

Building Excitement in Your Studio

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9 a.m.

WSMTA State Convention

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**Two of our favorite things...**



**What do our students care about?**

Community and peers

Content – creating and consuming

Collaborative activities

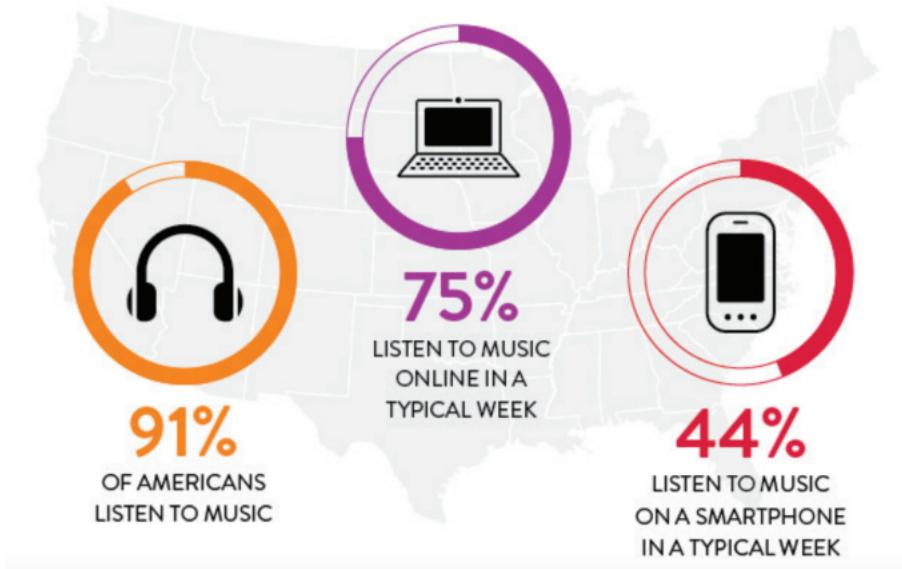
Their heroes/idols

Socializing, feedback and encouragement

Their culture

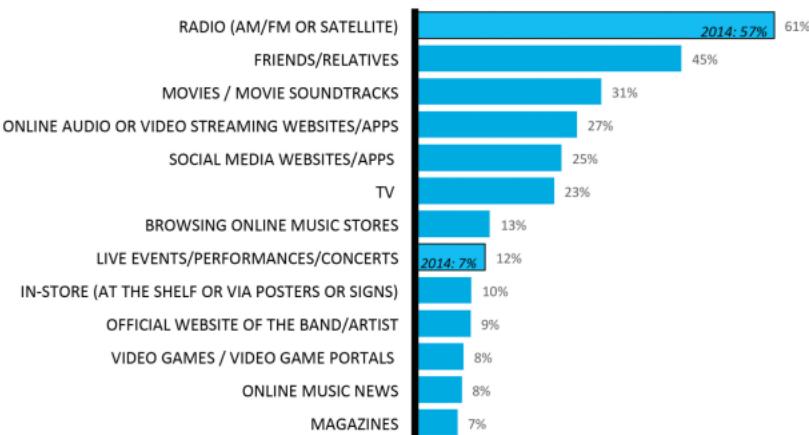
## Where does music fit in?

**24HRS** IS THE AVERAGE TIME PER WEEK  
SPENT LISTENING TO MUSIC



### HOW WE DISCOVER MUSIC

Since 2014, more people are discovering music on the radio and at live events.



### The numbers are on our side...

7.3 billion dollars in concert tickets sold in US

1/3 revenue growth from '11-'15 concert ticket sales

2 billion

Average of 148 minutes of music listened to per day per user on Spotify

54 million hours of music streamed per day on Spotify

9 of 10 most watched videos on YouTube are music videos

12 hours of new music is uploaded to SoundCloud every minute

### **Let's get social...**

32 million people in US attend music festivals each year

903 miles is average distance each festival attendee travels to get to festival

3.8 million music-related tweets sent during the first weekend of Coachella

67% of Coachella audience was Snapchatting

69% of Coachella audience was using Vine

81% of Coachella audience was using tumblr

### **But no one cares about piano**



Peace Piano Playlist has been the 4<sup>th</sup> most popular playlist on Spotify

We aren't really the "victim" to our culture... Music can hang.

## **Connecting our musical worlds**

Accounts – create accounts to communicate with your students. YouTube, Spotify, SoundCloud, Instagram, Snapchat, Tumblr, Twitter, etc.

Playlists – Create playlists on YouTube, Spotify, SoundCloud & Apple Music and share them with your students.

Curate – Curate music on digital platforms for your students and parents. Collaborate with students to curate as well.

Listening as a practice – Listen to new music at least an hour each day – just like we practice.

Social media recitals – YouTube recitals, Facebook Live Recitals, etc.

Social or culture-based recitals – Recitals at local businesses or community spaces.

## **Video games are our friends**

What makes the games engaging?

Incremental difficulty, Mass Practice and Motivation

Do our lessons have the same devices?



The ultimate reward...

is the music. Reward their performance with how they experience music they create.

Thank you

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