

# EVENT PREVIEW

Date: July 14th-16th 2006

Austin Convention Center, Texas

## NAMM Summer Session

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*It's not the behemoth that is January's event, but summer NAMM is worth a visit*

A COUPLE OF WEEKS after the BMF, the jetsetters among you might well be on your way to Austin, Texas for the NAMM Summer Session from 14th to 16th July. And why not?

Although largely a US domestic show, summer NAMM has a lot to offer for the businessman, as well as being a pretty good excuse to spend a few days in the sun among like-minded people in the same business.

Of course there will be new products on show, and with the Austin Convention Center staging the entire show in its main hall, getting around will be very simple. Summer Session's more relaxed setting is ideal for spending quality time with your key suppliers and building relationships with new ones, but the nuts and bolts of business are only part of the format this year.

A lot of effort has been put into expanding the work of the NAMM University and this year will see an unprecedented amount of talks aimed at increasing business in MI. Subjects covered will include sales training, customer service, promotions and marketing, Internet and the web, inventory management, store design and financial management. Joe Lamond, NAMM's president, will also be holding

another 'State of the Industry' seminar with leading industry experts, where trends and opportunities will be discussed, as well as an overview of where the business currently stands.

And all of this is without mentioning the fun that is to be had at the show – something it would appear the organiser is keen to stress this year.

Austin has over 150 live music venues, many of which will be utilised for a mass of after show bashes.

Not least of these is not in fact an after show party, but pre-show. Last year the show's organiser decided it would be good for everyone to settle into the show as they meant to go on and so the evening before the show held a free party. This year will be the same.

The venue chosen is The Hang club where visitors and exhibitors are invited to partake of free food, free beer and 'unforgettable entertainment'. Well, that last one will depend a lot on who has what to drink, as it will all be courtesy of whoever has the bottle to get on stage. NAMM says there's nothing like performing in front of your peers. *MI Pro* says that might be true in any industry other than MI – which has a tendency to be a terrible audience. Perhaps bottle really will be the deciding factor.

**NAMM SUMMER SESSION 2006** *Live from the* **LIVE MUSIC CAPITAL OF THE WORLD**  
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“ NAMM's president Joe Lamond (left) will be holding a 'State of the Industry' seminar with leading experts on hand to discuss trends. ”



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