

THE RETAIL DOCTOR | BY BILLY CUTHRELL

IDM Moves To May

For those of you not familiar, the Percussion Marketing Council (PMC) is the percussion industry's only trade organization. It's made up of drum and percussion manufacturers, suppliers, and dealers and governed by a board of four executives from a representative group of its members and assisted by a group of advisory board members of which I am one. The mission of PMC is to promote the many benefits of drumming to the public.



International Drum Month makes a move. Are you ready?

One of the PMC's core campaigns is International Drum Month (IDM). While previously celebrated in November, PMC has decided to relaunch and revise the IDM program following feedback from PMC members and requests from music retailers across the country. Beginning this month, the new IDM will be celebrated annually in May, offering a gateway for all retailers to get involved in more PMC programs that extend throughout the summer months.

For the redesigned IDM launch, the PMC will target young and diverse audiences to get them interested in drumming as a creative and healthy lifestyle activity. The new program will reach beyond the music industry through targeted Internet marketing to create excitement for drumming.

PROMOTE IDM IN YOUR STORE

Although the PMC will contact dealers about participating and welcomes retailers to contact the organization, retailers can get a jump on the IDM push by offering in-store specials and promotions.

In the past, retailers have offered specific discounts on merchandise made by PMC member firms. A few years ago, one Midwestern retailer offered a contest that picked the winner from a group that played the worst "first-ever drum solo" and the winner was awarded a month of free drum lessons along with sticks, practice pad, etc. Pump up store traffic by offering workshops on tuning drums, selecting the proper drum set, drumsticks, or hand drum.

The MI industry faces the same hurdles as any other industry

— growing market share. And PMC programs serve as a vehicle for the drum and percussion industry to make new players.

When I attended Metallica's Orion festival a few years ago I loved seeing the mash up of custom motorcycle and car shows, motorcycle stunt riders and all kinds of lifestyle aspects beside the music and bands.

I heard one guy that said he had always loved motorcycles, but never really thought of actually buying one before the festival. But that afternoon he decided to head to a Harley dealer and buy a bike. It made me consider how many people came for the music but were converted to skaters, bikers or car enthusiasts after the experience. The music brought us but the festival converted us to other lifestyle activities.

While we can continue to manufacture new products, we need new people to start playing those products, and the PMC offers programs geared towards converting the public into the percussionists of tomorrow. If we get one person who has only thought about playing drums to go out and buy a kit, then we have succeeded. **MI**

Billy Cuthrell owns and operates Progressive Music Center in Raleigh, N.C.