Alive Network

Alive Network

The UK's largest live entertainment booking agency

Anna Cohen (2207430)

BMTY7004: Presentation

Picture: Alive Network 2023

Why Alive Network?

My story

Picture: Anastasiou 2018

Who are We?

Find Out

- The **biggest** agency for live entertainment
- Over **2000 acts**
- **9 genres** of music
- **10,000 events** per year

Technology = Efficiency & High Quality

User Friendly Website

Booking Management Software

Audio and Visual Recording Studios

User Friendly Website

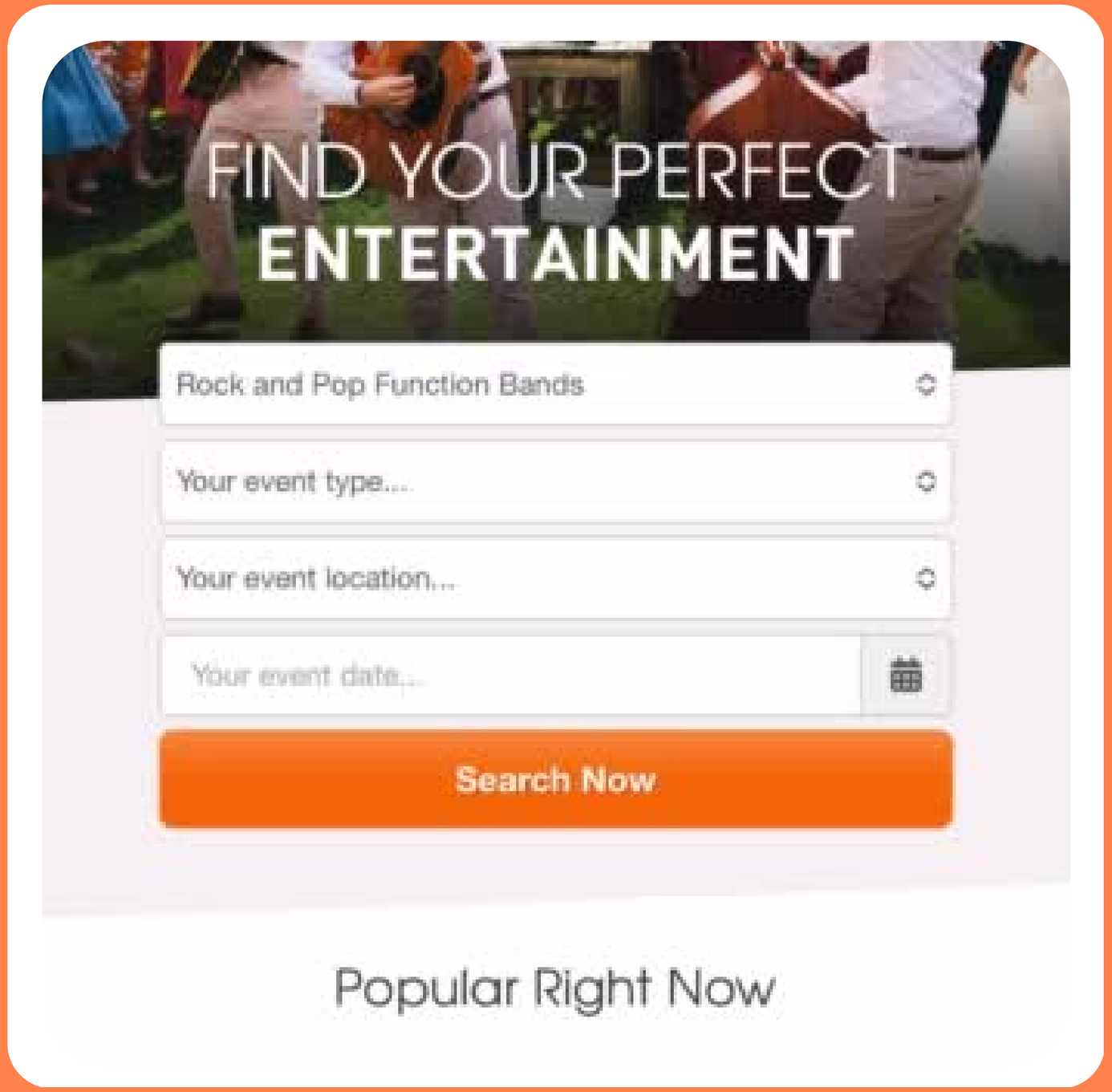
Why is it important?

