

# USING MUSIC TO *Enhance Your Event*



# Music MATTERS



Music is a *critical element*  
in creating a highly  
engaging event or  
meeting.





## 4 Rules You *Need* to Follow When Using Music

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**1** Use Their Music, Not Your Music

**2** Fill The Space

**3** Balance The Volume

**4** Set The Tone



# 1 USE THEIR MUSIC, NOT YOUR MUSIC

It's not about what music pumps you up.

It's about what resonates with the people in your program.

Match the music you play to the preferences of the majority of your audience.

"I READ THE NEWS  
TODAY, OH BOY..."

## 2 FILL THE SPACE

*Play music when:*

- They enter
- They interact
- They work on a worksheet
- During breaks
- They return from breaks

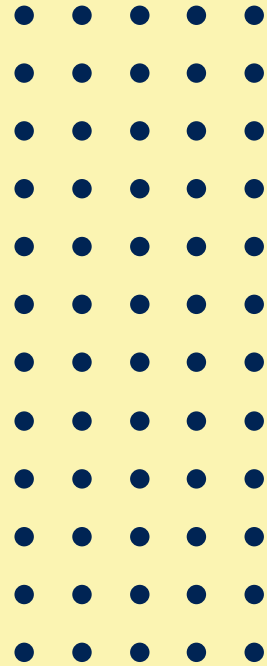


There should be  
music playing  
whenever you're  
not speaking.



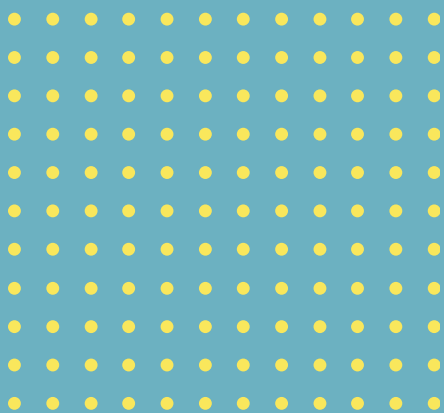
# 3 Balance The Volume

- Adjust the music volume according to the number of people in the room.
- If your program is just starting, begin with low-volume music as people arrive.
- Gradually increase the music as more people join.
- Ensure the volume is never too loud that it drowns out conversations.



# Set The Tone 4

- Music is a great way to establish the atmosphere for your program.
- For high-energy moments, choose upbeat music with more beats per minute.
- For a more emotionally charged environment, opt for softer music with slower beats per minute.
- When you want a reflective ambiance, such as during worksheet activities, use instrumental music (no lyrics) with slower beats per minute.



# Don't Forget the **4** Rules

1. Use their music, not yours
2. Fill the space with music
3. Balance the volume
4. Set the tone with music

*Doing so can create a highly engaging and memorable experience for your program.*



**MUSIC IS A POWERFUL  
TOOL THAT CAN ENHANCE  
THE ENERGY AND  
ENGAGEMENT OF ANY  
EVENT OR MEETING.**

**- Tom Kreiglstein**

