

Harmony College Northwest presents
Chorus or Quartet Identity

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What is your singing group about? Choruses and quartets often don't consider CHOOSING an image for themselves, while highly successful organizations spend millions on marketing, branding, testing, refining, re-branding, and making us see what they wish us consumers to see. Let's chat about what successful music groups have done to create their desired persona, especially in the realm of barbershop/SAI groups...we don't need to spend millions, but perhaps a little thought and energy.

Group culture

- Who are we?
- What amount of energy are we putting into this group?
- Are we in alignment with our goals and work?
- A few things to beware!

Group Energy

- What is your ideal 2 word descriptor (nice guys, super grandparent, very educational, Andy Kaufman,...)
- Venue and your group energy
- Roles of members (ding bat, straight man,...)
- MC planning to enhance energy
- What tends to happen in Barbershop (bad)
- What can happen in Barbershop (good)

Marketing

- How do we get gigs?
- Website/FB pages?
- Chorus visits, afterglows, Old folks homes,....
- Simple promo packet vs. how far you can go (see acoustix.com)
- A few big mistakes of your energy, time, and money!

Clothing/look

- What's really important for your vision?
- BHS/SAI cultural differences!
- Venue, venue, venue.
- A few big mistakes of your energy, time, and money!

Group identity (continued)

Music selection

Tailored music for events (venue)
In your pocket tunes
The 7 song show set
 1 opener 2 easy beat 3 ballad 4 novelty 5 solo feature 6 familiar/medley 7 closer
Corporate gigs (they will ask for, warn them....)
The golden section/Fibonacci sequence of your music/set
No printed music is "right" ...you must make it your own
A few big mistakes!

Rehearse to get a standing ovation/achieve your group culture

Rehearse difficult passages more than the fun stuff to sing.
Rehearse transitions more than songs (tag of song #1 into intro of #2)
Have a seamless/non miked pitch technique that is hidden and slick
Rehearse MC material (and group reaction to spoken words) like a song
Balance of rehearsal energy with fun and work (it shows on stage)
A few big mistakes...really big.

At the gig

Expectations for each other (call times, clothing, pitch blower(s), directions to gig, wiggle room, set list,...)
The belief of the performer who is so in charge he/she doesn't have to try hard...it just is.
The power of your eye contact, silence, and how much you love what you are doing (with these people).
Take the gift of the audience and use it (heckler, baby crying, vacant stare, mikes don't work,...)
Use the room how you want.
Don't speak between every song, but....
Jokes are dangerous because...
Encores are dangerous because...
A few big mistakes...holy cow big...yowsa! ☺

After the gig

Being available vs. being pushy for a thank you
Eyes + hands plus + voice = contact
Turn it around
Marketing moments vs. non marketing moments
Debrief/video/audio
