

ADVANCED COURSE DANCE
A Strategy for Dynamo DJ School

DYNAMO

by DANIELLE VAN BERKOM
2339595

Introduction

This report contains a marketing strategy for Dynamo Eindhoven aimed at their DJ School. The first part of this report is about research. First this report will provide a detailed description of Dynamo, their main activities, target group and corporate identity. The same will be done for the DJ School. Then an analysis on competition for the DJ school in Eindhoven and outside Eindhoven will be performed as well as on trends and developments in the scene. The second part of this report provides strategic advice. The strategy will focus on a specific target group and marketing objectives for the strategy will be presented. The advice will be carried out with the use of communication tools, which will be clearly stated and described. The report concludes with a planning and budget, so that the strategy is ready to be executed.

I hope you will find this report informative as well as captivating.

Danielle van Berkom

Table of Content

Chapter 1: Research

- 1.1 Research Client Background & Corporate Identity
- 1.2 Research DJ School Eindhoven
- 1.3 Competition
- 1.4 Trends & Developments

Chapter 2: Strategic Advice

- 2.1 Target Group
- 2.2 Marketing Objective (SMART)
- 2.3 Strategy
- 2.4 Communication Tools
- 2.5 Novelty & Innovation of the Strategy
- 2.6 Planning
- 2.7 Budget



Chapter 1: Research

1.1 Research Client Background & Corporate Identity

Key Activities Dynamo

Dynamo is a creative platform for young talent, it is a youth centre, stage and podium for musical talent and an education centre. Dynamo aims to create dynamic environment for young talent to be able to develop in dance, music, culture, sports and new media. Especially sub cultures such as Urban, Rock and Dance are being represented with the help of volunteers.

Key word for Dynamo is *talent development*. Even for the youngest there are workshops and classes at and after school. On a daily basis, talent that has bloomed by taking classes at Dynamo, is active at giving classes in dance, music, sports, art and culture. This way Dynamo appeals to the interest and passion of (vulnerable) youth, as they are being activated to develop their talents and capabilities with the ultimate aim of social and economic independence. Dynamo calls this status the 'W-Status'.

Dynamo as well is a podium for concerts, events and festivals. They have their own sound and light system as well as a solid mainstage and a smaller stage in the basement. This provides possibilities for volunteers to develop their talent in event organization, PR and communication, music management, podium presentation, dance, music, hospitality, leadership, light and sound engineering, multimedia and decor designing and building. These groups of volunteers are being coached by other volunteers, interns and employees.

History

Dynamo was founded in the 1980s from a Protestant-Christian background. Ever since Dynamo offers a place for development in subcultures in the city centre of Eindhoven.

The place makes use of a professional form of integrated youth employment with sports, aid, education and employment support. All cultures gathered in the cultural centre.

The organization of the biggest metal festival, 'Dynamo Open Air', created a strong profile for the youth centre. The festival sprung from a party at a parking lot, later to grow into a festival that made Dynamo legendary around the globe.

Target Group

Dynamo says their target group are youngsters and 'young thinkers'. They draft and aim their program at a target group aged between 8 and 27 years old. The presence of sub cultures is sensible when entering the room. It gives space to people to get to know themselves and to be the way they are. There is no standard, but always room for individuals who have a heart for sub cultures and who are willing to carry this out in the city. Children are invited to join classes and workshops and youngsters are invited to join or to develop themselves as an artist, teacher of independent worker.

Branding

Dynamo is a strong brand that has always focused on sub cultures. Since the foundation of Dynamo, the centre has always stood for seeing chances and working towards independence. The strong image Dynamo carries out is surrounded by positivity with an edge. Youngsters are given an experience they can carry with them for life.

Core Values of Dynamo are creative, involved, authentic, passionate and progressive. Together visitors, volunteers, interns, freelancers and employees make the city come alive. Dynamo's *Mission* is to offer an (in)formal, dynamic educational and working environment for youngsters with a passion for alternative dance, music, sports, art and culture. Also youngsters in use of some extra help to get grip on their own lives are welcomed at Dynamo.

Epicentre of sub cultures

Dynamo aims to be the epicentre of sub cultures. During events, festivals and in daily life youth cultures show themselves. On moments that youngsters are in need of experience and education Dynamo steps in. The centre works together with many other companies such as clubs, event organisers, schools, podia, urban playground, youth centres and creative companies.

1.2 Research DJ School Eindhoven

Introduction BPM Productions

BPM Productions was introduced by a group of young DJs who felt the need to practice on professional gear. BPM Productions is a platform for young DJs, VJs, MCs and producers to experiment with electronic dance music.

