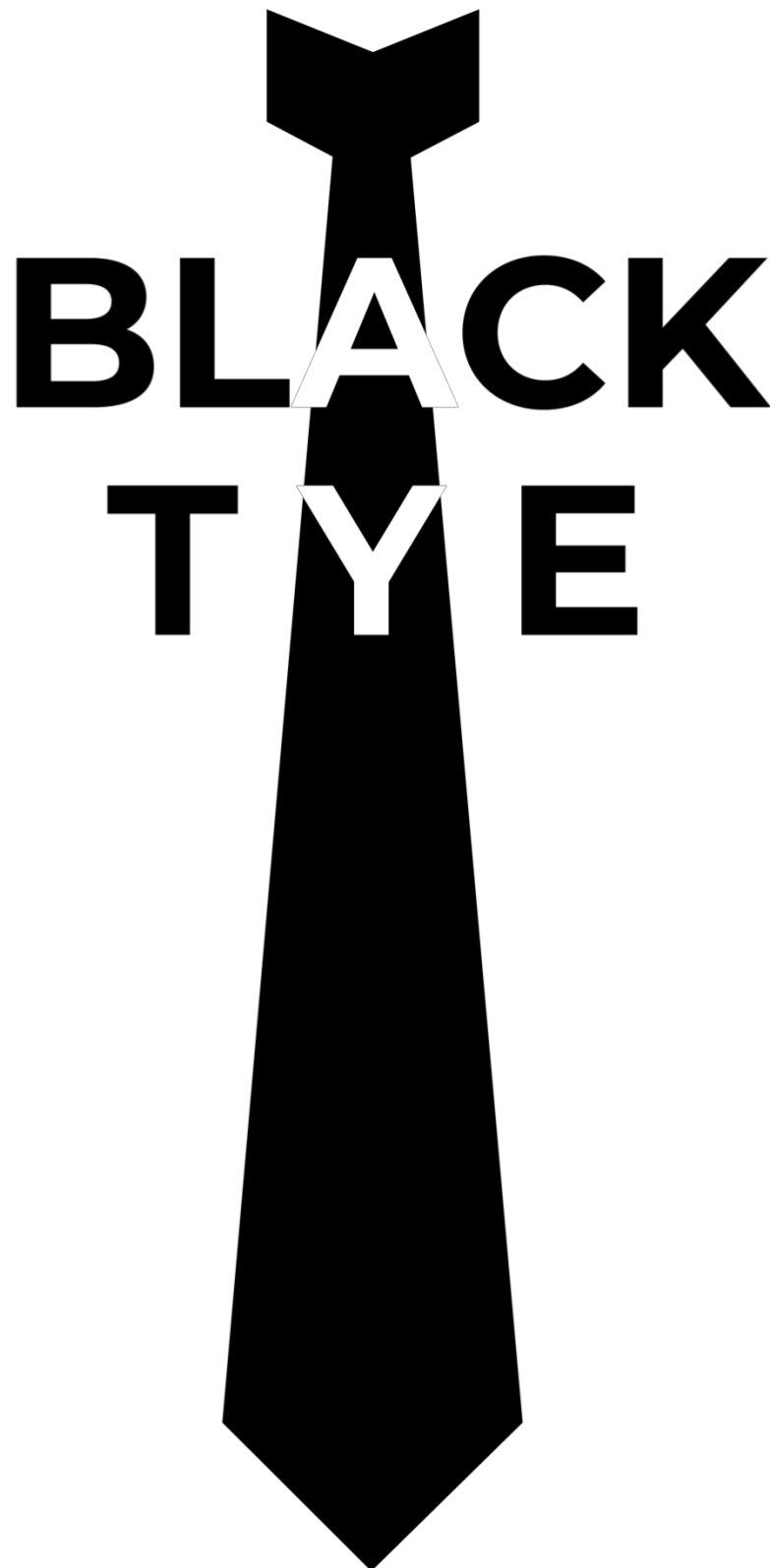




LIVE MUSIC AND EVENT MANAGEMENT

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Table Of Contents

Introduction	3
Strategic Aim of Black TYE	5
The Team	6
The Event	7
The Speakers	8
The Line Up	9
Food And Drink.....	10
Black Tye Event Schedule	11
Marketing Strategy.....	12
Budget.....	1
Reflective Summary.....	4
Bibliography	6
Appendix 1: Site Maps	9
Appendix 2: Meeting Minutes	11
Appendix 3: Temporary Event Notice	14
Appendix 4: Event Brochure.....	20
Appendix 5: Event Workpapers.....	21

Introduction

Black TYE will be a cross-media cultural event held at Tileyard Education. The event aims to raise awareness and keep the dialogue and action about diversity, inclusion, and opportunity alive.