"Maintaining a strong online presence is absolutely vital to staying competitive in the modern market"

(Jones 2021)

User Friendly Website

Let's Go



Screen Recording: Alive Network 2023

Booking Management Software

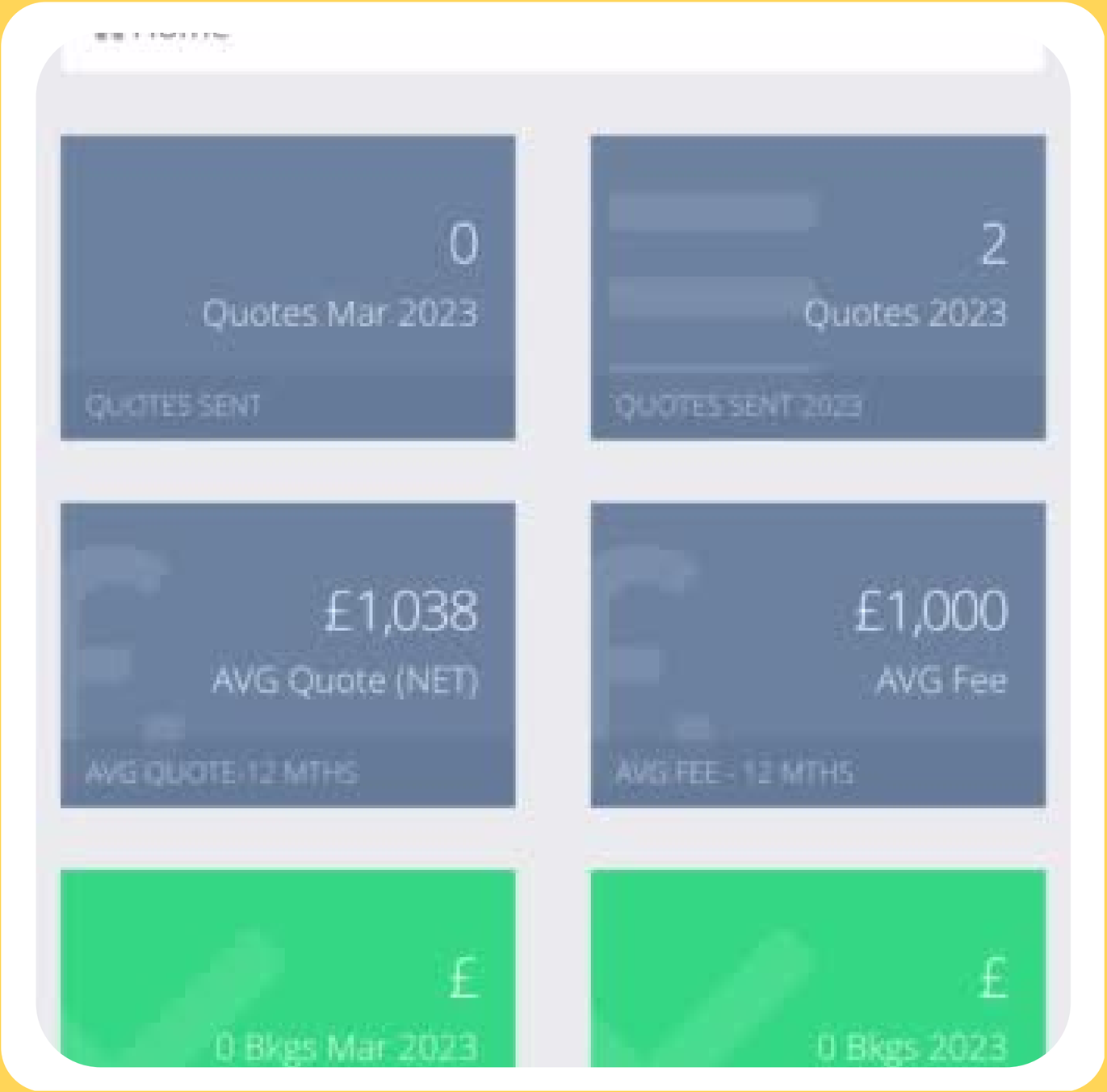
What are the benefits?