Dynamo offers DJ courses with the concept of BPM Productions. They offer DJ classes on several levels of experience. From Junior classes and beginners class to advanced DJ classes, these are group lessons. Other possibilities are duo classes and private lessons on DJ'ing.

Dynamo also has rooms for practice in house, called the 'DJ Rehearsal Rooms'. These rooms are provided with the newest Nexus DJ set and are available on Friday Nights between 7 and 10 PM and the costs are 35 euros per session with a maximum of two people per room.

To stimulate young people to develop their talents, so called talent nights are organised. For the DJ school this talent is called the 'BPM Black Talent Night'. This evening is the place to be for discovering new talent. Especially music styles such as *Hardstyle* and *Hardcore* are represented. Entrance to these nights is free and above all talents are invited to sign up by e-mail to be able to spin the record live themselves.

Offers

Several classes are being offered by Dynamo and BPM Productions. A short description of every offer will be presented, followed by an overview with specifications.

Description

DJ Beginners

The classes for people with little experience are divided in 6 classes concluded with a final performance on stage. Friends, family and relatives are invited to see what the students have learnt. Classes exist of 4 to 6 students, each class takes 2 hours and the course is aimed to provide the possibility for everyone to develop in their own musical taste. The newest *Pioneer* gear is used in this class.

DJ Junior

DJ Junior classes are classes for the young dance music fanatics. This course contains 6 classes and a final performances for friend and family. Each class takes 1,5 hours, except for when a class has more than 8 applicants, then classes take 2 hours. Every class starts with a refreshment strategy, to make sure the young pupils will be able to follow. This course will teach basic skills by making use of pupil's own music or music provided by their teacher. Subjects in class that will be covered are: DJ origin, DJ terms, use of CD players and a mixer, pitching, mixing, beat matching and use of headphones.

DJ Advanced

For people who already have a knowledge on DJ'ing can apply for the DJ Advanced course. In this course DJs can specialise in Hardstyle or Hardcore. This course is an advanced DJ course Harddance. BPM Productions organises several Talent Nights where DJ talents can present themselves. The course contains 6 classes with a final performance for friends and family.

DJ Duo

The DJ Duo course is divided in 7 classes of 1,5 hours each.

DJ Private

A Private DJ course contains 7 classes of 1,5 hours each. Single private DJ lessons are available on request.

DJ Rehearsal Rooms

BPM Productions offers the possibility to practise on professional equipment. On Friday nights the latest gear by Nexus can be tried and used. (2x CDJ-2000 Nexus + DJM-900 Nexus).

DJ BPM Black Talent Night

To stimulate the developments of (young) talent, talents are being invited to show their skills during a Talent Night. Music styles such as Hardstyle and Hardcore are represented during these nights and it gives talents the chance to experience a live setting. Entrance is free.

Specifications

	Age/Level	Day	Time	Price	Requirements
DJ Beginner	16+	Wednesday	7.30 – 9.30 PM	€149,-	-
DJ Junior	8-16	Wednesday	5.00 – 6.30 PM	€109,-	-
DJ Advanced	16+	On request	On request	€149,-	Basic knowledge <i>Pioneer</i> <i>CDJ1000/2000</i>
DJ Duo	8+	On request	On request	€315,- (p.p.)	-
DJ Private	8+	On request	On request	From €475,- €60,- (p.h.)	<i>Course 7 classes</i> <i>Single private lesson</i>
DJ Rehearsal	-	Friday	7.00-10.00 PM	€35,-	<i>Max 2 people/room</i>
Talent Nights				For Free	Talent skills

An overview of offers by Dynamo & BPM Productions, Dynamo Eindhoven 2016

Hoezo?

‘Hoezo?’ is concept that has been developed as a cooperation between Dynamo, ProTechno and member of Remember This. The first edition was an event in cooperation with *Eindhoven Dance Motion*. Several DJs were present to add some vibes to the party. Techno and Acid are highly represented music styles, but also Bass, Goa and Hardtechno can be heard. Hoezo? Completely evolves around the hard work of volunteers.

Innervision

Innervision is a group of 50 volunteers responsible for harder Dance events. Since 2011 the group organises parties for lovers of Hardcore and Hardstyle in Eindhoven and surrounding cities. They have organised events such as *Hakkûkgat*, *Queenscore*, *The Bash* and *Output*.

Current Communication Tools

BPM Productions is accessible through the website of Dynamo. They have their own Facebook page aside Dynamo's. On the website general information on BPM productions is provided as well as information on *Hoezo?* And *Innervision*. There are 8 buttons on the page with the 6 course offers, information on the Talent Nights and a link to the Facebook page (not working, wrongly directed). The Facebook page contains some information, updates live from the basement, the visitors address and photos of previous courses.

