

3 Reasons You *NEED* Music at Your Virtual Events!

1 Connection & Engagement

We are in the era of information, anything you want to know is a quick Google search or Siri ask away. And yet, events with tons of content are all over the place! That is because what people really want is connection and community.

We all love gathering with like-minded individuals to work towards a singular goal. This gives us the sense of community that we need to thrive; after basic needs are met according to Maslow's hierarchy of needs, community is next. And the best way to create a virtual community is through engagement & connection.

When people are engaged in the event, they feel a part of the community, connected, loved, and seen. So when planning your event, make sure you are taking this into account.

And that brings us to music! What better way to bring people together than through the shared love for music. Music has been bringing people together since communities were first forming in humanity's early hunter-gatherer days, and now we gather and use music to celebrate and connect in so many ways!

When people dance & celebrate together, they connect to one another and the community begins to form. Music brings engagement, engagement brings connection, & connection brings community.

2 Music Helps You Sell

When you are faced with an option when purchasing a service or product, do you go with a brand name or with a generic brand, and why? We are emotionally connected to brands, on a subconscious level, and that plays a part in our decision making.

There is a conscious effort by Macys to play current top hits in their stores, same by a french wine shop that plays french music, and by inspiring leaders to play inspiring music at their events.

When it comes to your brand what message are you sending? How does every social media post, every event, & every speaking opportunity portray your message to your audience? Having a consistent message is crucial to the trust factor.

When you host live events, virtual or in-person, what does the room look like when they enter? What does it sound like immediately? You can use music to amplify your brand right away and make a great first impression! Showing your style through music is a great way for your audience to get to know you and your business. (Shameless plug: All of my clients receive a Branded Soundtrack VIP Call where we choose the perfect music for your brand and all your events).

Music affects the subconscious and our buying patterns, music amplifies your branding, and music lets participants know you care enough about all the little things that make an event a great experience. All of this affects the sales process and will improve your bottom line.

3 It Amplifies Your Event!

How do you start a virtual event off in a powerful way? Do you just welcome them and then get right into content? Do you have a waiting room where they can connect and network? Imagine this: You have a DJ and MC playing fun music as soon as they enter the room, they see a beautiful "welcome" slide and he/she welcomes them all to the event and asks them for prompts to type in. Then after a quick movement/dance exercise the DJ/MC introduces you to the "virtual stage" complete with a bio and your own introduction song!

I'd rather be a participant for that event! Having someone introduce you, even if it is someone on your team, is important. That along with an intro song adds credibility to all the presenters, it brings the energy way up before going into content, and the best part of all....ITS FUN!

There are so many virtual events happening right now, and adding music for breaks, intro songs, and dancing is a great way to make the event memorable and a great way to stand out.

When you experience someone who is generous and pays attention to the details, the first time you meet them, the subconscious thought is "wow they put to much effort into this experience, I wonder how great it would be to work with them even more?" So even though it is a virtual event that you are hosting, pay attention to the details that up-level the experience.

Adding music to your event amplifies your event, gives you credibility, and helps you stand out in a sea of virtual events!

Thank you for reading and I wish you all the best in your business and with your events, virtual & in-person.

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