"The flexible nature of a bespoke software allows you to make changes quickly and keep up with your customers' demands"

(Khamooshi 2020)

Booking Management Software

Book Now



Screen Recording: Alive Network 2023

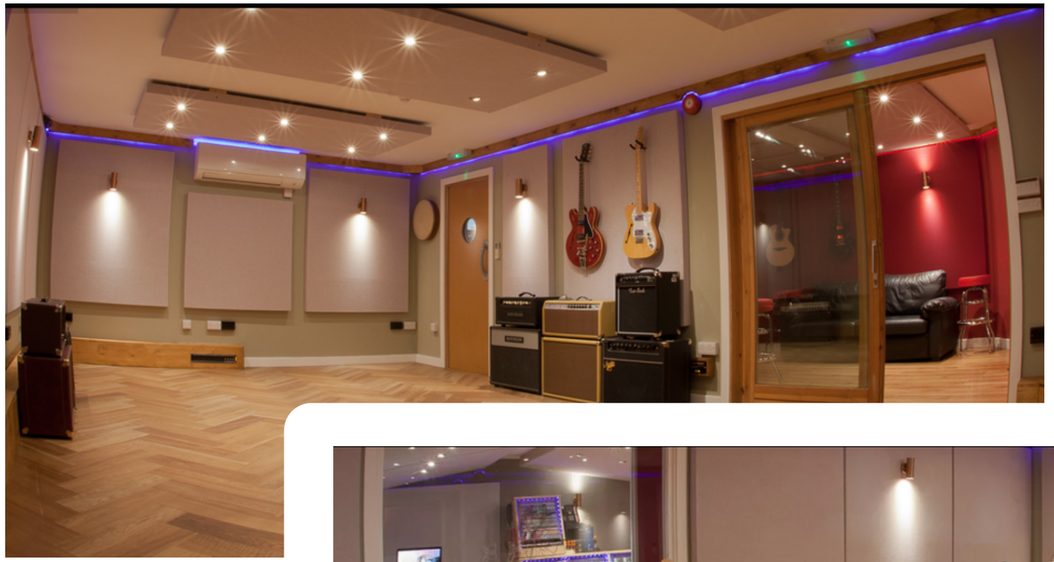
High Tech Recording Studio

Why have our own?

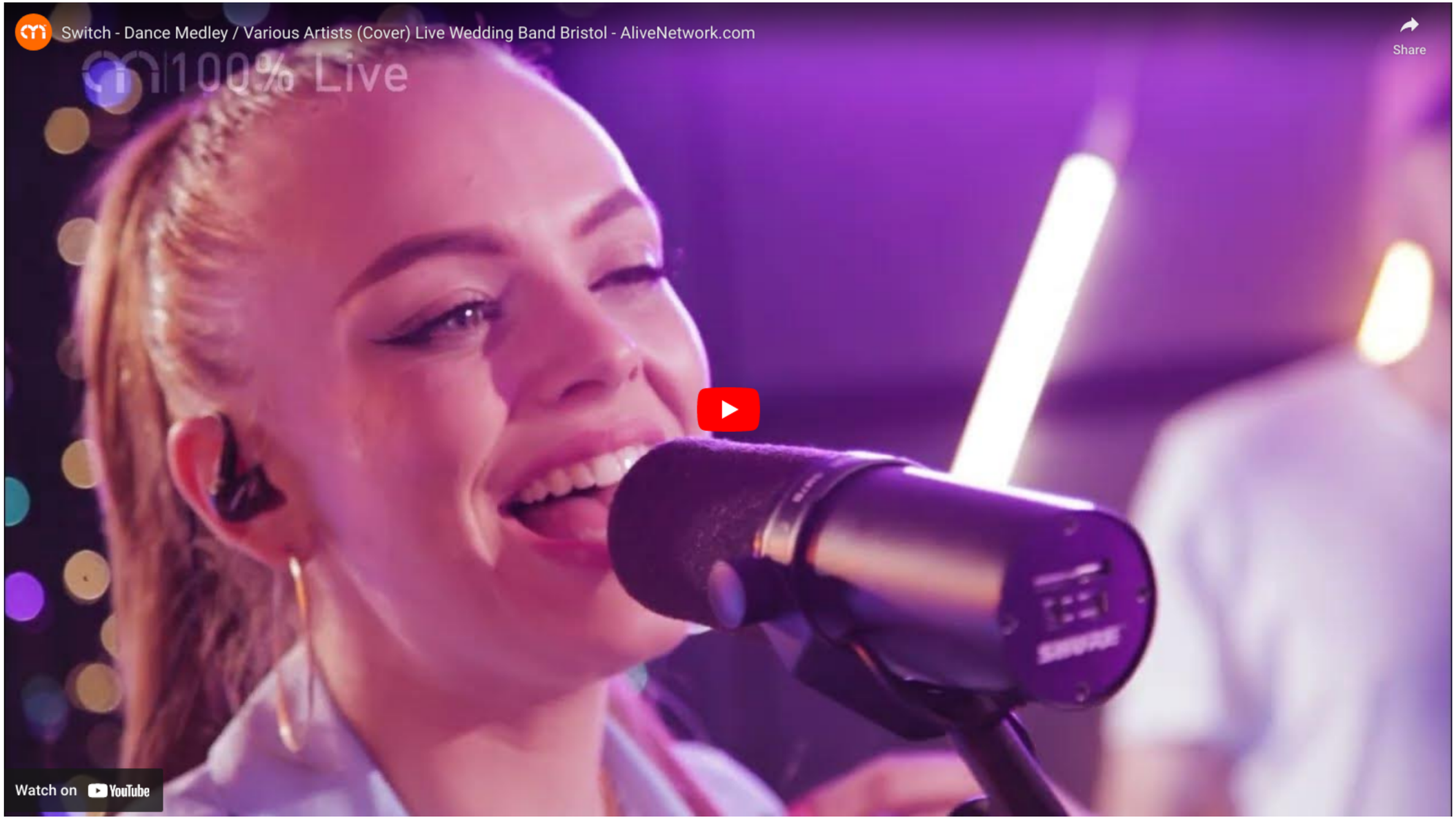
"67% of consumers say that the quality of a product image is "very important" in selecting and purchasing the product"

