

Creation of a successful event: my process for Crane Oboe Days

By: Justin Tan



Summary

- COVID-19 moved events to an online format
- General sense of isolation - no sense of community
- Proper organization commands thriving performance
- Created a successful event



Source: cdc.gov

Qualities of a good organizer

- Use of resources
- Ability to plan ahead
- Observative
- Creativity
- Leadership skills
- Being firm yet flexible
- Knowledgeable in the space being used

MC SCRIPT

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1. See first speech below (2) - Introduction do you have anything to say?
Hello everyone! Welcome to our inaugural oboe day here at Crane. We are super excited to have you here! If there is an unseen benefit to this pandemic is that communication through virtual interfaces is at a height. We hope that means we can connect across the globe with more ease, gathered with some time jumps! A huge thanks to our guest artist for taking their time to work with us and those in the masterclasses. It is a honor to present and perform in this virtual environment as a huge shoutout to those participating. If everybody doesn't mind, let us your name, where you're from, and your major. I'll start!
....
Wonderful to meet everybody! So here is our schedule and if you need to take another look at it, you can see on the group chat or the email that was sent out before. Note that the Zoom link will stay the same throughout these two days with the password being "TheOboe". So today after this introduction, we will have a masterclass given by Dr. Alyssa Morris. At 4:00pm we will continue our work with Dr. Morris on a recital making Oboe session. That will conclude our time here on Friday. On Saturday, starting at 10:00 we will have our guest artist and masterclasses. At 1:00pm we will have a lunch on oboe maintenance and check prevention with Ms. Kristin Bertrand. Following that at 3:00pm, Dr. Gail Kaunitz will give us a masterclass which will be followed by our after-dinner program, and grand finale if there are any questions, please let me or Dr. Mendelsohn know so we can help you asap! Dr. Mendelsohn do you have any words?
.....
Without any further ado, I present Dr. Alyssa Morris!
2. Dr. Alyssa Morris
a. Welcome back everybody! Please everyone get up to move around! Our next session is on reeds given by the wonderful Dr. Morris!
b. In 30min approximately, do you mind announcing and giving a round of applause to Dr. Morris!
c. Do you have anything to say Dr. Morris?
3. Alright, let's take a break, be back at 4:00pm
4. Welcome back everybody! Please everyone get up to move around! Our next session is on reeds given by the wonderful Dr. Morris!
5. Okay! Before we could keep talking about this forever, but it is time to say goodnight! Huge thank you to Dr. Morris for her time and wisdom spent here. Dr. H, do you have anything to say?
***** We hope to see you Dr. Adams at the grand finale tomorrow! Goodnight everybody!
    
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Screenshot of the script

Method

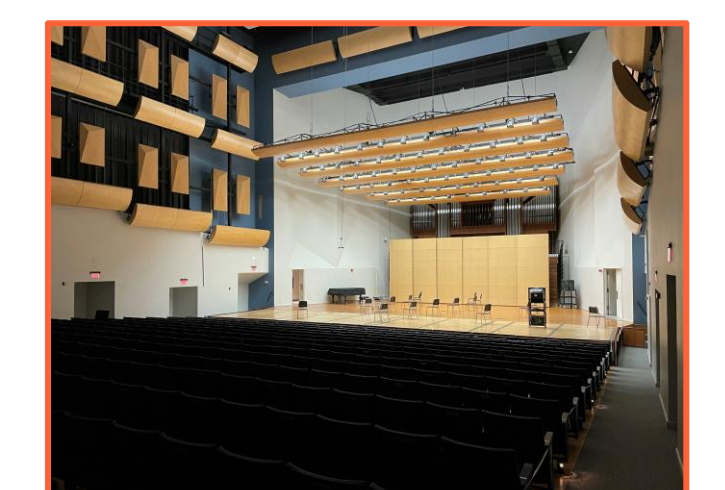
- Attended oboe and double reed days across the USA and Canada
- Noted and analyzed elements that were successful or unsuccessful
- Structured the schedule
- Selected and contacted guest artists
- Generated promotional posters, sites, and announcements
- Arranged funding for artist fees
- Organized material for the masterclass and recital
- Communicated with participants and guest artists



