



## **BREAKOUT PREMIER EXPERIENCES**

music | culture | mottos

# **PLAYBOOK**

**BREAKOUT**  
MEETINGS AT HARD ROCK HOTELS



## PREMIER MUSIC & CULTURAL EXPERIENCES FOR MEETING & EVENTS

Inspired by the most popular Hard Rock Hotel in-room amenity programs such as Sound of Your Stay® and Rock Om®, it's time to BREAKOUT and amplify these experiences for group events.

### TRACKS®

SONG SLAM  
TEAM ANTHEM  
INSTAHITS  
ROCKIN' RECEPTION

### PICKS®

THE BAND:  
GROUP GUITAR LESSONS

ROCK YOUR RIFF:  
GUITAR ENSEMBLE

### MIX®

LEARN TO BE A DJ  
WINE RIFFS  
SILENT DISCO

### WAX®

SPIN ART

### MEMORABILIA

TREASURES OF HARD ROCK TOUR  
WE ARE THE CHAMPIONS GAME SHOW  
SCAVENGER HUNT  
TED-STYLE TALKS

### MOTTOS

SAVE THE PLANET:  
CLEAN THE WORLD

ALL IS ONE:

DRUM CIRCLE: CREATING UNITY THROUGH MUSIC

### SOUNDBODY

ROCK OM® EXPERIENCE

BOOK THESE EXCLUSIVE PROGRAMS FOR YOUR NEXT EVENT.

Contact your Regional Global Sales Director to learn more.

# Let's Recap

## PREMIER MUSIC & CULTURAL EXPERIENCES

### picks

THE BAND:  
GROUP GUITAR LESSONS

ROCK YOUR RIFF:  
GUITAR ENSEMBLE

### wax

SPIN ART

### tracks

SONG SLAM

TEAM ANTHEM

INSTA HITS

ROCKIN' RECEPTION

### mix

LEARN TO BE A DJ

WINE RIFFS

SILENT DISCO

### memo

TREASURES OF HARD ROCK TOUR

WE ARE THE CHAMPIONS GAME SHOW

SCAVENGER HUNT

TED-STYLE TALKS

### mottos

SAVE THE PLANET:  
CLEAN THE WORLD

ALL IS ONE:  
DRUM CIRCLE | CREATING UNITY THROUGH MUSIC

### soundbody

ROCK OM EXPERIENCE



JEFF NOLAN / HARD ROCK  
MUSIC & MEMORABILIA  
Consultant



Clean the World™

# PREMIER MUSIC & CULTURAL EXPERIENCES FOR MEETING & EVENTS

Hard Rock Hotels promise unique meeting experiences and spaces around the world, all fully equipped to create seamless, professional events – turning the ordinary into an “Anything But Beige” experience.

Our BREAKOUT programs are inspired by the most popular Hard Rock Hotel in-room amenity programs such as Sound of Your Stay® and Rock Om®. All designed to amplify your next meeting or event with curated music, memorabilia and brand experiences. We’ve partnered with the most innovative brand partners to develop experiences designed to inspire your team, strengthen bonds and create a deeper connection to your organization.



# picks

PREMIER MUSIC EXPERIENCES

## BREAKOUT

MEETINGS AT HARD ROCK HOTELS

# Guitar Activations Preferred Vendors:

JEFF NOLAN / HARD ROCK  
MUSIC & MEMORABILIA  
Consultant



Engage your team on a journey through music and culture in a way that only Hard Rock can provide. From next-level group guitar lessons to ensemble, Hard Rock's BREAKOUT music series defines team building and provides the tools to improve productivity by breaking down the boardroom walls and taking it to the stage.

## THE BAND GROUP GUITAR LESSONS

Group lessons offer a variety of activities that lend themselves to social sharing and team building and will be tailored specifically to your organization's needs.

