

Making More Than

MUSIC

with the Drum Café



By Brenda Blanchard

When people hear the name, The Drum Café, most conjure up an image of a little café where people sit around listening to drummers while eating and drinking. The reality is definitely something unexpected.

"The Drum Café has evolved into a

metaphorical meeting where we can connect in a universal way. And that universal language is music and rhythm," says Dale Monnin, owner of The Drum Café. "It's not a place; it's a program. We take The Drum Café experience to the clients."

In 1996, the Drum Café got its start in Johannesburg, South Africa. Due to its success, Drum Café took its magic to international proportion in 2002. Almost half of the top 400 companies in the world have used Drum Café's interactive drumming and consulting company.

Monnin, with degrees in information technology and international business, leads a diverse and very talented staff, including two with Grammy Awards, to help instill Drum Café's slogan, "Unite, Uplift and Inspire... The Premier Interactive Experience," into the organizations using their unique and effective services.

"We're doing a lot more general session openers for conferences and meetings," says Monnin. "It's really used in that regard to bring people together to sort of synchronize their energy, synthesize their sense of purpose, create some fun, break the ice. Because when people make music together, as simple as it sounds, it's a very unifying experience for them."

A Drum Café interactive event can be held any place the company wants, whether in a banquet room, a conference facility or even on a harbor cruise or in a big tent. The typical time frame needed is between 40 to 90 minutes and is designed to fit into the company's conference meeting, breakout session or event schedule.

Breaking down barriers within organizations in regards to culture, age, language and gender is only one of the benefits to using a Drum Café interactive event. Team building is a certain by-product of the drumming program.

"It's about bringing disparate people and/or departments into a room to listen to each other to follow the same beat," says Monnin. "That beat represents the company's mission or purpose statement."

Through using a tried and tested methodology, the Drum Café facilitators show the organization's members how to play to the same beat, and yet still allow for the unique rhythm each individual possesses. This is achieved by listening to the distinct sounds made by members of the team rather than looking at who is making the sounds based on tenure, seniority or job description. Like a company vision, the bass beat holds everything together.

"Everyone gets a drum," says Monnin. "But we layer on top of that other percussive instruments. The percussive instruments are the seasoning or the flavoring, if you will, to help us to help introduce and celebrate the individuality and diversity among us that makes our final product of our organization unique, gives us our own magic."

Children from kindergarten through 7th grade can also learn listening and character building through the Kids' Interactive Drumming Session.

The Drum Café may not serve food for sustenance, but it does inspire an appetite that creates teamwork and transforms and empowers participants to value their importance in their organizations.

Call 210-599-9686 or e-mail dale@drumcafe.com for more information or bookings. 

