

TURN ON, TUNE IN



Event planners often have everything looking good for their clients, but they should make sure their function has the right soundtrack for maximum effect, according to musician and music psychology expert Michael Griffin.

"One of the most important uses of music is during the very first moments of the event," he explained.

"As people walk towards the auditorium, have some music that is making a statement; preferably some bold music. Most corporate events have something to do with future plans and innovation, and here is a chance to choose the right piece of music as part of that presentation.

"The music might be contemporary, or perhaps a movie theme from something like *Raiders of the Lost Ark*. It all depends on the event, maybe you have an adventurous theme, or maybe it's a new direction, in which case you want some modern jazz. If it's reinventing, you might want a modern interpretation of an old classic — it really depends."

According to Griffin, music is one aspect of an event that can influence a guest's mood almost immediately.

"Corporate events planners generally want everyone on board as soon as they walk into the room," he added.

"They want a singular purpose, and music can help achieve that. Studies show that across cultures people respond similarly to different kinds of music, and they perceive the emotional content of music similarly."

Music is also a good wake-up call: "Particularly after lunch, when people feel like a bit of a nap, that is a good time to play something to get

them back on their feet," Griffin said.

The key to organising event music is to determine the message your function is striving to communicate, he added.

And like second helpings at a buffet, it is important to finish as well as you have started: "I would always start and end an event with music. Play something uplifting as they are walking out the door," Griffin said.

"A feel-good factor is fantastic; people associate products with a particular emotion and if you can have them leaving with a piece of feel-good music they will more likely evaluate what has just happened in a positive way."

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MOOD MUSIC

Musician and music psychologist Michael Griffin suggests the best music varieties to play for a selection of product launches

PRODUCT LAUNCH

Electrical product

Youth perfume

4WD vehicle

Expensive clothing label

MP3 player

MUSICAL STYLE

Modern interpretations of baroque music

A 'cool' pop singer, such as a young diva performer

A rock band, with guitars and heavy bass

Modern jazz, with vibes and alto saxophone

Techno music