



WAM MEDIA RELEASE

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WAM Workshop Series: ARIEL HYATT Masterclass Series Success

WAM, the Western Australian Music Industry Association, hosted New York online music marketing and social media guru Ariel Hyatt on her first visit to Western Australia last week for a series of masterclasses. Over 200 people, including musicians, representatives of local music businesses and music industry students, all attended masterclasses and meetings with Ariel over several nights in Perth and Margaret River.

As the founder of Cyber PR, a firm on the cutting edge of social media and online marketing and promotion, Ariel was able to offer practical advice to help musicians and music businesses get on top of their online strategies, something of vital importance to industry professionals in a remote capital and regional area alike.

"Ariel Hyatt's workshop could not have happened at a better time - and some would say was a bit overdue," says Scott Adam, Course Co-ordinator Music Business at the Central Institute of Technology. "The quality of information was 100% relevant to me and my students, who were buzzing with the amount of productive tips and practical 'do this now' information offered up by Ariel. I am a convert to the cause."

WAM gratefully acknowledges the support of partners APRA, MEAA, the Central Institute of Technology and Lolly Box Studios in presenting these masterclasses.

The Ariel Hyatt masterclasses signal the launch of WAM's inaugural Workshops Program, which offers year round educational and networking opportunities for members of the WA music industry. The next series of WAM Workshops will take place during the WAMi Festival on 21 - 28 May at the Artrage Bakery performance venue in Perth. Check www.wam.asn.au/workshops for more details.

"[Ariel's] talk was informative and relevant and I found it very helpful. In the week since her talk I made an effort to interact with our Reverbnation and Twitter fan bases more and I'm already noticing increased interest in the band online as a result." - Joey K, The Devil Rides Out.

"Ariel put what was a world of unknown to me into a very real place, she was clear and precise and had a wealth of knowledge for people that are at all levels of online presence, it was so inspiring that I enrolled in her online course, something I am very excited about!" - Bex Chilcott, Ruby Boots.

"Already getting results from the meeting, it taught us how to really engage with our fans. We're currently booking a tour of the UK and through following [Ariel's] advice we're starting to generate fans abroad before we've even played a show there." - Sean Regan, The Spitfires.

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