1.3 Competition

This competition analysis is not complete but gives an accurate and decent overview on competitors in Eindhoven and its surroundings.

Eindhoven

BamBam Opleidingen

Bam Bam has been an educational centre for producers, DJs and musicians for over 15 years. All classes are one on one and they are very practical, with a duration of 6 hours. Bam Bam offers educational programs with Cubase, Nuendo, Logic, Ableton Live and full music production trajects. They also offer DJ and music produces courses as a part time project. Workshop and masterclasses are available. Classes are held at Bam Bam in Eindhoven. The costs for a 6 hour course are starting from 169 euros.

Here is an overview on their most important offers:

	Age/Level	Day/Duration	Price
Music production	Full course	10 days	€ 1.800,-
Mastering	Full course	1 day	€ 259,-
Complete DJ	Full course	3 days	€

Overview on offers, Bam Bam Eindhoven (2016)

Goldenrockz

Goldenrockz has locations in Eindhoven, Tilburg and 's-Hertogenbosch, their classes are for young and old. They offer production and DJ courses for all levels.

Here is an overview on the most relevant courses they offer:

	Age/Level	Day/Duration	Price
DJ Workshop	All Levels	2 hours	€ 119,- p.p.
DJ & Performance	All Levels	4x2, 2x4 or 1x8 hours	€ 450,- p.p.

Overview offer Goldenrockz (2016)

Dutch Deejay School

Dutch Deejay School offers classes to all ages. They learn basic skills and mixing. Also spinning Vinyl is an important part of the courses. The classes are comprehensive and there are two types of lessons: private and duo. The maximum number of students is 2 per class because personal attention is key. When worked in duos the age differences is tended to be kept small. In class it is 80% about practice.

Overview:

	Age/Level	Form	Day/Duration	Price
Kids DJ	Up to 12	Duo	4 x 1,5 hours	€ 139,- p.p.
Total DJ duo	12 +	Duo	7 x 1,5 hours	€ 199,- p.p.
DJ Private course	12 +	Private	7 x 1,5 hours	€ 389,- p.p.
DJ private lesson	All ages	Private	1 lesson	€ 49,- p.p.

Overview offers, Dutch DJ School (2016)

Eindhoven DJ School

Beat the silence! Is their slogan. Eindhoven DJ School helps people to break the silence and hit the stage. Here is an overview on what they offer covering things that are most relevant for this analysis:

	Age/Level	Form	Day/Duration	Price
DJ course	-	Private	10 x 1,5 hours	€ 225,- p.p.
Production 101	-	Private	4 x 1,5-2 hours	€ 225,- p.p.

Overview offers Eindhoven DJ School (2016)

Surroundings

DJ School International

The school teaches how to bring instruments together in a mix. They offer basic, advanced and master DJ courses and digital mixing. The School operates on a national scale to be able to provide quality on all locations.

	Age/Level	Day	Form	Day/Duration	Price
Beginners intro	Beginners	Mon-Sat	Private/duo/group	1 x 1 hour	€ 45,- p.p.
Advanced intro	advanced	Mon-Sat	Private/duo/group	1 x 2 hours	€ 75,- p.p.
DJ Beginners	Beginners	Mon-Sat	Private	6 x 2 hours	€ 560,- p.p.
	Beginners	Mon-Sat	Duo	6 x 2 hours	€ 425,- p.p.
	Beginners	Mon-Sat	Group	6 x 2 hours	€ 280,- p.p.
DJ Advanced	Advanced	Mon-Sat	Private	6 x 2 hours	€ 460,- p.p.
	Advanced	Mon-Sat	Duo	6 x 2 hours	€ 375,- p.p.
	Advanced	Mon-Sat	Group	6 x 2 hours	€ 280,- p.p.
DJ Master	Professional	Mon-Sat	Private	6 x 2 hours	€ 460,- p.p.
	Professional	Mon-Sat	Duo	6 x 2 hours	€ 375,- p.p.
Producing Beginner	Beginner	Mon-Sat	Private	5 x 2 hours	€ 500,- p.p.
	Beginner	Mon-Sat	Duo	6 x 2 hours	€ 425,- p.p.
	Beginner	Mon-Sat	Group	6 x 2 hours	€ 350,- p.p.
Producing Advanced	Advanced	Mon-Sat	Private	5 x 2 hours	€ 500,- p.p.
	Advanced	Mon-Sat	Duo	6 x 2 hours	€ 425,- p.p.
	Advanced	Mon-Sat	Group	6 x 2 hours	€ 350,- p.p.
Producing Master	Professional	Mon-Sat	Private	5 x 2 hours	€ 500,- p.p.
	Professional	Mon-Sat	Duo	6 x 2 hours	€ 425,- p.p.
	Professional	Mon-Sat	Group	6 x 2 hours	€ 350,- p.p.
Junior Party	-		Private		From € 45,- p.p.

