

Podcast Episode 102 - Creating Experiences and the Lessons of Customer-Centric Business with Ed Vincent of FestivalPass

Ed Vincent founder of Festival Pass, the world's first festival and live events subscription service providing access to music, film, food and wine, and tech and innovation. We explore how to create positive experiences in both business and life and the benefits of being absolutely focused on customer experience. Ed shares great insights into how the Festival Pass program was designed, the challenges of past experiences, and great lessons for founders and business builders in our discussion.

Visit Festival Pass to see the events you can experience yourself and big thanks to Ed for such a deep and interesting conversation that provides strong lessons and learnings for anyone in business.

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Musical Fun with Disturbed and a 7-String

Because all work and no play makes Jack, or in this case Eric, a dull boy, I decided to try out a quick experiment. I've used a combination of some ear training, and Camtasia to make this a fun project.

I'm a fan of somewhat heavier music, and Disturbed recently came out with a new album. I decided to learn the song The Light from the new album Immortalized. This was a chance to muck around with some video editing fun to see how I could produce the video with a few elements.

The equipment I used for this was my Macbook Pro camera which was the top left version in the frame. The bottom right is a Logitech HD external mounted on a Gorillapod that grips around the headstock of my Ibanez 7-string guitar.

Audio in this case is the original audio track as I didn't have time to refine the output/input stream to push my live guitar into the mix. That will be the next iteration.

There is also one section towards the middle where you will hear some guitar elements that aren't being played. That is the second guitar in the band, and I have to master that section before doing a third camera run to show those parts.

Video was recorded in real time with the backing track, and manually synced up for two video tracks. It was surprisingly easy to get the video elements into Camtasia, but you can see that there are some tiny sync issues between video and audio in spots.

You may also see slight variations in the fingering. Remember, this is two separately played guitar videos synced up over the original audio. That's my disclaimer to why it may look slightly off in spots ☐

The original guitars are not 7-string guitars from what I know, so this just happens to work because the low B on my 7-string is the bottom chord for most of the song. I imagine they use 6-string guitars that are heavily tuned down, or an open alternate tuning.

All in all, this is just a sample of how we can take a break from the data center and use the technology to have a little fun. If I was a real good person, I'd transcribe the notes, but I literally learned this in the last day or so by ear, and I can't read or write music. Hopefully this is a little bit of a fun and musical break from the usual blog post.

Enjoy!

Capturing the moment - More than just the content

☒ One of the most important lessons I've learned in writing and recording music is that you don't just write a song, you capture a moment.

It holds true for music, conversation and even the written word. It's not often thought about while you are doing it but when you step away you will find that it is absolutely true.

Case in point: I recorded a song which I was writing on the spot. I put together the rhythm, laid down a backing track with some drum loops, added some layers and a short couple of hours later...voila!

In that moment, I could play back the song repeatedly and never miss the mark. While I could come back in a day or two and revisit additional parts and layers, it really is just putting icing on the readily prepared cake.

Why I bring this up is that two weeks later my hard drive decided that it had enough with digital life and it spun its final spindle. I was able to recover all of my system thanks to the magic of Time Machine (thank you Apple!), however the last backup was 3 weeks old.

So it doesn't require breaking out a calendar or a calculator to know that I was in trouble. I'd totally neglected my backups and I had started and finished an entire project which now was only a memory.

Luckily of course I knew how to play my song. I did write it after all so how hard can it be to just re-record? The answer is that it is surprisingly difficult. It isn't difficult to put down the base and track some layers and overdubs and harmony lines but what I had now was something interesting.



The song I now had on my computer was like a fraternal twin of the previous song. It was effectively the same song, but it had a number of different sounds inside it.

Because I had now recorded the same song in a different moment, it was essentially a different song. It's not that the first song was better or worse, but it was just that this one was both the same and different.


My lessons that I learned from this experience were key lessons I've carried into almost everything I do:

1. Always back up your systems
2. No seriously, always back up your systems
3. Always check your backups!
4. When the idea strikes, commit to it

Even if you are only able to lay out the framework, it is absolutely key that you capture the moment. You can add embellishment and detail later but the core of your idea should be captured.

This holds true for music, writing, blogging or even something as simple as a conversation. The moment is more important than you may think.

DiscoPosse - The Podcast!

 Look who decided to get into the Podcasting game. I decided to dip my toes into the Podcasting arena as a way to bring the most exciting part of technology to you, which is the conversation. While the focus of my site is primarily technology, the Podcast will delve into technology, music, media, sport technology and anything along that way that seems like it's interesting.

Here's the link to subscribe in iTunes:

<http://itunes.apple.com/ca/podcast/discoposse-the-podcast/id498795229>

I'm opening up requests for upcoming topics. Feel free to drop me a line if you have some ideas and want to join the conversation.

Enjoy!

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