Poster used for promotion

Transitioning into in-person format

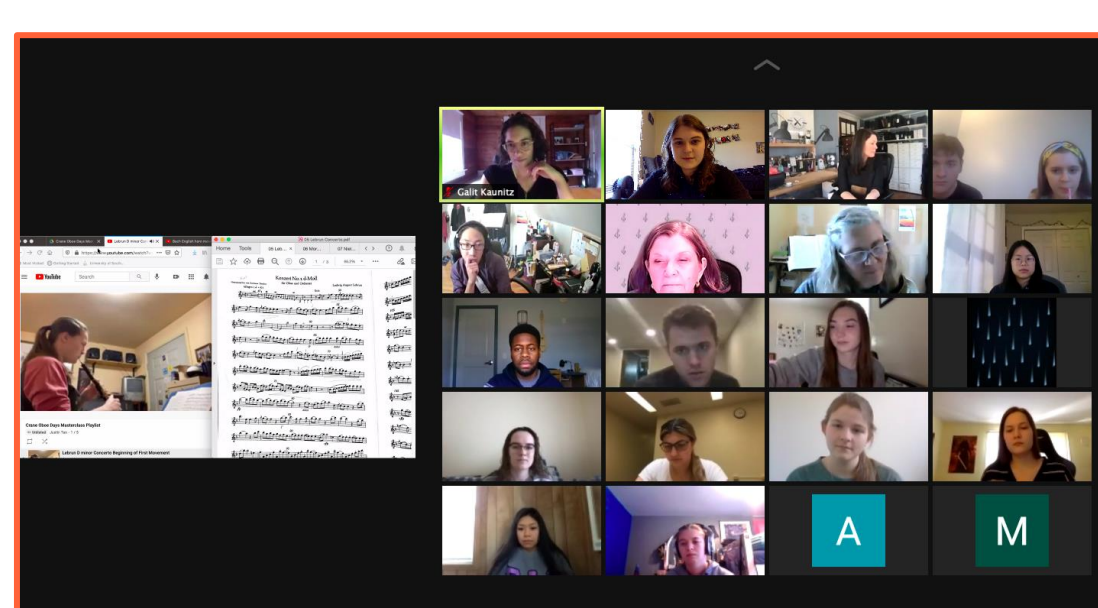
- Most, if not all, skills are transferrable
- Use of physical space and coordination administrator
- Different format of events, i.e. Lunch with guest artists in lieu of a formal discussion
- Need of funds due to travel and lodging fees
- Proximity of guest artists



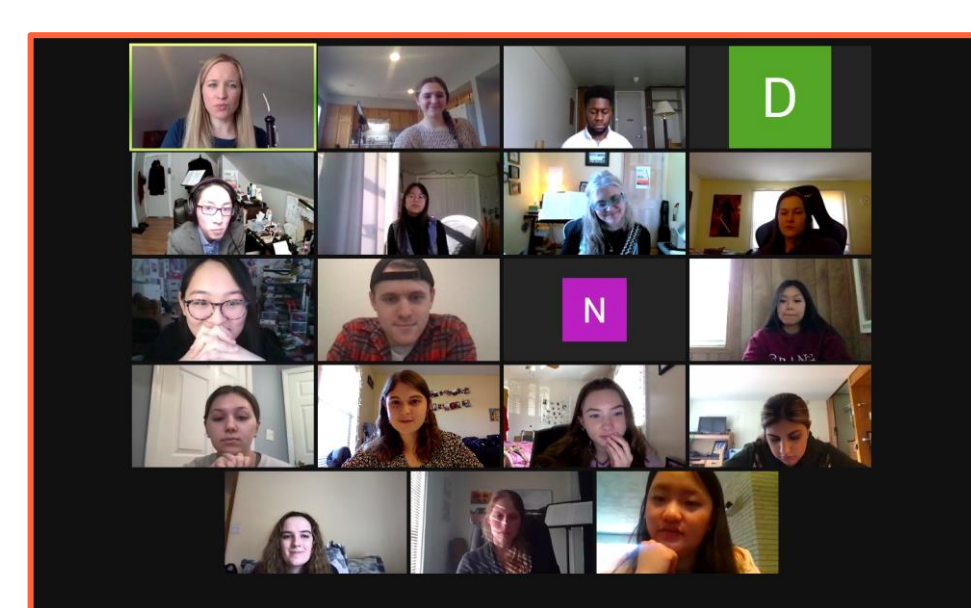
Hosmer Hall circa Feb 2021

Results

- Overall enjoyment of the event
- Awareness of the oboe community
- Likes: Meeting revered and established artists, quality content learned, platform and opportunity to perform, recruiting of students
- Dislikes: virtual format, disregard of masterclass schedule, prolonged schedule, hard Jeopardy! questions