Overview offers DJ School International (2016)

DJ School Breda

In Breda, Roosendaal and Bergen op Zoom, DJ school Breda offers classes for beginners, advanced students and masters. As they work together with DJ School International they handle the exact same offer and prices. *(DJ School Breda, 2016)*

Tilburg DJ School

Tilburg DJ School offers DJ courses, while making use of self-made up-to-date study material. Classes are given in groups of 4-6 students and they can be attended by any level.

	Age/Level	Form	Day/Duration	Price
DJ Course	All	Group 4-6 students	10 classes	225,- p.p.
DJ Workshop	All	Groups	1,5 hours	On request

Offer Tilburg DJ School (2016)

DJ School.nl

In two hours DJSchool.nl teaches students the basics on mixing and producing. DJSchool.nl is located in Ransdaal and offers classes on beatmixing for all levels as well as other classes such as Turntablism, Partyjock and VJ. A lunch in between classes is being offered for 10 euros per person.

Here is an overview:

	Age/Level	Day	Form	Day/Duration	Price
Beatmixing	Beginners	Saturday	Group (max 4)	2 hours	€ 75,- p.p.
Beatmixing	Advanced	Saturday	Group (max 2)	2 hours	€ 125,- p.p.
Beatmixing	Beg/Adv	Saturday	Private	2 hours	€ 150,- p.p.

Overview relevant offers DJSchool.nl (2016)

DJ School Nederland

This school is located in Gorinchem. It has been an educational centre for over 11 years now, created from passion without sponsors. It is an international school that is located centrally in the city. They offer many classes but the most relevant ones for now are listed below:

	Age/Level	Duration Workshop	Price Workshop	Duration Course	Price Course
Allround DJ	-	2,5 hours	€ 175,- p.p.	7,5 hours	€ 375,- p.p.
Basic DJ	Beginners	2,5 hours	€ 175,- p.p.	7,5 hours	€ 375,- p.p.
Advanced DJ	Advanced	2,5 hours	€ 175,- p.p.	7,5 hours	€ 375,- p.p.
Pro DJ	Professional	2,5 hours	€ 175,- p.p.	7,5 hours	€ 375,- p.p.
DJ duo	-	2,5 hours	€ 250,-	7,5 hours	€ 650,-
Vinyl DJ	-	2,5 hours	€ 175,- p.p.	7,5 hours	€ 375,- p.p.
DJ overall	-	20 hours	€ 950,- p.p.	40 hours	€ 1.750,- p.p.
Basic Producer	Beginners	4	€ 375,- p.p.	8	€ 650,- p.p.
Advanced Producer	Advanced	4	€ 375,- p.p.	8	€ 650,- p.p.
Producer Overall	-	20	€ 1.450,- p.p.	40	€ 2.750,- p.p.
Mastercourse DJ/Producer	Professional			70	€ 10.000,- p.p.
Music Business Course	Professional			100	€ 35.000,- p.p.

Overview offers DJ School Nederland (2016)

Pro DJ School

Pro DJ School in Amsterdam and Amersfoort stands for personal attention, qualified tutors and small groups of maximum 8 students. They also do workshops, teambuilding events, junior parties and more. Relevant courses and classes they offer are:

	Age/Level	Form	Day/Duration	Price
DJ/Producer 1	Beginners	Group (max 8)	42 x 3 hours	€ 4.500,- p.p.
DJ/Producer 2	Advanced	Group (max 8)	37 x 3 hours	€3.600,- p.p.
DJ Basic Skills	Beginners	Group (max 8)	4 x 3 hours	€ 375,- p.p.
DJ Advanced	Advanced	Group (max 8)	4 x 3 hours	€ 375,- p.p.
DJ Pro Skills	Professional	Group (max 8)	3 x 3 hours	€ 250,- p.p.
DJ Total Skills	-	Group (max 8)	13 x 3 hours	€ 1.250,- p.p.
Private lesson	-	Private	2 hours	€ 50,- p.p.
SummerSchool DJ	16+	Group (max 10)	5 x 4 hours	€ 395,- p.p.

