



OPEN CLUB DAY

EUROPEAN EDITION #4

06.FEB.2021

IDEAS AND INSPIRATION

[Open] Club Day is all about showing what it takes to run a club or a venue. It is about the people working in the venue, about what they do on a daily basis, about their passion, preoccupations and motivations. Below are some activities of venues and clubs that participated during in the last years. Some are quite simple; others need a little bit more preparation and effort. Do what feels right for you and doable with the sanitary protocol.

Here are some ideas for activities that highlight the professionalism of your venue and club:

PHYSICAL ACTIVITIES



GUIDED TOUR THROUGH THE VENUE OR CLUB

Create guided tours through your venue. Each tour is guided by either a staff member, a volunteer, an artist, or a technician and leads through the different spaces explaining their activities in the venue. You can show the different aspects and professions that are necessary to run a venue and to set up a gig. This guided tour can be done virtually, filmed with a phone and broadcasted live on social media.



SHOW OFF THE TALENTS OF YOUR VENUE OR CLUB

Why not show off the skills of your talented team and initiate the public to their art? Some ideas for small workshops could be DIY silkscreen printing, an introduction to sound and light engineering, a crash-course in preparing cocktails, a cooking workshop... the audience might be surprised about the variety of skills and competences that are required to work in a live music place. You might even consider including the visitors in preparing the show for the evening, for example with a catering or decoration workshop.



MAKE INSTALLATION OF THE GIG PUBLIC

If your venue hosts a gig or event that Saturday evening, why not make the installation public and explain a little about the installation process. This can be more time consuming, but is definitely an interesting activity for the visitors. You can show how many people and different professions are involved all day long in preparing a live music event at night.



SPEED-DATING WITH THE TEAM

Partner-up with schools and Universities and invite students to discover the different professions that are necessary to run a venue or club. Help them discover the different tasks and responsibilities of each job, the daily routine, the different paths of the people working in the venue, etc.



TALKS AND PANEL DISCUSSIONS

Use [Open] Club Day as an opportunity to invite your local authorities and politicians and ask them the questions that interest you the most. In Zurich for example, the local club and bar commission dedicated a panel on a new safety protocol and they questioned politicians from different parties on their agendas for nightlife and club-culture.

Such an activity could also be organised with other venues and clubs in your area, with other cultural actors and institutions, with your partners who share the same ideas or with the support of your venue and club association.



ACTIVITIES FOR FAMILIES AND KIDS

You could give kids the opportunity to give sound and light balancing a try. Let them push all the fancy buttons on a sound mixer with the supervision of a trained staff or volunteer.

You could also make the tour through your venue more kid and family friendly by turning it into a treasure hunt.

Have you thought of organizing a disco for kids?



WORKSHOPS FOR AMATEURS

If you are used to organizing master classes or workshops in artistic creation, why not organize a special session on [Open] Club Day for amateurs or newbies. You could also partner up with a music school for initiation workshops to different instruments and digital music software.



ARTISTS AS AMBASSADORS FOR [OPEN] CLUB DAY

Maybe you have one or several resident artists in your venue or you have a special link to a band that you regularly invite on your stage. They might be interested to be an ambassador for [Open] Club Day in your venue, meet the audience and chat with them about their music and career. Such meetings can be particularly interesting for amateurs or artists who want to take the next step towards a professional career.



INVEST YOUR WALLS

You could set up an exhibition with photos that show your different activities, create a hall of volunteer-fame that highlights the investment and passion of the volunteers, or you can hang up a wish list where the visitors can express themselves!



CLUB SAFARI – CONNECT WITH OTHERS IN YOUR AREA

Give the venues and clubs of your town or area a call and see if you can organize some activities together, such as a club safari, a guided tour that leads through the different clubs and venues of your city. You can also get in touch with your venues and club association for support. Your region and municipality could also support such an activity. In Switzerland, three venues managed to get a bus sponsored by the region for their club safari.



BRING YOUR PARENTS TO THE VENUE

Invite the younger volunteers that are engaged in your live music venue or club to bring their parents to discover the place they spend most of their free time and evenings. Let them discover the different spaces and explain their parents how they contribute to the venue's project and what skills they have developed by investing their time.



OPEN STAGE FOR LOCAL MUSICIANS – PARTNERSHIP WITH MUSIC SCHOOLS

Partner-up with music schools and rehearsal studios and allow music students, amateur bands or artists on their way to professionalization to perform on your stage. Such an open stage can be organized with a sound and light engineer or in an acoustic set-up. Such an activity shows how you support the next generation and upcoming talent.



COFFEE AND CAKE SET-UP

As the event takes place during the day, you might consider improvising a coffee and cake set-up in addition to your bar. Make sure to provide suitable sitting space, especially when you are expecting families and elder people. It seems that children love to splurge into a sea of cosy cushions!



MUSIC (SECOND HAND) MARKET

Organise a music market on [Open] Club Day in your venue or club. You can allow individuals to sell their records and fan articles second hand, or you can partner-up with cultural merchants such as record stores, music stores, specialized bookstores, fanzines and artists that sell gig-posters, etc.

SYMBOLIC ACTIVITIES

If you cannot open your doors on [Open] Club Day and invite locals to discover the behind the scenes of your venue, you can still take part in [Open] Club Day. Here are some ideas of how your symbolic participation could look like:



SIGN THE STATEMENT AND LET PEOPLE KNOW!

Show that you are part of this solidary movement by sharing the statement on your website and socials. Send out a press release and let your local media know. Send a letter to your municipality! You can also print out the statement and display it on to your door.

After signing the statement, you will receive a confirmation notification with a toolkit providing some communication materials for this.



IMAGINE WHAT YOU CAN DO OUTSIDE YOUR VENUE!

If outdoor gatherings are allowed, you can invite your neighbours, local media and decision makers from your municipality to meet in front of your venue. You can use this moment to explain how this crisis affects you and how you have been working. You can also partner up with other actors from your town's music scene (music shops, music schools, rehearsal studios, festival organisers, radios...) and organise together a guided tour through your town explaining how the local music scene works.



GO DIGITAL!

If you are into streaming and connecting through digital channels, you can imagine [Open] Club Day activities with a digital format. Film a guided tour through your club, stream an interview with your team members, or do an online discussion with artists.