MOVEMENTS

MOVEMENTS - EVENTS PRODUCTION
AUDIO-VISUAL EXPERIENCES BRINGING LIVE MUSIC AND ART TOGETHER

MODULE TITLE: CREATIVE BUSINESS PROJECT
ASSIGNMENT TITLE: PRESENTATION
MODULE CODE: BMTY7005
DISCIPLINE TUTOR: STEVE COLE
DATE: JULY 22ND 2021

KEY PARTNERS

MUSIC VENUES
THEATRES
ART GALLERIES
WAREHOUSES
RESTAURANTS
RECORD STORES
EQUIPMENT RENTAL
CD/CASSETTE MANUFACTURERS
TICKET AGENCIES

PARTNERS WILL PROVIDE:

SOUND SYSTEMS
AUDIO-VISUAL EQUIPMENT
MICROPHONES
MIXER
LIGHTING
MERCHANDISE
VENUE SPACE
TICKETS AND MARKETING TOOLS

MOVEMENTS

Photo by Prudence Upton (Heath, 2015)

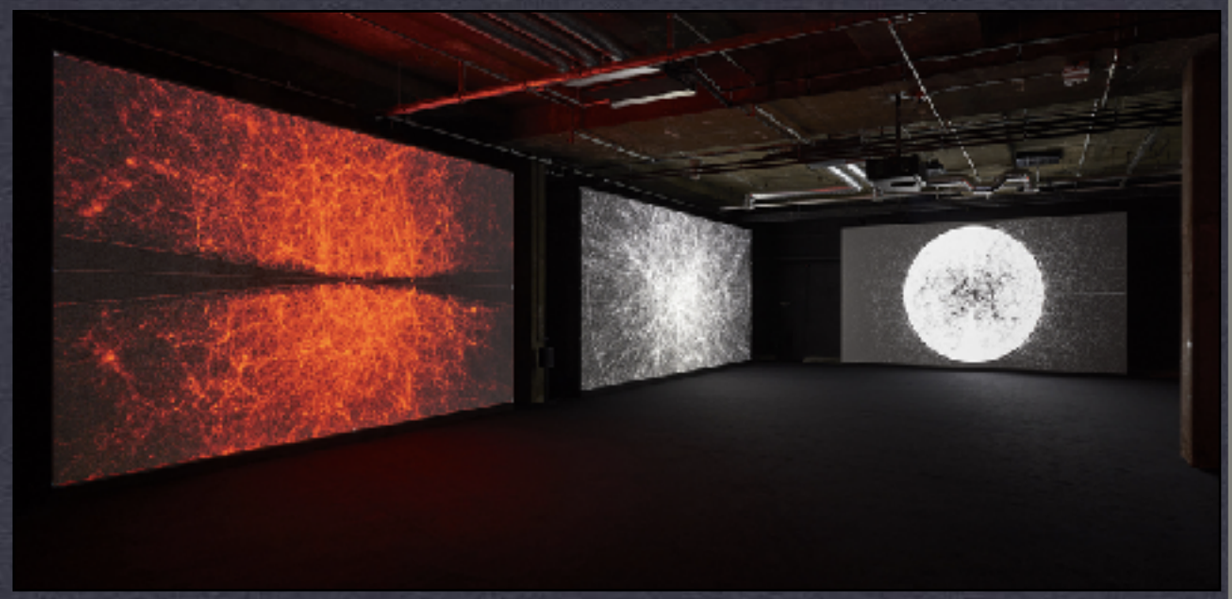

Photo by Jack Hems (Lloyd, 2021)

KEY ACTIVITIES

- LIVE CONCERTS WITH ART INSTALLATIONS
- EVENTS WILL RANGE FROM 100 TO 1000

Photo on Tag Venue website (Tagvenue, 2021)

(Ikeda, 2011)

MOVEMENTS

VALUE PROPOSITION

- CLASSICAL IS THE “FOURTH MOST POPULAR GENRE AMONG MUSIC CONSUMERS” (WASSENBERG, 2014).
- “30% OF CLASSICAL LISTENERS ARE UNDER THE AGE OF 35” WITH ROUGHLY “ONE-IN-THREE ADULTS [BEING] CLASSICAL MUSIC FANS” (DANIELS, 2019).
- STREAMS IN 2018 RISING “42% YEAR-ON-YEAR COMPARED TO 33% IN THE OVERALL MARKET” (SAVAGE, 2019)
- GLOBAL STREAMING NUMBERS IN THE 18-25 AGE GROUP INCREASED BY 17% IN 2020 (PAINE, 2020) ONLY 7% OF CLASSICAL MUSIC ENTHUSIASTS ATTEND CLASSICAL EVENTS EVEN THOUGH THEY STREAM THE MUSIC REGULARLY (DANIELS, 2019).

