

CBDNA ATHLETIC BAND CONFERENCE
June 1-3, 2017
University of Massachusetts Amherst

“SHOW DESIGN – CAN’T I JUST PICK 3 TUNES I LIKE ANYMORE?”

- I. Why Think About This**
 - a. Captivate a diverse audience
 - b. Athletic Department Expectations
 - c. Being Modern

- II. The Design**
 - a. Start with a concept
 - b. A concept gives you freedom to interpret it loosely
 - c. Remember you have to put something creative in the show
 - d. Don’t forget to feature your strengths – Visual, Musical, Showcase your students, the mind of a fan, and effect points!

- III. Our Process**
 - a. Director Google Doc – A Total Mess!
 - b. Show Design Committee
 - c. Filtering
 - d. Announcement – Hype the coming year

- IV. NOLA Show – What were we thinking...**
 - a. Effects and Impact Moments
 - b. Music
 - c. Drill

- V. Pixar Show**
 - a. Effects and Impact Moments – Tapping into the heart of the fan
 - b. Music
 - c. Drill

- VI. Fight Night**
 - a. Effects and Impact Moments – Tap into nostalgia for some and just plain old entertainment for others
 - b. Music
 - c. Drill

- VII. Open Discussion/Questions**