**Group Size:** Up to 10 participants  
**Duration:** 60 - 90 minutes  
**Equipment needed:** Acoustic Guitars (rental required)



## ROCK YOUR RIFF GUITAR ENSEMBLE

Whether the attendees are at the novice level or seasoned veterans, learn to play a hit song, a memorable riff and perform it with a group of fellow attendees. A group of attendees would take cues from a guitarist to collectively learn and perform a hit song

**Group Size:** Up to 20 participants  
**Duration:** 60 - 90 minutes  
**Equipment needed:** Acoustic or Electric Guitars (rental required)



# tracks

PREMIER MUSIC EXPERIENCES

**BREAKOUT**  
MEETINGS AT HARD ROCK HOTELS



# SONG DIVISION



Song Division provides teams the opportunity to become Rock Stars. Our team building services immerse your attendees in musical experiences designed to re-inforce your brand purpose, strengthen bonds, and create a deeper connection to the organization.



## SONG SLAM

Engage in some friendly competition in this 'Battle of the Bands' style event where your teams write and perform songs to express your organization's purpose.

**Group Size:** 30 - 1,000 participants  
**Duration:** 2 - 4 Hours

## TEAM ANTHEM

Your team creates a memorable song with world-class musicians that captures the voice of your group and meaningfully communicates your message.

**Group Size:** Up to 10,000 participants  
**Duration:** : 30 - 90 minutes



# SONG DIVISION



## INSTA HITS

Now you can spark energy and excitement into your live or virtual events with on the spot custom music written in less than three minutes.

**Group Size:** Any

**Duration:** 30 – 90 Minutes

## ROCKIN' RECEPTION

This highly entertaining musical experience combines several of our most popular services to deliver an amazing interactive songwriting experience and an unforgettable show that will unite your guests and keep them smiling all evening long.

**Group Size:** Any

**Duration:** 60 minutes – Multi-day



# memorabilia

PREMIER MUSIC EXPERIENCES

**BREAKOUT**  
MEETINGS AT HARD ROCK HOTELS

# MEMORABILIA TOURS

Guided Tours By: Hard Rock Hotel Vibe Manager



It all started with one guitar. A Red Fender, in fact, donated by its owner, Eric Clapton. Now it's the largest music memorabilia collection on the planet – 80,000+ (and counting) rock 'n' roll icons, from a lock of hair to a five-ton psychedelic bus, from some of the most important guitars in music history to some of the most incredible outfits ever to grace a rock star or stage.



## TREASURES OF HARD ROCK

Led by the Vibe Manager, a curated private tour designed for attendees to experience the music history, local culture and memorabilia inspiration of the hotel destination through an engaging story telling and Q&A session.

**Group Size:** 2-20 participants  
**Duration:** 30-45 Minutes

## LIFE IN THE FAST LANE

Teams are given a list of artists whose memorabilia they identify and photograph. The first team back with the full list of artist photographs wins the honor of Living Life in the Fast Lane at Hard Rock Hotel.

**Group Size:** 2-20 participants  
**Duration:** 30-45 Minutes

## WE ARE THE CHAMPIONS

After a Vibe Manager hosted memo tour, teams face off in a rock trivia 'Family Feud' style game show. The game show is the centerpiece of a fun, raucous cocktail party. Winners win prizes.

**Group Size:** 2-20 participants  
**Duration:** 30-45 Minutes

### AMPLIFY YOUR EXPERIENCE:

- PHOTO OP with Fender Guitars on display
- Spotify playlist capturing the essence of music from the Treasures of Hard Rock Tour

# MEMORABILIA EXPERIENCES

JEFF NOLAN / HARD ROCK  
MUSIC & MEMORABILIA  
Consultant



Maximize your group's Hard Rock experience through customized activities hosted by music and memorabilia historian, Jeff Nolan. Hard Rock's unique collection of music memorabilia is vividly brought to life through Jeff's unique perspective and storytelling style honed over years of sharing the collection with thousands of guests.



## GUIDED TOURS

Intimate, guided tours featuring the the backstory and "dirty little secrets" of the property's iconic artifacts.

