



MAKE MUSIC DAY – FLASHMOB TOOLKIT

This document is a step-by-step guide to help you plan and stage a flashmob on 21 June, Make Music Day.

Everyone loves a flashmob. Make Music Day is all about bringing music out on to the streets and surprising the public. Flashmobs are therefore a great way to get involved on the day.

This toolkit has been put together with the help of Voluntary Arts, ABRSM and Music in Offices.

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MAKE
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UK

INTRODUCTION

A flash mob is a group of people who assemble suddenly in a public place, perform an unusual and seemingly pointless act for a brief time, then quickly disperse, often for the purposes of entertainment, satire, and artistic expression.

Last year, ABRSM and Music in Offices staged a flashmob on Make Music Day in Paternoster Square in the heart of the City of London outside St Paul's Cathedral. The event took place at lunchtime to a captive audience of local workers, visitors and tourists.

Watch the video of their flash mob here: <https://youtu.be/gKrpdmrOrdE>



And if that's not inspiration enough, check out this list of other brilliant flashmobs: <http://www.classicfm.com/discover-music/latest/best-classical-flash-mobs/>

FLASHMOB CHECKLIST

What to perform - Flashmobs come in all shapes and sizes. The Make Music Day anthem is the Morecambe and Wise summer classic, *Bring me Sunshine*, and we have created a special arrangement of the song for a flashmob performance. However, you don't have to sing this at your flashmob – it can be anything as long as it's upbeat and fun and will work well in a potentially noisy location. Simple arrangements tend to work best for a flashmob in order to achieve a confident, strong, powerful sound.

Part of a performing arts group? If you have a group concert / performance coming up or are looking for new members, doing a Flashmob is a great way to reach out to the public and give them a flavour of what to expect – almost like a trailer for a film, this is your opportunity to be in the limelight and grab people's attention.

Getting technical - Technical equipment to support your Flashmob should be kept to a minimum. You will be performing in a public space so plug sockets and standing mics etc. will most likely not be an option unless given permission and arranged prior to the event. Nominate someone to look after this equipment during your performance to ensure it doesn't get damaged or stolen.

Costumes, props and choreography - You could use banners, whistles, streamers, matching outfits etc or add some choreography such as hand clapping and simple movements to animate your performance and grab people's attention.

Pick a time and location - Finding a location/venue where you will have a captive audience is key to the success of your Flashmob. Think shopping centres and train stations or, if the weather is looking kind, your local landmark, park or town centre could be a good option. Also think of a time that works best for your fellow Flashmobbers and also will have a captive audience e.g. a lunchtime hangout spot.

Getting permission - Make sure you know the local laws about large gatherings in certain outdoor public areas – you can contact your local council for information on this. Remember you are aiming to entertain people so best to check first if you think there are likely to be any issues.

If your target is a public venue i.e. a shopping centre, community centre, museum or train station, we advise that you ask permission before you commit to using the space - this will avoid you getting into trouble and having your Flashmob cut short. Identify a contact and give details of your performance, explain that it will not interfere with public access or cause any damage to the building. Reiterate that your Flashmob is part of Make Music Day and offer to link to the venue when distributing documentation of your Flashmob to give them some extra publicity. It may be worth calling the event a 'pop-up performance', rather than a 'flash mob' as some authorities have an automatic embargo on anything called a flash mob.

Disclaimer: Make Music Day cannot be held responsible for any damage to property or people, so please keep yourself (and those around you) safe and get permission for your Flashmob if required.

Health and safety - It is important not to create unsafe obstructions, safety problems, or to prevent people from going about their usual business when Flashmobbing in a public place. Do a check of the area you are intending to use and if it looks like your Flashmob might cause a problem or there are safety/legal limitations in place, then you may have to explore other options.

Have a read of our [event planning toolkit](#) for more information on health and safety and other useful tips for planning your event.

ORGANISING YOUR MOB

Rehearse - Once you've established who wants to be part of your Flashmob, where you're going to do it and what you are going to perform, dedicate some time to rehearsing your routine and make sure everyone knows their part and where to look out for cues.