MOVEMENTS

SHORT AND LONG TERM GOALS

SHORT TERM (2022/23):

CONSISTENT BRAND IMAGE AND ETHOS - POSITION CLASSICAL MUSIC AS ‘COOL’
SECURE FUNDING FROM ARTS COUNCIL
RUN TWO 100-CAPACITY EVENTS
BOOK ARTISTS FROM PROVISIONAL ROSTER

MEDIUM TERM (2023/24):

ORGANISE FOUR SUCCESSFUL EVENTS
BOOK ARTISTS FROM PROVISIONAL ROSTER FOR YEAR 2
SELL OUT TWO 300-CAPACITY AND TWO 100-CAPACITY VENUES (CLUB NIGHT)
ESTABLISH A DISCOUNT FOR SOUND SYSTEM EQUIPMENT

LONG TERM (2024/25):

ORGANISE SIX SUCCESSFUL EVENTS
SELL OUT A 600-CAPACITY VENUE E.G. THE ARCHIVES IN TOTTENHAM
TWO SMALLER EVENTS AT 300 AND 100-CAPACITY VENUES
1000 FOLLOWERS ON INSTAGRAM AND 300 LIKES ON FACEBOOK

MOVEMENTS

CUSTOMER SEGMENTS

SEGMENTED MARKET:
WIDER NETWORK OF FRIENDS AND CONTACTS, CREATIVE INDUSTRY PROFESSIONALS IN THE CLASSICAL AND ELECTRONIC MUSIC SCENE AND ARTS/CULTURE ENTHUSIASTS.

MARKETING STRATEGIES:
FACEBOOK AND INSTAGRAM PAID ADS
EXTERNAL TICKET PROVIDER PROMOTION
DIRECT EMAIL
PHYSICAL ADVERTISING
RADIO PROMOTION
CREATE BRANDED PLAYLISTS AND MIXTAPE
CONNECTING WITH THE CLASSICAL COMMUNITY THROUGH ARTS ORGANISATIONS, LABELS, VENUES, CHURCHES
USING ARTISTS FROM THE LINE-UP TO PROMOTE THE EVENT

COST STRUCTURE

VALUE DRIVEN: MAXIMISING WORTH FOR ATTENDEES WITH HIGH QUALITY MUSIC, SOUND AND ART.
PRIMARY COSTS: EQUIPMENT
SECONDARY COSTS: MARKETING STRATEGIES
REVENUE STREAMS: TICKET SALES, CD AND CASSETTE SALES, PROGRAMMES, BAR SALES, BANK LOAN, ARTS COUNCIL ENGLAND (ACE) FUNDING, CROWDFUNDING