**Group Size:** 2-20 participants

**Duration:** 30-45 Minutes

## MUSIC HISTORY & STORYTELLING

Multi-media presentations on the history and cultural significance of popular music and the Hard Rock collection.

**Group Size:** 2-20 participants

**Duration:** 30-45 Minutes

## SCAVENGER HUNTS

Jeff hosts competitive teambuilding activities centered on music and the property's memorabilia collection. The experiences range from scavenger hunts and trivia contests to elaborate "game show" style activations.

**Group Size:** 2-20 participants

**Duration:** 30-45 Minutes

## AMPLIFY YOUR EXPERIENCE:

- PHOTO OP with Fender Guitars on display
- Spotify playlist capturing the essence of music from the Treasures of Hard Rock Tour

*Music historian Jeff Nolan is a widely-recognized authority on music history, pop culture and Hard Rock's renowned memorabilia collection. He's been featured on programs such as 'American Chopper' and 'The Today Show'; while his expertise with vintage instruments has made him a go-to source.*

# SONG DIVISION



Immerse your senses in an evening of expertly paired cuisine, drinks, and music. Hard Rock's *Wine Riffs* enables you and your guests to experience a unique collaboration of tastes, aromas, and sounds curated by top chefs, mixologists, and musicologists. Select your theme for the evening and discover the relationship between culinary flavors and the music that inspires them, and is inspired by them.



## WINE RIFFS

On the evening of your event, a SongDivision MC serves as your professional musicologist introducing selected songs as each course is explained. Your guests uncover secrets to some of their favorite tunes and learn why particular songs pair well with each course of their meal.

**Group Size:** Up to 1,000 participants

**Duration:** 1 – 2 hours



**mix**

PREMIER MUSIC EXPERIENCES

**BREAKOUT**

MEETINGS AT HARD ROCK HOTELS

# SCRATCH DJ ACADEMY



Scratch DJ Academy provides unique opportunities to enhance any event that will leave a lasting impression and memorable experience for all guests. They are the world's leader in DJ entertainment and education.

## LEARN TO "DJ"

The world famous Scratch DJ Academy sets your attendees behind the 1's and 2's and have them on the mainstage in no time. This experience will allow your guests to get behind the decks and learn the basics of mixing, scratching and blending.

**Group Size:** 2-10,000 participants

**Duration:** 45-80 minutes

## SILENT DISCO

Silent Disco is an extremely popular activation where guests dance to music listened to only on wireless headphones. Rather than using speakers, 3 different channels of music are broadcast via a radio transmitter with the signal being picked up by wireless headphone receivers worn by the guests. Those without the headphones hear no music, giving the effect of a room full of people dancing to nothing. Amazing.

**Group Size:** 2-10,000 participants

**Duration:** 2.5-5 hours





**wax**

PREMIER MUSIC EXPERIENCES

**BREAKOUT**  
MEETINGS AT HARD ROCK HOTELS

# SCRATCH DJ ACADEMY



A highly addictive easy-to-do activation: guests create their own piece of Hard Rock or company-branded vinyl artwork as it spins on our custom machine. The branded and painted vinyl LP will become one of their most fun and cherished takeaways.

## SPIN ART

- Mobile, memorable, affordable
- Each station can service 30 guests per hour
- All materials including vinyl records, customized company logo/ branded stickers and staffing included
- Quick, easy, fun activation

## AMPLIFY YOUR EXPERIENCE | UPSSELL:

- Merchandise for groups to include for an extra fee a Hard Rock tee and swag (co-brand the event – add company logo)



# sound body

PREMIER MUSIC EXPERIENCES

**BREAKOUT**  
MEETINGS AT HARD ROCK HOTELS

# ROCK OM EXPERIENCE



Inspired by Rock Om<sup>®</sup>, an in-room music-oriented yoga program, Breakout welcomes meeting attendees to a music-infused yoga experience incorporating the eclectic venues we offer from forest meditation in the Alps to rooftop sunrise yoga.