Overview offers Pro DJ School (2016)

DJ-les.nl /DJ-workshop.nl

The website offers classes with a DJ at home or on location. They work together with several locations such as Beachclub Scheveningen, Cocktailbar Lust Utrecht and Borrelcafé Jij & Ik in 's-Hertogenbosch.

The offers are

	Location	Form	Day/Duration	Price
DJ workshop	Amsterdam	Group (max 4)	1,5 hours	€ 65,- p.p.
DJ/Producer 2	Studio Geldermalsen	Private	1,5 hours	€ 65,- p.p.
DJ Basic Skills	At home	Group (max 4)	4 x 3 hours	€ 250,-

Overview offers DJ-Les.nl/DJ-Workshop.nl (2016)

The concept 'Dining Deeja's' is a highlight worth mentioning. In jazzclub DIRG in Rotterdam a workshop will be given by professional DJ combined with an Italian diner prepared by a chef. Guests will get free entrance to the program in the club that night. Price for this concept is € 85,- euros for groups starting from 10 people.

United DJ school - Apeldoorn

	Age/Level	Form	Day/Duration	Price
Beatmixing Beginners	Beginners	Private	10x 2 hours	€ 47,50,- p.p.
	Beginners	Duo	10x 2 hours	€ 25,- p.p.
	Beginners	Groups (3/4)	10x 2 hours	€ 17,50,- p.p.
Beatmixing Advanced	Advanced	Private	10x 2 hours	€ 47,50,- p.p.
	Advanced	Duo	10x 2 hours	€ 25,- p.p.
	Advanced	Groups (3/4)	10x 2 hours	€ 17,50,- p.p.
Producing Basics	Beginners	Private	10x 2 hours	€ 47,50,- p.p.
	Beginners	Duo	10x 2 hours	€ 25,- p.p.
	Beginners	Groups (3/4)	10x 2 hours	€ 17,50,- p.p.
Radio DJ Course	Advanced	Private	10x 2 hours	€ 47,50,- p.p.
	Advanced	Duo	10x 2 hours	€ 25,- p.p.
	Advanced	Groups (3/4)	10x 2 hours	€ 17,50,- p.p.

Overview offers United DJ School Apeldoorn (2016)

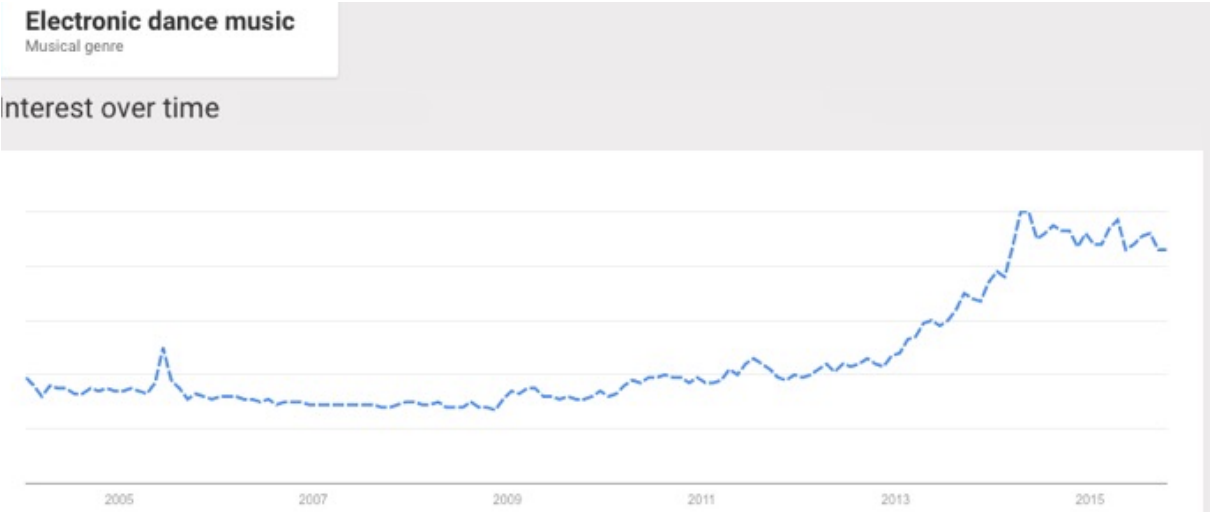
1.1 Trends & Developments

This chapter is on trends and development in de dance (education) industry.

According to *Milan van Ooijen & Steve Rickinson* from Deephouse Amsterdam this year hold a whole new chapter of developments and stories.