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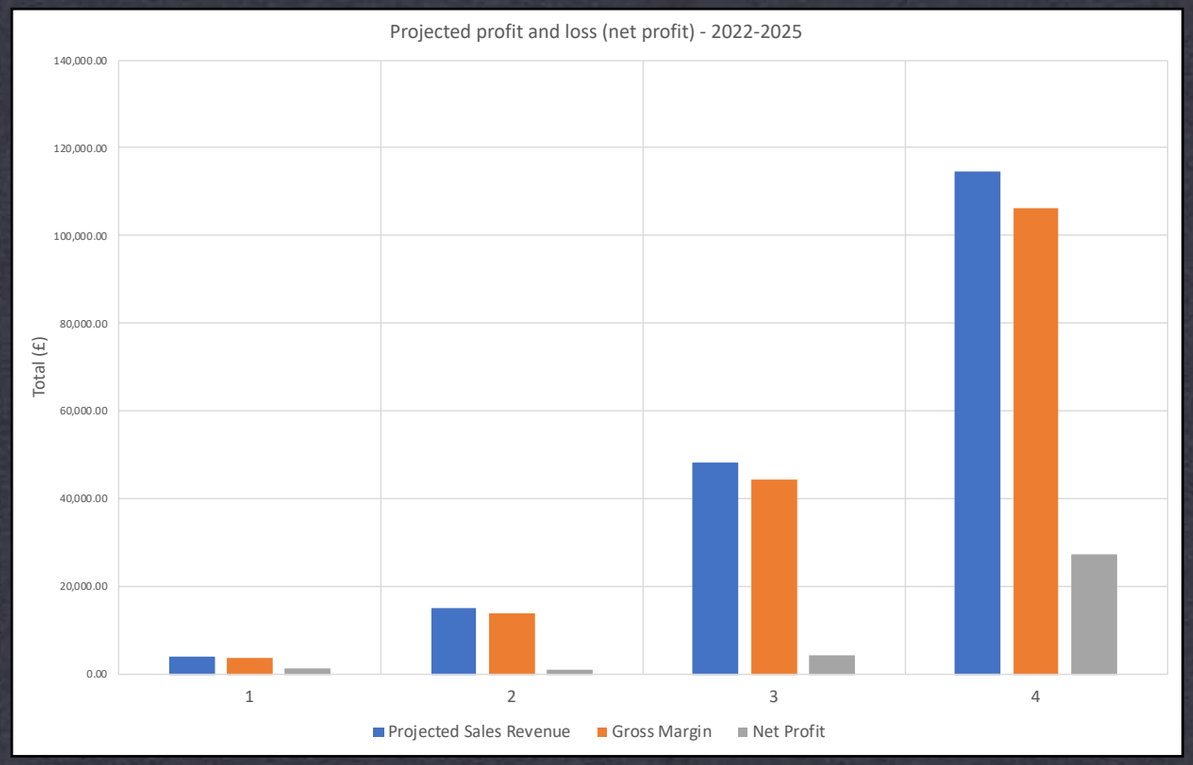
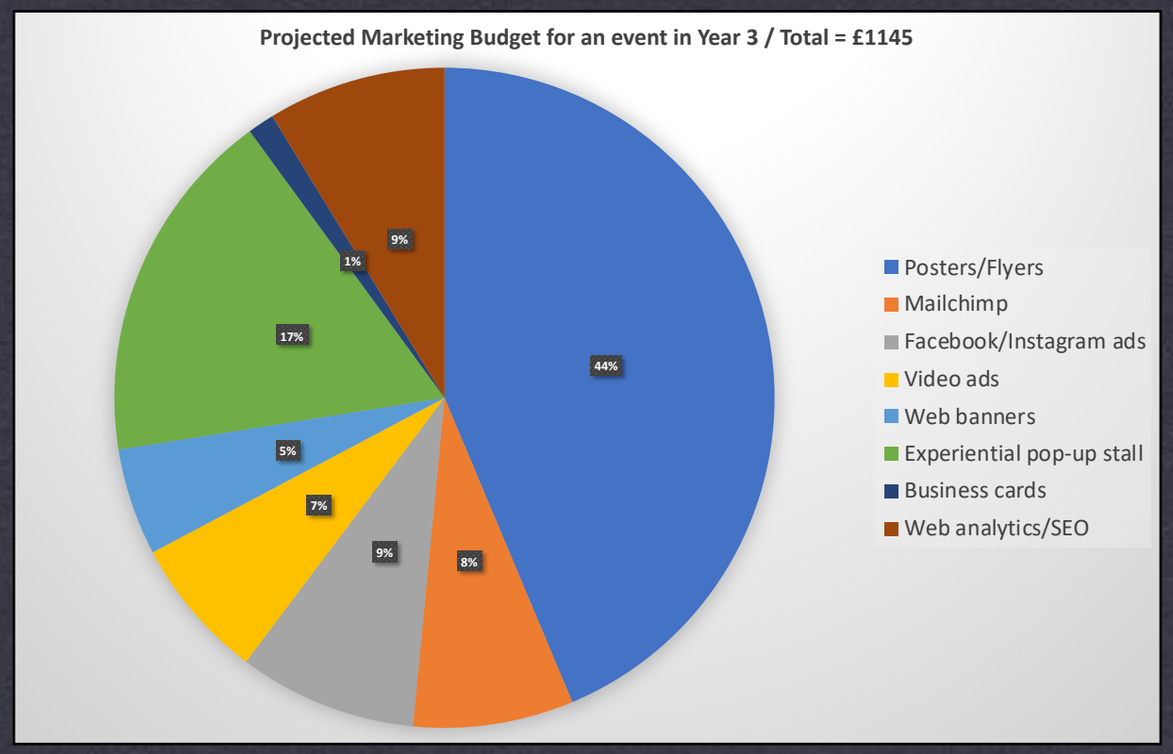
COST STRUCTURE (CONTINUED)