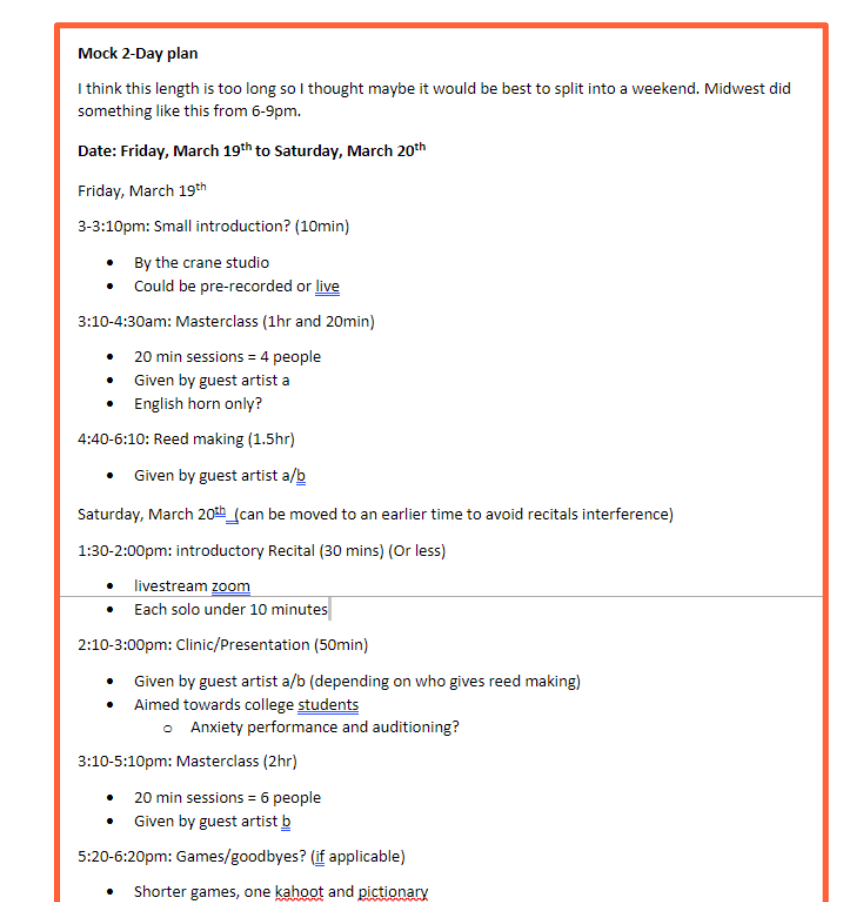
Masterclass with Dr. Kaunitz



Masterclass with Dr. Morris

How to set up future events

- Set recurring dates
- Obtain an organizer with above qualities and/or split work between people
- Maintain the audience - i.e., adding the bassoon studio for a double reed event
- Begin to plan!



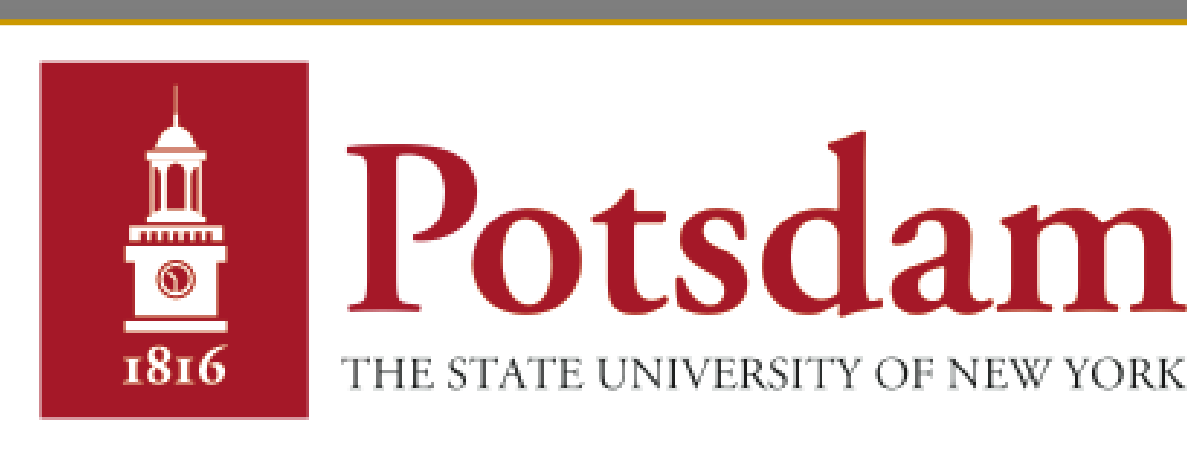
Screenshot of the schedule planning

Acknowledgements

- Studio professor for support and guidance
- Our guest artist for their wisdom and time
- Studio members and friends for consultation



Promotional poster



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