

‘Riptide’  
Vance Joy  
Weekly Report 12

11/5 to 11/11

This past week I was able to participate in the House of Blues Music Forward Foundation silent auction, where I was able to help raise money for the venue’s in house charity by auctioning off signed merchandise from the band that was playing that night as well as House of Blues’ prizes and gift cards. By having the opportunity to do this I was able to not only build my networking skills by socializing with the other volunteers and House of Blues’ staff, but I was able to work on my physical, in-person branding and marketing skills because I was trying to convince the concert-goers to donate, or at least learn about the foundation. To do this I had to quickly learn what prize and tactic attracted the most fans to my table, and had to act quickly to get their attention because most of the fans were in a hurry to get to their seats.

By the end of the night I felt that I had been successful and was able to practice my selling techniques, which I feel are important for any career. With over 50 offers on our prizes in just two hours, I felt that I was able to benefit the charity and myself by having the opportunity to rehearse my interpersonal and marketing skills.