



Module III: Week 6, June 18–24

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Goals

Prepare for Gear Fest and attend on Friday and or Saturday. Look through the schedule and figure out what workshops, performances, and presentations sound the most interesting. Do some research on the presenters and companies. Prepare some questions to ask sales reps.

Have a notebook handy and take logs of notes and pictures. Try to have as many conversations with people as you can. Get business cards. Talk with three types of people representing products and notice how they present themselves and the products. Ask what are the unique features of products you are interested in, and what sets them apart from the competition.

1. Sweetwater employees
2. People who handle a number of manufacturers' products or are hired to represent the company at Gear Fest. They are not fulltime employees of the various manufacturers.
3. Employees of the companies. Fred Gretsch, president of the Gretsch Company will be there, for example.

Some things that caught my eye:

Friday

Several sessions take place in Sweetwater's studio. Have to get there early to get a seat.

9:45: Life Onstage: Doyle Bramhall

11:30: Mastering in Your Daw w/ Craig Anderton

12:45: Custom Builder's Panel with Mitch Gallagher

2:15: Performance & Talk with Gret Phillinganes

5:00: The Adrian Belew Power Trio Clinic

6:30: Sweetwater All Stars

Saturday

9:30: Being Successful in Today's business

11:30: Wampler guitar pedals - introduce yourself, he's a friend of our program

12:30: Inside the Groove: Peter Erskine and John Scofield

2:00: Producer's panel

5:00: A Night with Yngwie Malmsteen

Assignment - Due by midnight on Wednesday, June 27th

- Write a 500-word report on Gear Fest about:
 - what you learned about Sweetwater
 - which products you found most interesting
 - a description of one of the vendors and unique features of some of their products that set them apart from other companies in the same category
 - embed one or more pictures with a caption under each one of who and what is being shown



Interview with Chuck Surack at Sweetwater

VIDEO: Chuck Surack at Sweetwater GearFest 2017



Upload your report

Attach a Word or PDF file of your report here.