# Live Music & Events Management SBTY7005

- Name: Esther Cole (1809407)
- Title: Crime is not a Game Festival
- Due Date: 17/03/2019
- Word Length: None

# Briefing

My group (consisting of myself, John Uwejeyah and Ross Wilson) are organising an charitable festival called Crime is not a Game. The festivals is to raise awareness on knife crime and gang culture, bringing the community together to promote well-being, peace and life. The festival is ticketed with a maximum sale of 3000 tickets and is being held in Reading, Richfield Avenue, Reading, RG1 8EQ. It is being held over the course of two days (5th and 6th October 2019), from 2pm till 8pm each day and is currently in the first stages of being executed. I am providing 5 artefacts to support the planning of this festival for the sake of this assignment. My artefacts are listed below:

Event Management Plan, Marketing Plan, Budget Plan, Risk Assessment and Waste Management Plan.

# Events Management Plan

The event management plan was created by Esther Cole and will be submitted at least at least 6 months prior to the event, which is industry standard according to the purple book for events with up to 5000 people. This artefacts details a plan for the management of our festival ‘Crime is not a Game’. This artefact is important because it outlines details of the event and puts many aspects of the organising into perspective. With a thorough events management plan it enables the organisers to execute good planning and organisation, which are keys “to putting on an event that is both safe and enjoyable”. (The Purple Guide to Health, 2017).

Here is a link to the Events Management Plan that I (Esther Cole) created:

https://drive.google.com/open?id=1ejPNTgHElZWCf1Zxk3tozh_LJB30xQk-

# Marketing Plan

Our marketing plan will help us develop steps, products, resources and avenues that will assist us in effectively promoting our product/services and meet our targets needs (Relative Marketing, 2018). In the case of ‘Crime is not a Game’, I found a marketing plan crucial and beneficial because it brings clarity to who and how we are going to market and promote the event. It provides clear steps and avenues to take and reminds us of what and how we need to do it.

Here is a link to the Marketing Plan that I (Esther Cole) created:

https://drive.google.com/file/d/1L46xVItvFc2ROC9FAY82kTLFA8tLkLkS/view?usp=sharing

# Budget Plan

Our budgeting plan creates barriers on our spending and helps us to avoid overspending. It provides a strategy for our spending and if approached in a strict and disciplined way can be very beneficial for us. (Sawyer, 2019)

Here is a link to the Budgeting Plan that I (Esther Cole) created:

https://drive.google.com/file/d/1axLzV5txzrQfuDqNzCQpoEFRoH9b0wNY/view?usp=sharing

# Risk Assessment

A good risk assessment helps events to avoid disasters, accidents and illnesses and is crucial in measuring, avoiding and preparing for incidents in all capacities. (Shield Safety Group, 2019).

Here is a link to the Risk Assessment that I (Esther Cole) created:

https://drive.google.com/file/d/1qzpaH5ketLu1LUtQkZfo5619VZ7tce-4/view?usp=sharing

# Waste Management Plan

A waste management plan is usually created to comply with legislations relating to policies created by the government and is intended to encourage a sustainable management of waste and help improve the environment and encourage recycling and proper disposal. At events waste is in the masses and it is important to have a plan in place to manage this. (Advanced Waste Solutions, 2017).

Here is a link to the Waste Management Plan that I (Esther Cole) created:

https://drive.google.com/file/d/1FobbBz82q2ZiFZiwV0NQ4OovuvH0cyZ9/view?usp=sharing

# Other Artefacts

The members of my team for this assignment are:

- John Uwejeyah
- Ross Wilson

Here is a link to view John Uwejeyah's 5 artefacts in addition to mine, provided by him, to compliment this Festival Planning assignment:

https://drive.google.com/open?id=1yYV_fHYTZkPMBVA2Ywjq4LATChoUozXy

# References


Advanced Waste Solutions. (2017). *The Importance of a Site Waste Management Plan | AWS*. [online] Available at: https://www.aws.uk.com/blog/waste-services/the-importance-of-a-site-waste-management-plan [Accessed 17 Mar. 2019].

Sawyer, K. (2019). Event Budgeting Guide: Master Your Event Budget in 2019 - Eventbrite. [online] Eventbrite US Blog. Available at: https://www.eventbrite.com/blog/event-budget-guide-ds00/ [Accessed 16 Mar. 2019].

Shield Safety Group. (2019). *The importance of Risk Assessments - Shield Safety Group*. [online] Available at: https://shieldsafety.co.uk/the-importance-of-risk-assessments/ [Accessed 16 Mar. 2019].

Relative Marketing. (2018). *The Importance of Strategic Marketing Planning – Relative Marketing*. [online] Available at: https://www.relativemarketing.co.uk/blog/importance-of-strategic-marketing-planning/ [Accessed 16 Mar. 2019].

The Purple Guide to Health. (2017). UK. [Accessed 16 Mar. 2019].