Ibiza will lose its coolness with the emergence of Croatia and Malta, as well as Asia, Australia and Africa. SFX will go bankrupt as its assets were already frozen in 2015 and there were many cancellations. US festivals will program more underground music. More clubs will impose phone and picture bans on their dance floors, just like Berghian, the Berlin club has been doing over the past few years, taking measures on people who do take pictures inside the club. Vinyl sales will reach new record heights. (*Ooijen v. M. & Rickinson, S, 2016*)

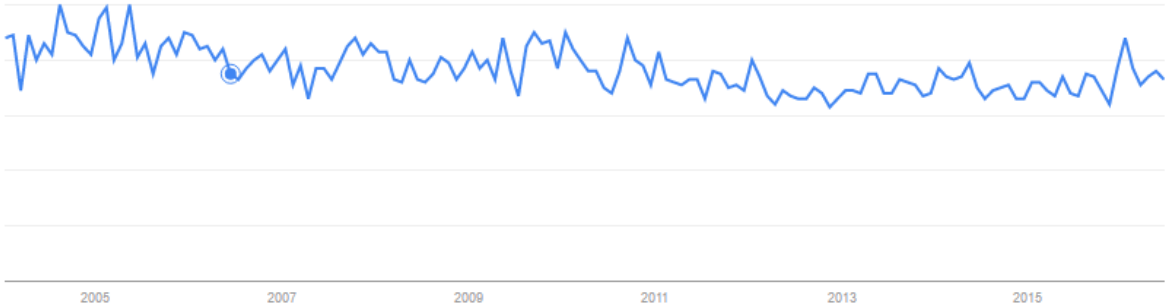
These are all predictions derived from the world's latest developments. Google trend shows that EDM is the only music genre that has grown over the past decade.



(yourEDM, 2015)

Since 2014 the rise of the female DJs started. Female DJs such as Nikkie Pennie started taking over the dance industry. With a mix of femininity, fashion and sex appeal these ladies are now moving towards a bigger scale. (Boyd, S., 2014)

As in trends in DJ schools, since the growth of the dance industry more schools were introduced. The biggest growth was in 2005 when the DJ market started to explode. Google trends shows this very well as the trend chart starts in 2005 and up to this date shows no big changes in interest:



(Google Trends, 2016)

Statistics show that the interest in the search term 'DJ School' is highly popular in South-Africa, India and The Netherlands



(Google Trend, 2016)

Chapter 2: Strategic Advice

2.1 Target Group

The target group for this strategy is children between 8 to 12 years old living in and nearby Eindhoven and teens 13 to 18 years old. These people are part of the main target group for Dynamo and this makes that this strategic advice perfectly fits with the overall objectives of Dynamo.

2.2 Marketing Objective (SMART)

The marketing objective of this report and its strategy is to create awareness on the existence of Dynamo DJ school and to get more students to join the DJ School

SMART the objective of the strategy is as follows:

Getting 20 children to join the DJ summer school with a 50% follow-up rate in other classes before the end of summer.

2.3 Strategy

As already spoiled in chapter 2.2 the strategy contains a DJ Summer school. This summer during 3 days lessons will be given for beginners as well as advanced DJs. There are two types of Summer Schools: DJ Kids Summer School (8-12 y.o.) and DJ Teens Summer School (13-18 y.o.)

During these 3 days the group of 8-12 years-old will learn the basics on how mixers work, how syncing and mixing works and they will spin their own set helped by their teachers.

The students 13-18 years old, depending on their level of knowledge and experience will as well learn the basics or they will learn how to improve their mixes and how to present themselves on stage and on social media to help them reach the W-status as the highest goals in Dynamo's strategy.

Times are from 10:00 till 16:00 o'clock and this includes a lunch. Groups will be divided as there is place for 20 students. They will be divided in beginners and advanced students and they will take part in several workshops such as: How to be a DJ – the basics, Mixing, Social Media presentation etcetera. Classes will be inside and outside to make sure to create a summer vibe. It will bring the DJ school and thus the visibility of Dynamo outside and this will be a nice promotional setting. Passers-by will be curious what is happening and flyers will be ready to provide them the information they need.

Price for these 3 days of Kids/Teens DJ Summer School are €199,- per person including educational materials, full possibilities of practice, help of teachers, lunch and a lot of fun. Especially for the group between 8 and 12, parents are very welcome to come and see their kids in action. Suggested is to start with the two groups (8-12 & 13-18), if this strategy works out it can be repeated as wished.

The Kids DJ Summer School will be ended with a showcase talent day on the third day, showing their fellow students, parents, family and friends what they have learned. Same for the older group, the Teen DJ Summer School students. The showcase will be outside, on the streets near Dynamo. This is the city centre and thus this will show people and passers-by what Dynamo does. It will draw the interest of the crowd and will give the kids and teens a bigger audience aside their friends and family. This will create a nice experience for them.

