

# Meeting Support Institute

## Meeting Content Conference

Frankfurt, 20 April 2007

Results from: [Crystal Interactive](#)

### Questions for Caroline van Niekerk

- Very interesting!

- Please keep developing this topic for our industry. Do you plan to write a book?

*This is a new research interest for me, having been stimulated by Maarten. I certainly look forward to developing it further.*

- The song: 'I love rock 'n roll, put another coin in the jukebox, baby'; can this be the music theme, the intermezzo, the walking -out music, the jingle in a conference?

*Such a song could certainly be any or all of the above. Great care should just be taken with copyright issues, of course.*

- How important is music in video, like an opening video to set the scene of a meeting?

*Music is extremely important in, and usually an integral part, of videos/films/movies and even in live theatre. This importance can nevertheless be increased, especially for purposes of mood enhancement.*

- Is a repeated song (like in 4) also helping to remember a meeting?

*It certainly can do this – please see examples given below.*

- What is the reason why you use only classical music? Do you recommend using also other styles?

*I certainly recommend using any and all styles and genres of music, as appropriate. I didn't think I used only classical music, as there were several pop and rock examples, but where I did use specifically classical music it was in order to illustrate particular points, where authors had referred to particular composers, such as Mozart,*

*Rachmaninoff and Mahler, or where I wished to make a certain point, as in the case of Haydn's Surprise Symphony, for example.*

- Does music help learning? If yes, please give some examples. Thanks! :)

*Most definitely, and partly because different sections of the brain are involved in language and in music, as can be clearly demonstrated in the case of certain brain injuries. To give just a few examples: Many people learn their alphabet by singing it to a particular tune (e.g. ABCDEFG to the tune of Twinkle Twinkle Little Star), and they learn their "times tables" reciting them in a rhythmic way. You can easily memorise the books of the bible by singing "Genesis, Exodus, Leviticus and Numbers" and just try remembering the words of a well-known hymn, say, by simply saying the words, as opposed to singing them: mostly you won't manage, and will have to quickly hum the tune so as to recall the words. Also many people recognise TV programmes and advertisements from the music used therein, and then they identify the music according to those programmes and ads, regardless of the original composer and his or her name and the actual name of the composition.*

- Beautiful!