

Content case study for Regional Conservatorium

Brief: Write an article of around 300 words to promote regional conservatorium's music lessons to use in print media and on website.

Content tone: Aimed at parents by demonstrating the power of musical performance (as opposed to listening to it via a device) and how it can enrich a child's development by fostering a life-long relationship through exploration and honing of live performance skills.

Result: New inquiries about music lessons for 2021.

Music is for life

Music is an enriching experience that is capable of igniting all the senses.

It's well known for the wonderfully, soothing effect it can have on newborn babies, so why wouldn't you want to encourage it throughout your child's life?

Listening to music exposes your child to a world of amazing sounds (although these days that's usually through a set of earbuds on a digital platform like Spotify), but providing them with the opportunity to learn and perform their own music is a sensory experience like no other.

Knowing your way around a musical instrument is a skill they will carry for life. It will also come in handy if they want to impress at a family gathering or woo a party crowd.

Learning to play a musical instrument provides a child with a real sense of achievement as they explore their untapped talents, developing a range of cognitive skills and creative outlets along the way.

The Clarence Valley Conservatorium is a place where children can comfortably immerse themselves in this world of musical exploration and education.

The region's leading lesson provider will not only help your child find and hone the musical instrument that is calling them, they will also be exposed to talented mentors and the opportunity to exchange ideas and socialise with other like-minded students.

Who knows where that might lead? A future band, a new career path, or the making of a life-long friendship.

There's never been a better time to introduce musical performance into your child's life.

To find out more about the benefits of music, contact the Clarence Valley Conservatorium for a friendly chat on 6643 3555.