The objective of the strategy is as said before:

Getting 20 children to join the DJ summer school with a 40% follow-up rate in other classes before the end of summer.

This means 20 kids and teens need to join Summer School and at least 8 of them need to be willing to take one or more classes after Summer School to reach the objective.

2.4 Communication Tools

It is very important to communicate well to reach the objective. As it is now the DJ School is not being promoted. The school offers cheaper classes compared to the competition (Chapter 1.3) but they do not promote their school well. The communication of BPM Production and thus the DJ School as promoted by Dynamo is mainly done through the *website*. It is not very easy to find information on the DJ classes at first sight. In the agenda after clicking 'lessen', translated as classes, the classes are sporadically shown. If one searched for an overview, one should scroll to the bottom of the page, see the sub menu of 'dance' and then one must know to click 'BPM Productions' as nowhere the classes are directly being promoted.

Once reached the overview a link to BPM Productions' Facebook page is promoted.

Unfortunately this link is not leading anywhere but to a default page. The link is not properly installed. When searching for BPM on Facebook itself, after a few scrolls the page is to be found. On this page some info can be found, the location, some positive reviews and photo albums of previous classes. This is well done.

What is important to make this strategy work is to make the DJ school visible on the first page of the website. Visitors should not have to search for it. The link to the Facebook needs to be fixed and BPM Productions as well as Dynamo will post promotional messages on their page.

Flyers need to be printed to promote the DJ Summer School and the DJ School as a whole.

These flyers will be handed out in the city at the beginning this summer so there will be time to let the inscriptions flow. Be informal, creative and enthusiastic in tone of voice!

These flyers also need to be present at the end presentations for both the Kids and Teen DJ Summer School to create awareness for a possible next edition and the DJ School as a whole.

Dynamo needs to make sure to be consistent and motivating in their communication by posting information on the DJ School and the Summer school on their website and Facebook regularly. When outside for classes make sure the teachers have a 'Dynamo DJ Summer School' t-shirt on to make promotion visible and easier.

2.5 Novelty & Innovation of the Strategy

The novelty of this strategy is that it takes the DJ School outside. Dynamo is visible but the DJ school is not. Not a lot of people seem to know about the existence of the DJ school. By bringing it outside Dynamo as well as the DJ school will become more visible. The t-shirts will help with that as well as the actual activities outside. Already before the actual Summer School Flyers will be handed out and posts will appear on Social Media. This creates awareness and makes Dynamo and its DJ school more and more visible during the process of the strategy with final exhibition the live performance in the city centre to show what the students have learned. The maximum impact visual making possible!

Another novelty of this strategy is that Dynamo would be the first DJ school in The Netherlands to provide such thing as a DJ Summer School. Especially for their target group containing young people they provide a chance to experience what it is like to work with their passion and to develop their talent.

2.6 Planning

	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>
Set date summer DJ School	X			
Ask permission use public space	X			
Website Communication	X			
Promotional Flyers		X	X	
Posts Social Media	X	X	X	
Summer School			X	
Summer School presentation			X	
Evaluation – more students?				X

It is key to set the 3 days of the Summer School first, and next it is important to change the communication on the website now to show the existence of the DJ school on its own in the first place. Also flyers need to be designed for which this date is needed, they need to be handed out in the city centre in July and August. Social Media posts start right away on the promotion of the DJ School itself.

Soon after setting the date posts on Kids and Teen DJ Summer School should be posted. This is a process that will continue in promotional and motivating tone of voice until the moment of Summer school itself. During the Kids and Teen DJ Summer School posts have to be made showing the Dynamo DJ School outside doing workshops and being visible. The process of these days needs to be visible to the outside world. The final showcase will be filmed and ready for viewing after, as well as pictures will be made. On Social media posts as ‘congratulations on our talents’, ‘thank you to our team’ etcetera will be published post event.

When some new students will have applied for the courses after the Summer School, as is to be expected when communicated enthusiastic and actively, welcome posts will be publishes. For example:

“Here is another photo of our DJ Summer School experience, what a sunny and creative day! And welcome to our new student [...], *she/he* joins us after *having been part of our Summer School program/having seen our Summer School program in the park* this August!”

2.7 Budget

Flyers need to be designed and printed, Facebook needs to be promoted and a lunch needs to be provided for the kids, teens and volunteers. Recommended is to print 1.000 flyers because of the fact that 250 flyers is only €4,- euros cheaper.