Whether your attendees are new to yoga or experienced yogis, this offering will transform the usual meeting expectations to one that is an experience that rocks.

**Group Size:** 50- 200 participants  
**Duration:** 45-80 minutes

#### AMPLIFY YOUR EXPERIENCE | UPSSELL:

- Merchandise for groups to include for an extra fee a Hard Rock | Rock Om shirt and Manduka branded apparel and equipment. A Rock Om yogitoes mat.

Visionary producer and yogi, DJ Drez, will bring this yoga festival experience to life at all Rock Om<sup>®</sup> experiences, alongside his wife and yoga instructor, Marti. Rock Om<sup>®</sup> promises to bring an elevated, energizing yoga experience with a DJ, to guests of all abilities.



# mottos

PREMIER MUSIC EXPERIENCES

**BREAKOUT**  
MEETINGS AT HARD ROCK HOTELS

# MOTTO: SAVE THE PLANET

## Clean the World™



The Hard Rock brand continues to live up to its “Save the Planet” creed as participating hotels implement the immediate collection and donation of recycled hotel soap and bottled in-room amenities such as shampoo, conditioner, body wash and lotion to help fight the global spread of preventable diseases through the distribution of sanitized hygiene kits crafted with these recycled materials.



This hands-on program allows meeting professionals and event planners to incorporate an eco-friendly exercise that promotes team building and cooperation while giving back to impoverished individuals.

Group Size: 2-1,000 participants  
Duration: 60-90 minutes

Clean the World provides all of the guidance and materials for both the hotel teams and guests so attendees can build hygiene kits for donations to local organizations.



# MOTTO: ALL IS ONE

## Drum Cafe™ Interactive Drum Circles



Drum Cafe uses group drumming techniques led by highly-skilled facilitators and a team of world class multicultural performers to transform audiences into unified percussive orchestras. Hailed as “the quickest way to bring people together,” Drum Cafe’s team building activities for groups and corporate events leverage the binding power of rhythm to align, engage and inspire.

### ALL IS ONE DRUM CIRCLE

Attendees pick up a drum and do something they’ve possibly never done before. Within minutes, through specialized facilitation, they are drumming together in perfect unison – each person an integral part of the rhythm of the whole.

**Group Size:** 2-10,000 participants

**Duration:** 45-80 minutes

### AMPLIFY YOUR EXPERIENCE | UPSSELL:

- Merchandise for groups to include for an extra fee a Hard Rock tee (co-brand the event – add company logo)
- Hard Rock Drum Sticks

### ALL IS ONE COMMUNITY BUILDING

A deeper dive into creating a musical collaboration, all participants get a drum to use for the duration of the program. We build a percussive orchestra by learning unique parts of the music. When we come together we create a powerful percussive ensemble demonstrating the power of unity and diversity in action.

**Group Size:** 2-10,000 participants

**Duration:** 2.5-5 hours





## BREAKOUT PREMIER EXPERIENCES

music | culture | mottos

Your Contacts:

**Danielle Babilino, Senior Vice President of Global Sales & Marketing**

Hard Rock Hotels & Casinos

[Danielle.Babilino@hardrock.com](mailto:Danielle.Babilino@hardrock.com)

Direct: 954-316-2858

**Shelley Williams, Director – Global Sales - Meetings & Events**

Hard Rock Hotels & Casinos

[Shelley.Williams@hardrock.com](mailto:Shelley.Williams@hardrock.com)

Direct: 954-488-7355

**Mathew Turvey, Regional Director – Global Sales – Europe**

Hard Rock Hotels & Casinos

[Mathew.Turvey@hardrock.com](mailto:Mathew.Turvey@hardrock.com)

Direct: +44 7740 448921

**Donna Marchese, Regional Director – Global Sales - Americas**

Hard Rock Hotels & Casinos

[Donna.Marchese@hardrock.com](mailto:Donna.Marchese@hardrock.com)

Direct: 954-779-4809

**BREAKOUT**  
MEETINGS AT HARD ROCK HOTELS