

The Importance of NAMM for Professional Development in the Music Industry

Job/Internship Opportunities

Molly Murphy, Sophomore: Music Business & Oboe Performance
NAMM created the perfect environment for networking, especially as a student in the beginning stages of my career. While working in the booth, I had the opportunity to have casual conversations with some of the most important and impactful names in the current music industry. My time at NAMM provided me with two definite internship opportunities that I would not have had access to had I not been at the NAMM Show. I was also given lots of industry advice from many higher-ups that I could not have ever gotten in a classroom setting. The NAMM Show granted me so many opportunities that will have a tremendous impact on my early career.

The NAMM Show

Business Deals

Margo Neth, Junior: Music Business & Flute Performance
I had the chance to intern with Zoom North America, a professional audio company, at this year's NAMM Show. My main job was to assist in the exhibit hall, where I talked with attendees about our latest products, like our advanced live mixing board, flexible guitar pedals, and high-quality handheld recorders. During the event, I saw many interactions between our Sales Head, Eric Battin, and various product dealers. These conversations gave me a glimpse into the industry dynamics. They talked not just about product details but also about recent sports games and shared personal stories. This informal chat showed me how important building relationships is in the music business, where successful partnerships often depend on personal connections and shared interests. I recalled discussions about the company's sales strategy after the show, realizing that connecting with potential buyers could influence future sales. Some colleagues directly sold products at the event, enhancing their sales experience and gaining insights into customer preferences and market trends. Overall, my time at the NAMM Show reinforced the importance of product knowledge and personal connections for success in the industry.

What is NAMM?

The NAMM Show, held annually in Anaheim, California, is the largest music products trade show in the world. Organized by the National Association of Music Merchants, this event brings together global music companies, professionals, and musicians. The purpose of this tradeshow is to showcase new products, network, and explore the latest industry innovations. The show features hands-on exhibits, product launches, educational sessions, and participation from international attendees. The NAMM Show is an outlet for creativity, learning, and connection in the music community. The purpose of the poster is to show what we have learned and how our time at NAMM has impacted our early careers.

Product Premieres and Live Music

Kennedy Royal, Junior: Music Business
While working out respective booths and exhibits at NAMM, we had the opportunity to attend many live concerts and product demonstrations. As Buffet Crampon's intern, I was able to play new, limited-edition instrument models as well as learn extensive information on all products being shown at our booth. Additionally, we were encouraged to attend many live-music events around the convention center, some of the most notable being held by John Baptiste, Jacob Collier and Victor Wooten. These showings of products and live musicians allowed us to see the products we were hired to sell being used in a professional setting in real time, providing for a full circle experience only conference attendees could have.



Connection to Music Education

David Nesbitt, Junior Music Business & French Horn Performance
Alfred Music is one of the largest music publishing companies in the world and I was fortunate enough to work alongside a Crane graduate while I was there. Alfred Music produces many books for early and intermediate musicians for almost every instrument. These books are used in classrooms to not only teach people instruments but are used in colleges for students to learn how to teach them. During my time with Alfred, I was able to sit in on business deals and meet many teachers and music shop owners around the country and learned that the music industry world cannot exist without music education and vice versa.

Networking Opportunities

Matt Williams, Junior: Music Business
During our breaks, we had the opportunity to explore the convention and introduce ourselves to various people. Some of the people I met were the head of the Music Business Degree at Indiana State University, 2 Crane Graduates that work for Buffet Crampon, a Grammy award-winning Artist, and the head of Woodwinds and Strings at Yamaha Corporation of America. Through these conversations, I got people's contact information from different parts of the music industry such as education, business and performance, allowing me to reach out in the future to take advantage of these connections I've made. Additionally, I learned about many internship opportunities that companies offer, which can lead to future jobs in my career.

Real-world experience

Darrah Wright, Junior: Music Business & Music Theory
At NAMM we were all assigned internships with real companies across the country. I was interning with Kyser Capos, a company based in Canton, Texas (an hour south of Dallas). Before the show we all connected with our coordinators to understand what our tasks are when at the show. For Kyser, my intern coordinator is Garrett Polk. About 4 months before the show, I called him to get the history of the company, and then when I arrived at the show, the CEO invited me to breakfast. I was assigned my designated responsibility for the show. Connecting with my coordinators and other Individuals at Kyser was a great opportunity to learn how to communicate with employers, especially during an onboarding process. This experience will be something I will take with me moving forward in the industry.