YOUR COMPANY HAS A GREATER PURPOSE. 
UNITE AROUND IT USING MUSIC.

Since 2003, SongDivision has been a global pioneer of interactive musical experiences for the meetings and events industry. We help leading companies worldwide to communicate their purpose and core values using an array of music-fueled services encompassing team building & incentives, conference openers & closers, and corporate entertainment.

Our engaging programs are led by world-class musicians who have worked with top artists such as Prince, David Bowie, Drake, Florence & the Machine and more. Using the scientific principles of music related to happiness, memory, and relationship development, we work with groups of up to 10,000 to educate, entertain and unite attendees around core messaging using music.
TEAM ANTHEM

 Anthems unify us by celebrating our history, traditions, and culture. Unify your company using music with an anthem written by your teams to express your purpose and values. Whether you are looking to open a conference with a memorable song that clarifies event goals or reflect on a shared experience by capturing the voice of your team, our world-class musicians and facilitators will guide you through discovery of your message and creation of your unique anthem. As always, no musical experience is required.

 Your Team Anthem begins with our renowned musicians — who have performed with artists such as Prince, Cher, Taylor Swift, and more — taking the stage and playing a popular song to get everyone in the spirit. Our proprietary songwriting method is then introduced, after which our MC seeks a volunteer musician from the crowd to help establish the chords and style of the anthem. With the melody in place and the crowd pumped, attendees are divided into groups to write lyrics for sections of the song, all with the help of our MC and musicians.

 Our musicians then take a short break to compile lyrics from the various groups and arrange the final anthem. Upon returning, the room is transformed into a concert hall as attendees take the stage to channel their inner rock stars, play percussion and sing along in unison to their newly created anthem!

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SONG SLAM

In this ‘Battle of the Bands’ style event your teams compete for bragging rights by writing and performing original songs to represent your company’s vision and values, and all backed by our expert musicians. No musical experience is required.

Our world-class musicians and facilitators guide teams through every step of the process including the ultimate rockstar experience of performing live on stage in front of a roaring crowd of peers, and backed by some of the industry’s top musicians.

The experience begins with our accredited musicians who have played with major recording artists such as Prince, Cher, Taylor Swift, and more, taking the stage and performing a crowd favorite to get everyone in the spirit. With the audience inspired, smaller sub-teams are formed from the larger group. Our SongDivision MC then explains how each team will collectively write a song to express key messaging from the event and/or your company’s core values. Using SongDivision's own songwriting method and with the help of our musicians, each group sets off to select a style, melody, and compose lyrics to their unique song.

After composing and rehearsing their songs, each group returns, ready to take the stage in the ultimate battle of the bands competition. The winning song is chosen based on crowd response, after which the entire group unites to sing the chorus together!

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INSTAHITS

With SongDivision’s InstaHits, now you can spark energy and excitement into your events with custom music written on-the-spot in less than three minutes. Our expert songwriters engage and entertain guests, and with minimal information, instantly create meaningful songs in an array of musical genres. Let us help communicate your brand purpose, define a team’s identity, or simply have some fun and delight guests with whatever quirky information happens to come up. Create purposeful music, instantly, with SongDivision.

InstaHits start with our charismatic musicians — who have worked with artists such as Florence & the Machine, Nirvana, Eminem, and more — casually approaching guests at your event asking if they would like a custom song written for them. With answers to a handful of simple questions including preferred musical style, our musicians set the clock and get to work creating a completely original song in three minutes time!

InstaHits are performed live in front of each guest where they can be quickly captured on a mobile phone as a treasured keepsake, or shared with the world via social media.

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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.

The Rockin’ Reception begins with an original song written exclusively about the purpose of your event by our talented musicians, who have performed with the biggest rock and pop stars on the planet. No musical experience is required of your guests. The only requirement is that they have fun, enjoy their cocktails, and take in the atmosphere.

Our band then transitions to become your House Band for the evening, providing the perfect soundtrack for awards presentations, walk-ons and walk-offs, and ambiance while dining. When it’s time to hit the dance floor, our musicians are ready, playing an all-out concert of hits from the past four decades to keep the celebration going. Other interactive elements can be included as well, such as Live Band Karaoke, Lip Sync Battles, and InstaHits. The evening is facilitated by one of our expert musical MC’s providing the very best in entertainment while keeping your event running smoothly.

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OUR WORLD-CLASS MUSICIANS & PRESENTERS HAVE WORKED WITH:

PRINCE  BILLY JOEL
DAVID BOWIE  MILEY CYRUS
PAUL MCCARTNEY  PHARRELL WILLIAMS
CHER  SMASHING PUMPKINS
JAMES TAYLOR  FLORENCE & THE MACHINE
VAN HALEN  ELVIS COSTELLO
COLDPLAY  JOURNEY
EMINEM  TRANS SIBERIAN ORCHESTRA
ADELE  DEPECHE MODE
NIRVANA  AND MORE...
"This was the absolute best!"
★★★★★ Linda Gunn, Ray-Ban

"Absolutely fabulous! You kicked off a journey into a new culture for us."★★★★★ Bayer

"Thank you for making our event such a success!"
★★★★★ Christine Becker Anderson, Siemens

"A great company, connecting employees and customers using the power of music."
★★★★★ Sir Richard Branson, Virgin

"Spectacular as expected!"
★★★★★ Loren Nalewanski, Marriott International

"Everyone loved SongDivision, and it was a definite high note to our two–day event."★★★★★ Stella Guo, Microsoft

"The Zappos team is buzzing about how much fun they had!"
★★★★★ Vanessa Lawson, Zappos