



DRUM CORPS INTERNATIONAL

# THE 2019 DCI ANNUAL MEETINGS

A WEEKEND YOU CAN'T  
AFFORD TO MISS

SOUND  
SPORT

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JANUARY 11-12, 2019

Indianapolis, Indiana

# ABOUT THE ANNUAL MEETING

## SECURE YOUR SPOT TODAY!

Each year the entire “DCI Family” comes together under one roof to share, learn and grow during the DCI Annual Meetings. This year, over 350 people will exchange ideas and learn from one another on all facets of managing and developing a program under the DCI umbrella - with a special focus on health, wellness and safety. You’ll meet DCI staff members, fellow directors, student leaders, representatives from the adjudication community and a variety of other personalities to help establish and grow your personal network.

SoundSport directors will experience a special programming track designed just for them, as part of a weekend packed with insightful, engaging, and can't-miss opportunities to prepare your ensemble for the season ahead. You'll hear from not only the SoundSport administrative team, but also marching arts leaders from all facets of the activity about what it takes to build a successful ensemble at this level.

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*For more details, contact Tina Pliagas at [SoundSport@dci.org](mailto:SoundSport@dci.org) or (317) 275-1228*

# DCI HEALTH, WELLNESS, & SAFETY SUMMIT

## THE FOCUS OF THE 2019 ANNUAL MEETINGS

Entitled "Here's to Our Health!," the 2019 DCI Annual Meetings are a monumental summit for the entire drum corps and marching arts communities thanks to our focus on health, wellness, and safety measures activity-wide. Throughout Saturday of the Annual Meetings, registrants will participate in training sessions on enhanced health and safety strategies they can integrate into every aspect of operations and activities — from increased security in staff hiring, to rehearsal safety, to weather protocols, to event management, to nutrition needs, to performing arts medicine.

This critical programming is invaluable for leaders and participants of all levels in the marching arts activity as DCI continues its commitment to ongoing cultural evolution, ensuring change, and enhancing educational opportunities to deliver a safe environment for all corps members, professional staff, and volunteers.



# WEEKEND AT A GLANCE

JANUARY 11-12, 2019

HYATT REGENCY HOTEL

INDIANAPOLIS, INDIANA

## Friday, January 11

Attendee Registration

*Morning, Afternoon, and Early Evening*

SoundSport Director's Track

*6:00-10:00pm*

DCI Community Social

*10:30pm*

## Saturday, January 12

DCI Health, Wellness, and Safety Programming

*9:00am-5:00pm, choice of sessions*

SoundSport Director's Track Wrap-Up and Q&A

*5:00-6:00pm*

*\*Saturday breakfast provided, and all attendees invited to Saturday's DCI Family Luncheon and community-wide program*



# SOUNDSPORT TRACK PROGRAMMING

## WHAT DOES THIS MEAN FOR MY ENSEMBLE?

Whether you're a veteran SoundSport member, or your team is taking the first step in their SoundSport journey for the 2019 season, the DCI Annual Meeting gives your ensemble the perfect way to start the year off right.

Directors will experience a true meeting of the minds, with programming that's right-sized for your ensemble's needs from leaders of all aspects in the activity.

**Key topics for Friday's session will include:**

### *Fundraising and Budgeting*

What does a sustainable ensemble look like, financially? How does my SoundSport team's budget differ, if I am a new or returning ensemble? How can I develop a successful fundraising program to support my ensemble? These are all questions the SoundSport staff will answer, and many more, as we take a deep dive into the numbers behind managing a healthy marching arts organization.



### ***Social Media and Promotions***

What does a social media strategy look like for a SoundSport team? How can I build local support for my ensemble in my community? What are the most important messages I should convey on my team's social channels? We'll help you navigate the most common challenges of building your brand online and how you can succeed in garnering local support and publicity in the digital age, including special promotional benefits through the worldwide marketing power of DCI to hundreds of thousands of fans and alumni.

