

Wayne Bergeron visits Australia for the official launch of the LA trumpets

Yamaha Music Australia was fortunate to be able to sponsor Wayne Bergeron, trumpet virtuoso and Yamaha USA Artist, to come to Australia to officially launch the LA series trumpets.

The idea was to 'launch' these instruments in Australia whilst also increasing the impact of his visit by combining the trip with the Melbourne International Festival of Brass of which we are a major sponsor. Wayne conducted an 'Up Close and Personal' session where top trumpet players and educators, as well as our Yamaha dealers and their customers, were invited to hear Wayne speak about his life as one of the world's most in demand session players, and also to provide an insight into the development and features of the LA series trumpets. The sessions were held in both Melbourne and Sydney, drew around 100 people each and were a resounding success, with lines of people wanting to try the instruments afterwards and find out more information.

The afternoon sessions were followed by a Big Band gig in the evening both of which were very successful with around 400 attendees at each.

I was also able to organise a day where Wayne worked with 4 of Melbourne's top school Big Bands. The students were all incredibly excited to have Wayne there and learnt a lot from the time he spent with them. At all events, there was a strong Yamaha presence and Wayne's constant positive endorsements of the company and products were priceless and have led to sales in top end trumpets in both states.



- With Reporting by Carolyn Gannell/ Yamaha Music Australia