

MEN TALK MUSIC

A guide to starting your own MTM group

Bring Men Talk Music to your area

We've built the format so it's easy to pick up and run — here's everything you need to get a group going, keep it running, and get the word out.

STAGE 1 / GETTING SET UP

Group lead

The first thing you'll need is someone — or a couple of people — to organise and coordinate the group. Key responsibilities include finding and booking the venue, promoting the meetup, sorting out speakers, and keeping the WhatsApp community engaged.

Finding a venue

This is probably the key thing you'll need to organise. The ideal space is a back room of a bar or pub that can hold about 15 people. It really needs to be somewhere you can play music of your own. Usually venues will let you use the space for free, as you'll bring in income on the bar.

Equipment

You won't need much — a music subscription such as Apple Music or Spotify, and a Bluetooth speaker, or connecting to the venue's sound system if one exists. A portable vinyl player is a great addition too, if you have one, so people can bring their records along.

STAGE 2 / RUNNING YOUR GROUP

Frequency & length

Run sessions on a monthly basis so it doesn't overcommit people. Sessions typically last about 3 to 3.5 hours. We normally try to run it on the same day/week of the month — for example, the third Thursday of every month. Sessions have a set start time (say, 7.30pm), but it stays fluid — some people come later or leave earlier depending on commitments.

Themes

We've been running Men Talk Music for over a year and have built up many themes — the possibilities are endless. We can provide these to you, and of course you're free to come up with your own.

Community

It's important to build the community and keep everyone informed of what's going on, as well as having conversation between sessions. We've always found it useful to share links to music, gigs, and so on too. WhatsApp is really the best and simplest option for this.

STAGE 3 / PROMOTING YOUR GROUP

Posters

Posters in the local area are a good way to build awareness. The venue is a good starting place, but you can also speak to community spaces and shops. We can provide the poster template; you'll just need to get it printed and add the venue, time and date.

Social media

If you're on social media, promote it there — and use the venue's social media channels too.

Word of mouth

Probably the most powerful form of marketing for the group. Tell people, friends and family — it's amazing how many people know someone who'll be interested.

Questions? There will need to be a contact email or number for the group lead, as people often enquire about the group before coming along. For more information on getting set up, contact info@mentalkmusic.com and we'll help you get going.