



## Organize a Viewing Party for Your City or Town

The Future of Music Coalition is holding a Special Edition, single-day Summit in Washington, D.C. on Tuesday, November 13, 2012.

With so much at stake at the intersection of music, technology and policy, now is the time to explore the issues that impact musicians in a lively, participatory forum.

With the elections behind us, the 2012 Summit will examine how public policy affects musicians, innovators and fans, with an eye on how accelerating technology is reshaping our entire creative ecosystem.

Dozens of speakers and panelists will dig into the latest music industry trends and business models, while discussing what a sustainable future for music might look like. For the latest event details, visit [futureofmusic.org/events/future-music-summit-2012](http://futureofmusic.org/events/future-music-summit-2012).

The Future of Music Summit is the only conference that focuses on the connections between musicians + fans, policymakers + academics, legal experts + technologists, and media professionals + entrepreneurs.

Can't make it to DC? You and your local community can still benefit by organizing a local viewing party.

We're calling it the "FMC 12 e-Summit" and we hope you can use it to build up the music community in your city or town.

Bring together people who work in music and want to meet new people, watch, ask questions, talk and network!

Read on for specific instructions to organize your own viewing party...



# How to Organize a Local Viewing Party

## 1) Planning the Viewing Party

- Pick a location with Internet access, a projector, and speakers so a group of people can all watch FMC's video stream together. You'll need one laptop or computer to stream the video from [futureofmusic.org](http://futureofmusic.org).
- Provide free Internet access if possible.
- Classrooms, libraries, conference rooms, or nightclub spaces will work well.
- Make sure you have enough seating for everyone.
- Aim for a venue near public transportation and/or with parking.
- Plan for accommodating attendees who use wheelchairs or service animals.
- Have food available for sale or have people bring in their own. Make it a potluck and everyone can contribute something for lunch and snacks.
- FMC will have a one-page schedule for the e-Summit that can be printed out for your attendees in case you are able. Find that at [futureofmusic.org/summit2012/resources](http://futureofmusic.org/summit2012/resources).

## 2) Spread the Word

- Get the word out to musicians and academics, legal experts and technologists, media professionals, and entrepreneurs.
- Email your list or create a Facebook and/or LinkedIn Event and promote the date and location to everyone who might be interested. Keep them updated as FMC confirms speakers and panelists to keep building the buzz.
- Send information about the viewing party to local newspapers and web sites. Contact publications that write about music. Contact local music bloggers. Hang flyers at local music venues.
- Write up a short email explaining what FMC's e-Summit is all about and send it out to your friends and fans and ask them to pass it along to their friends and fans...
- Want a customizable flyer? Find one at [futureofmusic.org/summit2012/resources](http://futureofmusic.org/summit2012/resources). Add your local details and hang the finished product up at local music instrument stores, record stores, recording and rehearsal studios, cafes, bulletin boards, etc.)
- Tell attendees to be sure to bring business cards, flyers about their business, or CDs or vinyl of their music to trade with other attendees.

## 3) November 13, 2012

- Make sure to get there early to make sure everything is working smoothly.
- Ask people to arrive 30 minutes before our start time (9 AM EST) so everyone can meet, introduce themselves, and tell others what they are hoping to learn from the e-Summit. Turn the viewing party into a local networking event to make your scene stronger.
- Plan to have some time at the end of FMC's e-Summit where your group can discuss the day's events. What did you learn? What ideas did it spark? How will it change your approach to today's music business?

## 4) Watch, Listen, Ask Questions, Connect

- Send FMC your questions or comments during the Summit through Twitter (@Future\_of\_Music or use hashtag #fmc12) or Facebook ( [facebook.com/futureofmusiccoalition](http://facebook.com/futureofmusiccoalition) ) and we'll answer them during the summit.
- Take a picture of your viewing party and send it to us via Twitter at @Future\_of\_Music. We'll share it with the larger FMC community during the event!

Find resources at [futureofmusic.org/summit2012/resources](http://futureofmusic.org/summit2012/resources)