Stoffer 2018

High Tech Recording Studio

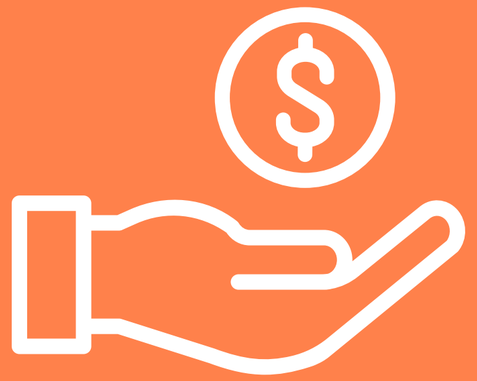


(Photos: The Silk Mill2023)



Video: Alive Network 2022

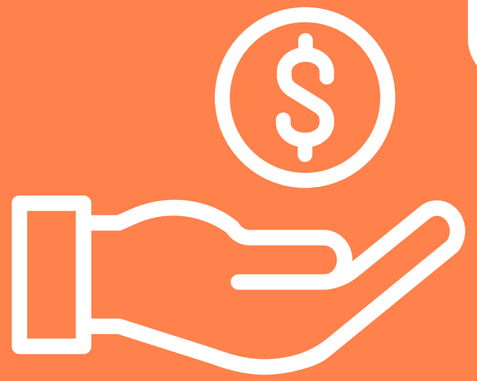
28% COMMISSION



28% COMMISSION

Average £500 per booking

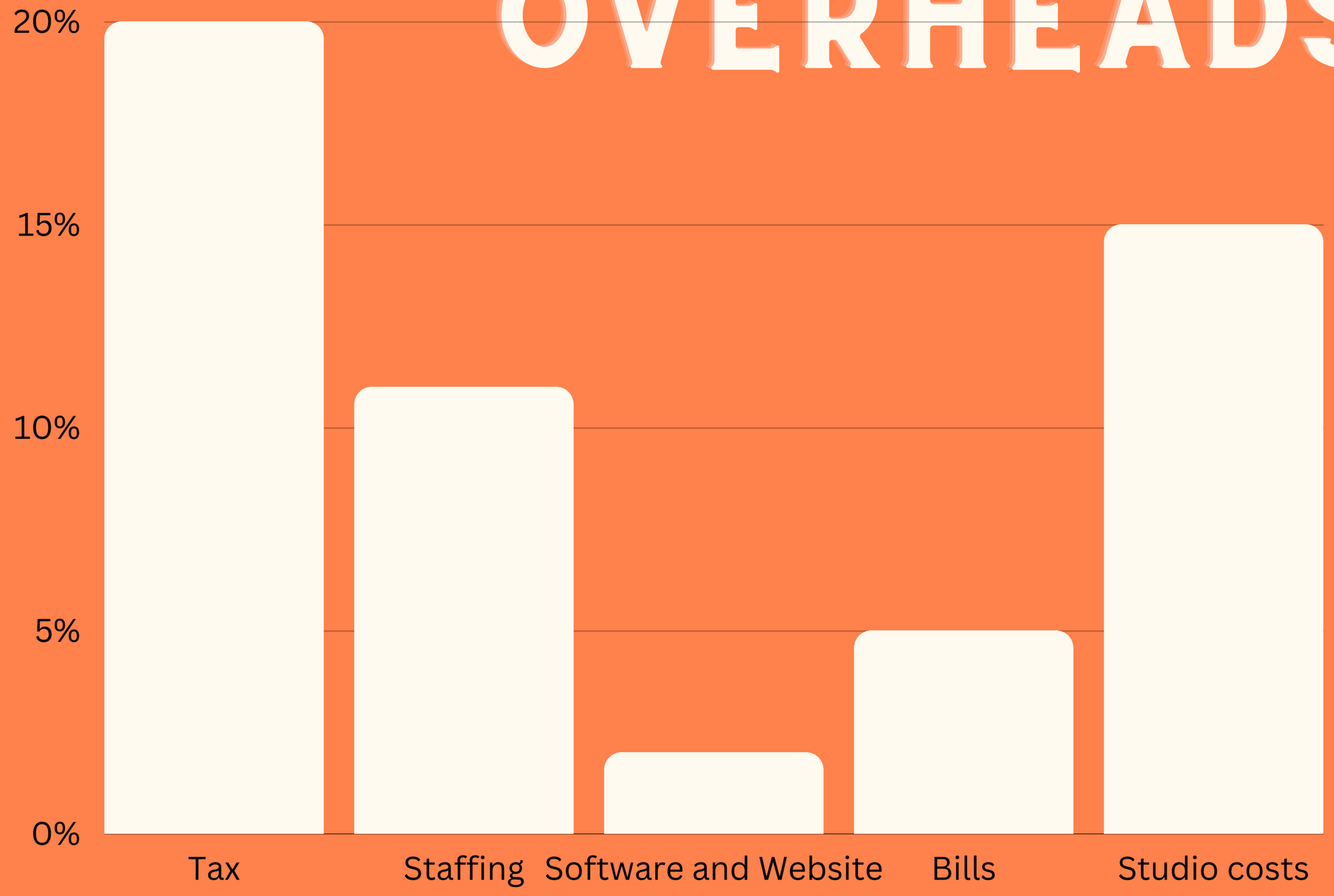
Average 190 bookings per week

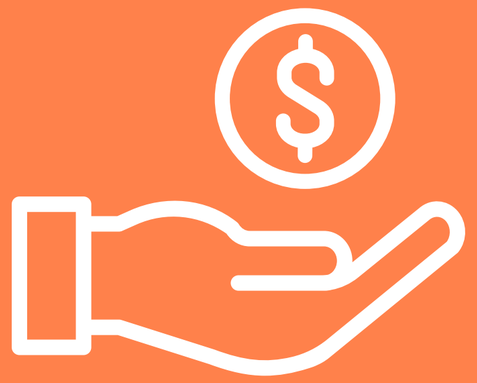


TURNOVER

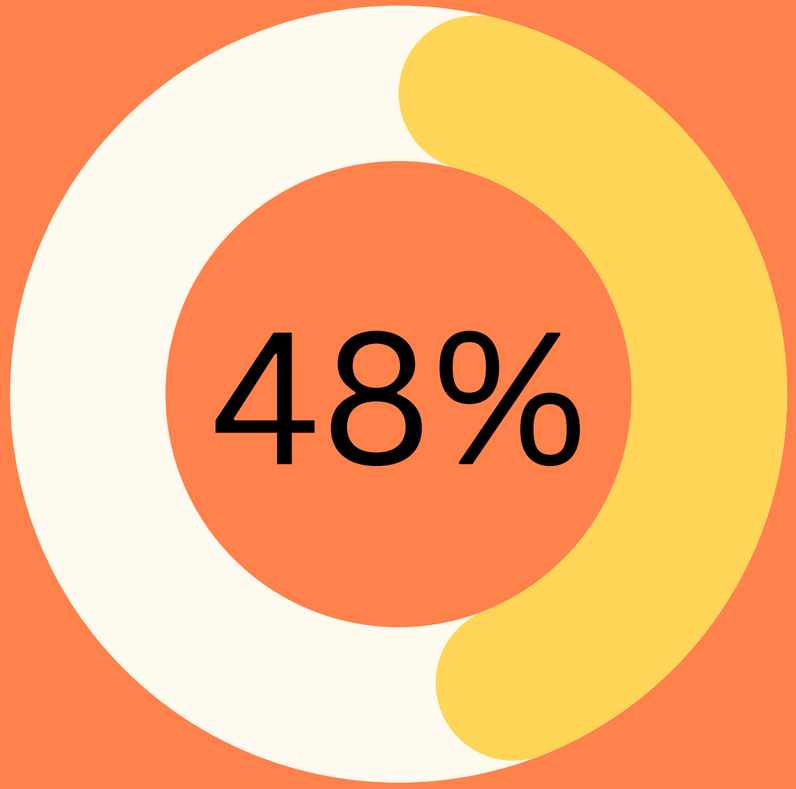
£140	(28% of £500)
£26,600	(x 190 bookings per week)
£1,383,000	(x 52 weeks in a year)

OVERHEADS

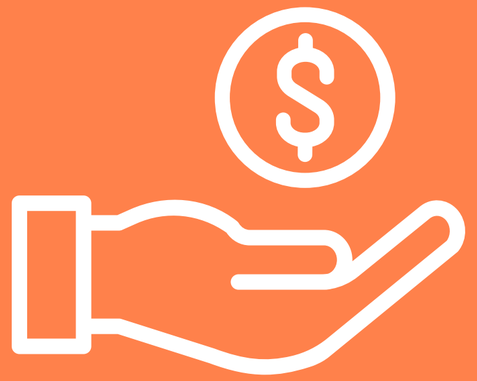

20%
15%
10%
5%
0%
Tax
Staffing
Software and Website
Bills
Studio costs



OVERHEADS



Gross:
Approx £676k



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The UK's largest live entertainment booking agency

Thank You!

Any Questions?

Picture: Ullathorne 2021

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APPENDIX 1

Email sent to Magnus Trangard, Finance Director at Steps Drama who are a similar sized company to Alive Network. Primary research on costings

Anna Cohen <annarcohen27@gmail.com> 13:18 (1 hour ago)

to Magnus

Hi Magnus,

How are you? Hope all is well in Steps land! :)

