sessions starting every 30 minutes in the NAMM Idea Center, Booth #5501 in Hall B, so that you can maximize your time of the show floor. And because the sessions are taught by industry insiders, these sessions are packed with great business-building ideas that put to use right away.

THURSDAY, JANUARY 18

10:30 a.m.

Music Marketing in the Post-Internet Apocalypse!

11 a.m.

Beware of How You "Treat" Your Music Teachers

11:30 a.m.

Hire Like a Casting Director

12 p.m.

FREE LUNCH & LEARN SESSION
(First come, first served)
How NAMM Membership Can Improve Your Bottom Line

1 p.m.

Plan-o-gram Merchandising?

1:30 p.m.

Your Store: Keep it Fresh and Focused!

2 p.m.

Power Sales Techniques That Work

2:30 p.m.

Music Magazine Publishers Association (MMPA) @ NAMM:
Making Money with Your Best Customers—How to Leverage Music Magazines for Storewide Sales and Profit

3 p.m.

A Line in the Band: An Intro to Finite Line Arrays

3:30 p.m.

Professional Audio Manufacturers Alliance (PAMA) @ NAMM:
Pro Audio and Music Retailers

4 p.m.

What Are You Waiting For??
Improve Your Music Lesson Program NOW!!

4:30 p.m.

Music Lesson Program Challenges—and How to Solve Them

5 p.m.

"It Worked For Me!!!" Music Lesson Ideas from Independent Dealers (Panel Discussion)

FRIDAY, JANUARY 19

Special Off-site Session:

10:30 a.m.–12 p.m.

Recreational Music Making Web Site Launch
Hilton Anaheim Hotel, Pacific Ballrooms A, B and C

10:30 a.m.

How to Get Free Marketing Opportunities for Your Store

11 a.m.

How to Find Customers Your Competition Doesn't Know Exist

11:30 a.m.

How to Increase Your Business By 25 Percent—Starting Next Week!

12 p.m.

A Sales Meeting You Can Hold Tomorrow and Once a Week—Forever

1 p.m.

Don't Go It Alone! Sharing and Buying Groups for the Independent Music Retailer

1:30 p.m.

Retail Print Music Dealers Association (RPMDA) @ NAMM
Print Music: Get Your Share of the Profits—Retail Print Music Dealers Share Their Best Ideas

2 p.m.

National Association of Professional Band Instrument Repair Technicians (NAPBIRT) @ NAMM:
The Secret Sales Force—Unleashing the Combined Power of Repair Techs and Road Reps

2:30 p.m.

Weekend Warriors: More Customers, More Sales!

3 p.m.

Where in Your Store is Your Web Site?

3:30 p.m.

National Systems Contractors Association (NSCA) @ NAMM
Basic Requirements for Systems Professionals

4 p.m.

Deal or No Deal! (Part I)

4:30 p.m.

Deal or No Deal! (Part II)

SATURDAY, JANUARY 20

10:30 a.m.

Taking Advantage of the New Media (Panel Discussion)

11 a.m.

NABIM & NASMD @ NAMM (Part I)
Improving Dealer-Teacher Communications (Music Educator Panel Discussion)

11:30 a.m.

NABIM & NASMD @ NAMM (Part II)
Improving Dealer-Teacher Communications (A Music Educator Panel Discussion)

12 p.m.

Closing and Adding On in the Same Breath

1 p.m.

How to Set Up and Profit from a Lucrative "Instrument Rent-to-Own" Program

1:30 p.m.

Making the Mass Merchants Work for You

2 p.m.

Piano Manufacturers Association International (PMAI) @ NAMM

2:30 p.m.

If We Don't Stay in Business, You Don't Have a Place to Teach

3 p.m.

The "WOW FACTOR": How to Breathe Life Back into Your Music Store

3:30 p.m.

National Systems Contractors Association (NSCA) @ NAMM
Best Practices in Installed Systems

4 p.m.

The "Loan" Rangers of Music Retailing (Panel Discussion) (Part I)

4:30 p.m.

The "Loan" Rangers of Music Retailing (Panel Discussion) (Part II)

SUNDAY, JANUARY 21

10:30 a.m.

I Want New Customers: The Early Childhood Market

11 a.m.

Too Old to Rock 'n' Roll? Not Everybody Plays Golf

11:30 a.m.

Your Store Is a Brand: 10 Tips for Promoting Your Unique Identity to Build Sales

12 p.m.

Maximum Marketing (on a Minimum Budget)

1 p.m.

Success in Times of Change: Tools for Challenging Transitions

1:30 p.m.

Musical Instrument Technicians Association (MITA) @ NAMM
Electronic Repair Service—Make it Work for You

2:30 p.m.

ROUNDTABLE: Industry Open Discussions

- The Web Site Problem Solvers—20 Issues in 60 Minutes
- Benefits of Group Membership
- It Worked for Me!! Music Lesson Ideas from Independent Dealers

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