### ***Show Design and Adjudication***

What makes a Gold-rating show design? How does the SoundSport adjudication system work, with medals and numerical scoring? How can I maximize my ensemble's skills to build an engaging show for both performers and the fans? We'll bring drum corps' top creative designers and judges to YOU - giving you exclusive insight about what judges are looking for in a successful SoundSport performance.

### ***Recruiting and Retaining Membership***

I have a name and a logo - now what? How do I recruit members in my community and the surrounding area? What's involved in creating an exceptional member experience? How do I retain membership numbers year over year, and how do I keep growing? You bring the concept, SoundSport brings the administrative framework! We'll teach you how to develop a marching arts identity in your community, along with what it takes to create an exciting member experience worth telling their friends about. You'll get tried and true recruitment tips from staff members that have been in your shoes and understand the current marching arts landscape.



### ***Benefits of the SoundSport Program***

Performances in world-class venues, sharing the field with top 12 DCI corps, exclusive ticket discounts, 24/7 DCI staff support... and so much more! What does being a member of the SoundSport program truly mean? We'll connect the dots and show you that the SoundSport family grants you access to a massive variety of benefits that you can't get with any other performing arts circuit. We'll show you how you become part of *Marching Music's Major League*.

### ***Personal One-on-One Time with the Managers of the SoundSport Program***

The DCI Annual Meetings are a place where the entire drum corps community gathers together to kickoff the new season, including your SoundSport program staff! SoundSport directors and their guest will have personal time to sit down with John DeNovi, DCI's Senior Director of Global Business Development and Founder of SoundSport, as well as Tina Pliagas, SoundSport's Events and Promotions Coordinator, to talk about YOU and YOUR PROGRAM. Bring your ideas, your challenges, your unique questions, and most importantly, your goals for the season, because we're ready to get to know you better and help you achieve success in 2019 and beyond.

### ***Saturday, 5-6pm: SoundSport Directors Wrap-Up and Q&A Session***

You've had a busy two days full of invaluable programming, networking, and tips for success with your ensemble, and now you'll get the chance to ask the SoundSport staff about anything and everything you want to know more about. We're here to answer any final questions and provide last pieces of advice for you to take back to your members and staff.



# DCI COMMUNITY ENGAGEMENT

## WHAT OTHER OPPORTUNITIES AND EVENTS ARE AVAILABLE?

### *Friday Evening: DCI Community Social and Networking Event*

The Friday Evening Social is where you'll have the opportunity to enjoy an evening of networking and socializing with the top innovators across drum corps, from highly-awarded creative directors and visual designers, to top brass and percussion caption heads, corps directors, and DCI Hall of Famers. Grab a bite to eat and let John and Tina introduce you to game-changers from all over the marching arts that can provide priceless tidbits of advice for your ensemble.

### *Special Interview Opportunities with the DCI Media Team*

*How was your experience at the 2019 DCI Annual Meetings? What did you learn? Who did you meet? We want to know! SoundSport directors will get the special opportunity to sit down with the DCI Media Team and have an interview with the likes of Dan Potter about their experience throughout the weekend. You may even be featured on DCI.org, or the DCI social media pages! You'll be the face of SoundSport throughout the weekend and as we recap in the coming weeks for fans and other teams around the globe.*





We greatly look forward to having you join the entire DCI community for the 2019 Annual Meetings. These meetings are filled with highly valuable and critical information that you truly cannot hear anywhere else throughout the year for the drum corps activity. On behalf of the entire DCI and SoundSport staff, I **highly encourage** you and your guest to attend this year's summit to gain access to exclusive and high-impact content that will take your SoundSport team to the next level, this season and beyond.

Should you have any questions, please feel free to contact Tina Pliagas at [SoundSport@dci.org](mailto:SoundSport@dci.org), or by calling 317-275-1228.

***We'll see you in January!***

Property of Drum Corps International and the SoundSport program.