I'm just messaging to see if you'd mind helping me out with something. I am currently doing a case study on a business who I've tried contacting with questions but they haven't got back to me! As part of my presentation, I have to talk about overheads and, it doesn't need to be accurate, but I thought I'd get in touch with you to see what overheads such as your IT costs (website hosting, IT support and Office 365) as well as your management system (AP/Tagmin) costs are, which will give me a good idea to put as a ball park for the one I'm working on! (as they have similar staffing, if not actually less than Steps, so presume they are considered the same/similar size business)

You don't have to give me exact figures, but I'd really appreciate if you don't mind letting me know what you spend on the above per year as this will be a big help!

Thanks so much

Anna

APPENDIX 1

This message was received in response from Admin and figure included as part of slide 14

Joanne Fox 14:22 (7 minutes ago)

to me

Hey Anna,

Raf says he has been having trouble receiving and sending emails to Gmail accounts which is probably why the emails have bounced back!

However, the IT hardware and software expenses cost between £25k-£30k per year.

Hope this helps?

Many thanks,
Jo 😊

Joanne Fox
Project Support

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+44 (0) 20 7403 9000
Joanne@stepsdrama.com
www.stepsdrama.com

APPENDIX 2

Email sent to Alive Network for primary research but no response received

Anna Aarons <annaaaronsmusic@gmail.com> Mon, 6 Mar, 10:51

to Elliott

Hi Elliott,

How are you? :)

I wondered if you might be able to help me at all, or direct me to the person who could.

I am currently studying a masters in Music Business and for one of my assessments we have to do a presentation on a business and how they use technology within the business. I would like to use Alive Network as a case study and so the main questions I would like to ask would be about the software used for the backend / artist profile parts of your website. Also maybe anyone in marketing so I could learn how your SEO and social media plays a part in promotion as well.

Thanks so much in advance!

Best,
Anna
www.youtube.com/annaaarons
www.instagram.com/annaaa_sings
www.facebook.com/annaaaronsmusic