Projected Income Statement

MOVEMENTS

	2022	2023	2024	2025
SALES PROJECTION				
Sales revenue	£ 2,780.00	£ 13,130.00	£ 40,344.00	£ 95,036.00
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
TOTAL PROJECTED SALES	*£ 4,130.00*	*£ 15,030.00*	*£ 48,344.00*	*£ 114,636.00*
DIRECT COST OF SALES	£ 328.20	£ 967.70	£ 3,861.50	£ 8,384.60
GROSS MARGIN	£ 3,801.80	£ 14,062.30	£ 44,482.50	£ 106,251.40
GROSS MARGIN %	92.05%	93.56%	92.01%	92.69%
OPERATING EXPENSES				
Salaries and wages	£ 600.00	£ 1,300.00	£ 2,200.00	£ 3,850.00
Advertising	£ 600.00	£ 1,180.00	£ 4,895.00	£ 10,090.00
Website	£ -	£ 600.00	£ 600.00	£ 840.00
AV equipment	£ 480.00	£ 1,680.00	£ 3,840.00	£ 7,240.00
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Microphones	£ 40.00	£ 140.00	£ 360.00	£ 830.00
Mixer	£ 60.00	£ 260.00	£ 680.00	£ 1,630.00
Lighting	£ 300.00	£ 900.00	£ 2,250.00	£ 5,450.00
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Venue hire	£ 1,060.00	£ 2,960.00	£ 8,930.00	£ 18,480.00
Flyers/Posters	£ 300.00	£ 700.00	£ 2,050.00	£ 4,550.00
Decor	£ 200.00	£ 600.00	£ 1,400.00	£ 2,900.00
[illegible]	[illegible]	[illegible]	[illegible]	£ 16,500.00
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
TOTAL OPERATING EXPENSES	*£ 5,322.00*	*£ 15,244.00*	*£ 39,988.00*	*£ 78,840.00*
GROSS PROFIT BEFORE TAXES	£ (1,520.20)	£ (1,181.70)	£ 4,494.50	£ 27,411.40
GROSS PROFIT %	-36.81%	-7.86%	9.30%	23.91%
Taxes	£ -	£ -	£ -	£ -
NET PROFIT	£ (1,520.20)	£ (1,181.70)	£ 4,494.50	£ 27,411.40
NET PROFIT/SALES	-36.81%	-7.86%	9.30%	23.91%