A5 flyers per 1000 stuks

Online drukkerij	Aantal	Formaat	Prijs	website
24-Flyers.nl	1000	A5	31.00 OFFS 24 S	Flyers drukken
Drukwerkdeal	1000	A5	31.70 OFFS	Flyers drukken
Drukland.nl	1000	A5	39.00 OFFS	Flyers drukken

(Drukwerkvergelijken.nl, 2016)

	Amount	Format/Duration	Price	Total
Flyers	1000	A5	€ 0,031	€ 31,00
Facebook Promotion	3 posts a week	3 months	voluntarily	voluntarily
Summer School lunch	40 – 45 people	Kids, teens, volunteers, parents	€ 5,00 x 3 days	€ 600-675 Try sponsorship
Total Costs	-	-	-	€ 631-706

Total based on average costs

The classes during summer school will be taught by the volunteers working at Dynamo as well as the talents that developed themselves in Dynamo's program to set an example to the kids and teens.

This makes the strategy a low budget strategy. The costs on the provision of lunch could be cancelled by trying to find a sponsorship with a local supermarket who is willing to support the educational purpose of Dynamo in exchange for their logo on the flyers.

References

Bam Bam opleidingen, website, retrieved on the 12th of June 2016 from

<http://www.bambamopleidingen.nl/>

Boyd, S, 2014, The rise of the female DJs, retrieved on the 13th of June 2016 from

<http://www.forbes.com/sites/sboyd/2014/11/21/the-rise-of-female-djs/#6929efdd1a6a>

BPM productions, website Dynamo Eindhoven, retrieved on the 10th of June 2016 from

<http://www.dynamo-eindhoven.nl/dance/bpm-productions/>

BPM Productions Facebook page, retrieved on the 10th of June 2016 from

<https://www.facebook.com/BPMproductions040/?fref=ts>

De muziekschool Den Bosch, website, retrieved on the 12th of June 2016 from

<http://www.demuziekschooldenbosch.nl/dj-school-den-bosch/>

DJ school Breda, website, retrieved on the 12th of June 2016 from

<http://www.djschoolbreda.nl/>

DJ School International, website, retrieved on the 12th of June 2016 from

<http://djschoolinternational.com/>

DJ School.nl, website, retrieved on the 12th of June 2016 from <http://www.djschool.nl/>

DJ School Nederland, website, retrieved on the 12th of June 2016 from

<http://www.djschoolnederland.nl/dj/>

DJ-workshop.nl, website, retrieved on the 12th of June 2016 from <http://www.dj-workshop.nl/>

DJ-School.be, website, retrieved on the 12th of June 2016 from <https://www.dj-school.be/>

Dutch DeeJay School, website, retrieved on the 12th of June 2016 from

<http://www.dutchdeejayschool.nl/>

Dynamo, 2016, Website, retrieved on the 10th of June 2016 from [http://www.dynamo-](http://www.dynamo-eindhoven.nl/)

[eindhoven.nl/](http://www.dynamo-eindhoven.nl/)

Eindhoven DJ School, website, retrieved on the 12th of June 2016 from
<http://www.eindhovendjschool.nl/eindhoven-dj-school/>

Flyers vergelijken.nl, 2016, retrieved on the 13th of June 2016 from
<http://www.flyersvergelijken.nl/a5-flyers-drukken/>

Goldenrockz, website, retrieved on the 12th of June 2016 from <http://www.goldenrockz.nl/>

Google Trends, 2016, search term 'DJ Schools', retrieved on the 13th of June 2016 from
<https://www.google.nl/trends/explore#q=DJ%20School>

Music in Control, website, retrieved on the 12th of June 2016 from
<http://www.musicincontrol.nl/>

Muziekschool Eindhoven, website, retrieved on the 12th of June 2016 from
<http://www.muziekschool-eindhoven.nl/>

Ooien v. M. & Rickinson, S., 2016, This is what's happening in Dance in 2016, retrieved on 13th of June 2016 from

<http://www.deephouseamsterdam.com/this-is-whats-happening-in-dance-music-in-2016/>

Pro DJ School, website, retrieved on the 12th of June 2016 from <http://www.prodjschool.nl/>

Tilburg DJ School, website, retrieved on the 12th of June 2016 from <http://tilburgdjschool.nl/>

United DJ School, website, retrieved on the 12th of June 2016 from <http://uniteddjschool.nl/>

Your EDM, 2015, Google trend on EDM music growth, retrieved on the 13th of June 2016 from
<http://www.youredm.com/2015/11/06/google-trends-shows-edm-is-the-only-genre-that-has-grown-over-the-past-decade/>