Promote - Use all of your contacts to help spread the word, through email, social media and word of mouth. Use the #MakeMusicDay hashtag on social media, and maybe even one of your own as well. Connect with as many relevant organisations as possible to help promote your event. If you're in London the Flashmob group [@UK Flashmob](#) are a great support and [A Thing to Do Today](#) will be happy to share your event. Consider using [Thunderclap](#) on social media where you can encourage

your contacts to help amplify your message. Inform relevant media and publications of your event. You might even make it onto the news!

Capture the action - Your Flashmob may only appear for a short while and will catch people by surprise, so be sure to let someone in on the secret so they can capture it on film. Most mobile phones and tablets have the ability to record high quality video (ensure you have put your device on the correct settings), which can be uploaded directly onto YouTube after your performance. You also have the option of streaming live across Facebook. Be sure to include the #MakeMusicDay hashtag when posting on social media and you can send us a copy of your video for us to add to the Make Music Day YouTube channel and share across social media.

Communicate - To avoid confusion on the day of your performance, make sure that your fellow Flashmobbers know when and where your Flashmob is taking place and how it will begin. Keep in touch via email / texting / social media so you can make contact if there is a change of plan.

ON THE DAY

Meeting point - You may want to meet beforehand for a quick rehearsal and to brief the mob, disperse around your location and give some final words of encouragement.

In case of rain - If you have opted for an outdoor location for your Flashmob, please have a bad weather contingency plan. You may want to brave the weather and go ahead with your Flashmob as planned, dressing appropriately. It's a good idea to have an indoor location confirmed as a back-up and communicate to your group if the location changes on the day due to bad weather.

Don't stop - Once you've started your performance, people will soon stop in their tracks and wonder what on earth is going on! If this doesn't happen straight away, don't be put off - attention will soon grow!

WHAT IS MAKE MUSIC DAY?

Make Music Day is an annual set of free music events taking place in venues and public spaces – from town squares to libraries, bandstands to school halls and arts centre. It takes place on the longest day of the year – on 21 June. You can organise or attend an event near you while joining thousands of other music lovers around the world in over 120 countries!

Make Music Day is:

- ✓ Performed by anyone, enjoyed by everyone
- ✓ Open to music makers of all ages, skill levels, and musical styles
- ✓ A DIY celebration of music that needs YOU to make it happen
- ✓ A way to showcase talent, local music-making and different kinds of music
- ✓ An opportunity to promote your venue, business or musical activity and reach new audiences and members
- ✓ A chance to have a go at singing or trying an instrument for the first time
- ✓ On 21 June (summer solstice) every year

Where it all began...

In 1982, Jack Lang and his staff at the Ministry of Culture in France dreamed up an idea for a new kind of musical holiday. They imagined a day where free, live music would be everywhere: street corners and parks, rooftops and gardens, shop fronts and mountaintops.

And, unlike a typical music festival, anyone and everyone would be invited to join and play music, or host performances. The event would take place on the summer solstice, 21 June, and would be called Fête de la Musique (in French, the name means both 'festival of music' and 'make music'!). Amazingly enough, this dream has come true. The Fête has turned into a true national holiday: France shuts down on the summer solstice and musicians take over. Last year, two thirds of the population of France took part in Fête de la Musique!

Three decades after it began, the holiday has spread throughout the world and is now celebrated in more than 120 countries.

Why take part in Make Music Day?

To raise your profile - The extra exposure brought about by Make Music Day and the support of our partners can help raise you/your group, venue or business' profile in the local and national media and flag up your activities and talents to potential new promoters, partners, participants, volunteers and audiences.

To grow your group - Keen to attract new members? Make Music Day is the perfect opportunity to introduce your group or organisation to a new audience and get more people involved in your regular activities or programme.

To celebrate your achievements - We know you work hard all year round, both behind the scenes and in front, taking part in Make Music Day is a chance to come together and celebrate all that you've achieved.

To feel part of something huge - Knowing that you are part of a global music event reminds us all that we're part of something big and incredibly important. The more people that take part in Make Music Day, the stronger the message we can send about the importance of everyday music-making, celebration and community spirit.

CONTACT INFORMATION

Make Music Day Social media accounts



@MakeMusicDayUK



@MakeMusicDayUK

Please use the **#MakeMusicDay** hashtag on your tweets and posts.

Project Manager contacts

Alison Porter – alison@makemusicday.co.uk

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Do keep in touch with us and let us know if you have any questions.