MOVEMENTS

KEY COMPETITORS

DIRECT

- ALTERNATIVE CLASSICAL
- NONCLASSICAL

INDIRECT

- HAÇIENDA CLASSIÇAL
- SENBLA
- CREAM CLASSICAL
- 180 THE STRAND
- KINGS PLACE
- MANCHESTER COLLECTIVE

alternative classical

nonclassical

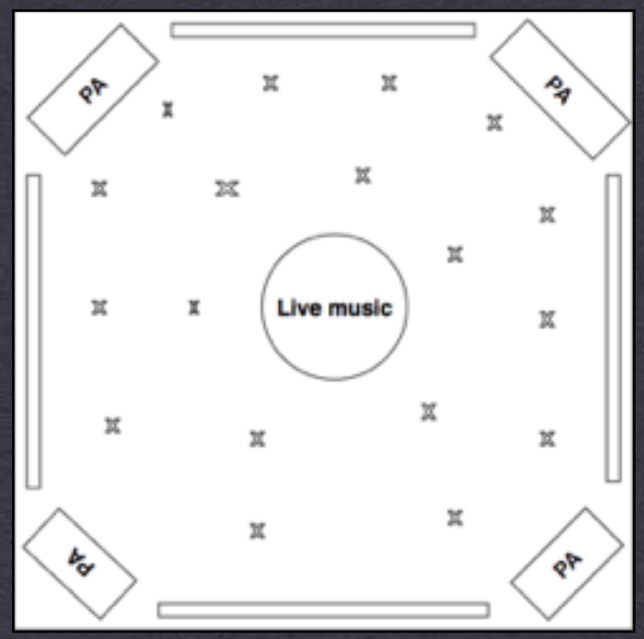
MOVEMENTS

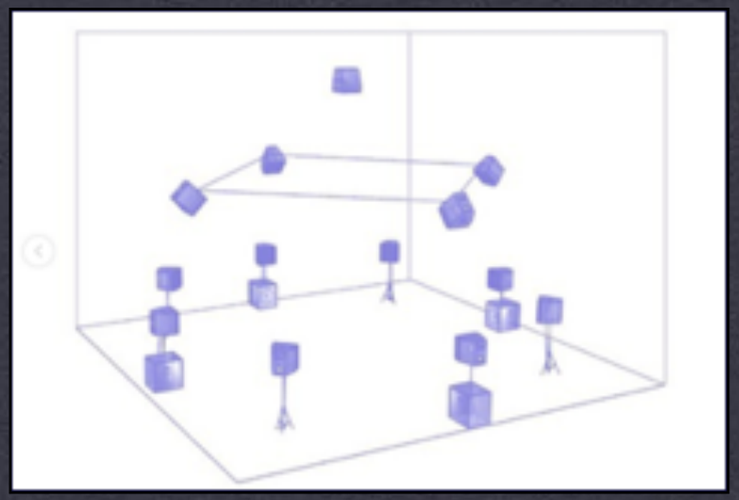
OPERATIONS / EVENT DESIGN

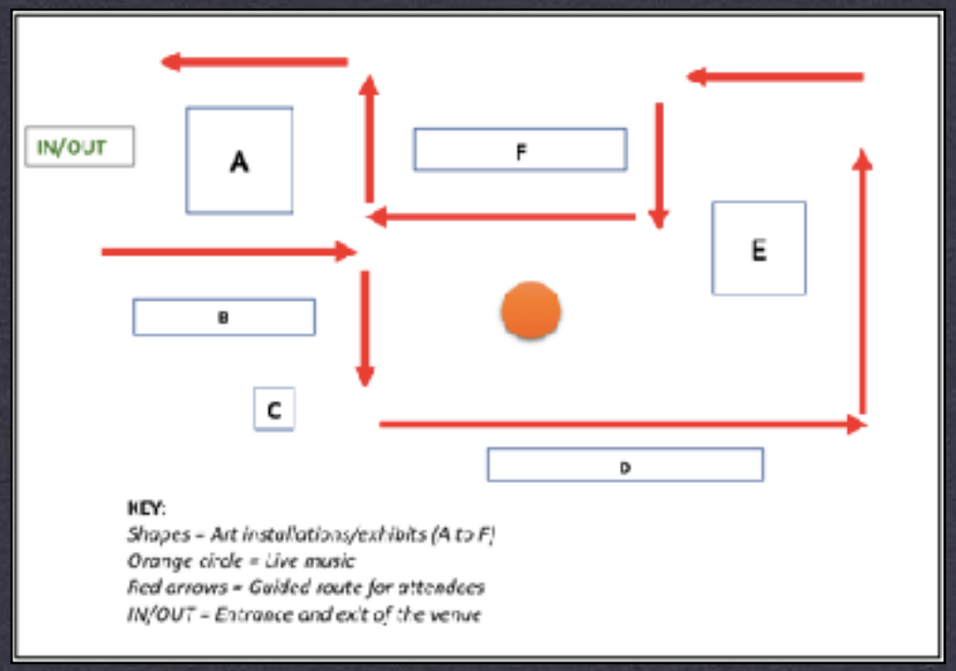
CREATIVE TEAM:

LIGHTING DESIGNER
GRAPHIC DESIGNER
PHOTOGRAPHER/VIDEOGRAPHER
EVENT DIRECTOR / PROGRAMME CO-ORDINATOR
SOUND ENGINEER
RIGGER

VENUE CO-ORDINATOR
EQUIPMENT CO-ORDINATOR
MERCHANDISING CO-ORDINATOR







(Iklectik, 2020)

MOVEMENTS

THANKS FOR LISTENING

ANY QUESTIONS?

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