The concern is that Britain's senior music industry levels tend to be predominantly white and male, with Black, Asian, and minority ethnic workers making up a mere 19.9% of executive roles (Snapes, 2020).

Another study commissioned by the UK Music's Diversity Task Force survey found that just 7.8% of the workers surveyed identified as Black (Paine, 2021).

The music business has long profited from the rich, and diverse culture people of colour bring to the industry. Unfortunately, the success that happens in the music charts does not reflect what is going on in the boardroom.

What Is The Event?

A day of inspiration, music industry networking and 'edutainment' for a 500-person capacity street festival and conference with live music and talks from key figures from within the music industry. A wide selection of street food and beverages from around the world will be available from vendors on-site.

When Is It?

Saturday, October 2nd, 2021. This date falls at the beginning of Black history month. It is an opportunity to recognise black excellence and to honour the contributions of black people in all sectors of the music business.

Why Is It Happening?

- 1.To amplify the success of Black professionals, to increase visibility and enhance the image of black entrepreneurship.
- 2.To explore and celebrate the influence of black music on the music industry.
- 3.To help diversify the music industry, particularly in executive positions.
- 4.To promote Tileyard as a fully inclusive company/community.

5. Address the absence of women, in particular black women, in any executive roles.

Where Is It Happening?

Tileyard Education, Tileyard Rd N7 9AH

Who Is It For?

Black TYE's targeted market will be people of colour and ethnic minorities who aspire to enter the music industry's business sector but do not feel they have the opportunities or resources. However, everyone is welcome to take part, as Black TYE is a celebration of diversity and inclusiveness. The Black TYE event will be a networking hub, a place to meet new people, learn, be inspired and celebrate.

Strategic Aim of Black TYE

One of the issues Black TYE aims to highlight is that it seems there is an inherent disconnect between the talent we see on the stages and in music videos and who holds power within the music industry (Morris, 2021). The predominantly white male-dominated industry has profited billions from black music, but we only occasionally, if ever, see black CEOs or presidents (Ekpoudom, 2020).

Women are underrepresented in senior management positions in the music industry, according to The Seat At The Table Report (Simpson, 2020). Just 27% of chief executives from eleven music industry boards are women, and when looking at the number of female Chairpersons, this percentage decreases to 9% (Simpson, 2020).

The ethnicity results were even more surprising because black women make up zero percent of CEOs (Simpson, 2020). There are no black woman chairpersons on any of the 11 music trade bodies, and just 3% of the board members out of 12 music trade organisations are black women (Simpson, 2020).

There has always been a historical glass ceiling for Black executives (Morris, 2021). For several years now, people of colour have called for increased representation and diversity - now is the time to speak up (Ekpoudom, 2020). Black TYE will listen and give young aspiring executives a platform and a voice (Ekpoudom, 2020).

The event will be held at the Tileyard Education complex in North London which will be an excellent opportunity for Tileyard Education to showcase its commitment to diversity, inclusion and education. Its current curriculum offers business MA students the tools necessary to deal with every aspect of the music business. TYE is also home to the largest independent music community in Europe (Tileyard Education, 2021). It is a unique hub for those looking to immerse themselves in artistic or entrepreneurial culture as a way to improve their abilities and credentials (Tileyard Education, 2021). It is a place where Black TYE hopes to plant the seeds of change to help future generations learn and grow.

The Team



Karl Gordon
Creative Director

Karl is a producer and writer of Jamaican/English descent with over 10M records sold worldwide, credited on six platinum albums, and six top 10 singles. His commitment to diversity in the industry was the starting point of Black TYE.



Thando Zulu
Financial Director

Born in Zimbabwe, Thando grew up in Nottingham with roots and origins in Zulu culture. Manager of BEKA, JERUB and Joel Baker with a rich history in event planning as well as African culture, he embodies the aims of the Black TYE vision.



Florian Bel
Marketing Director

Bass player, videographer and entrepreneur, Flo was born in Madagascar and raised in France. Combining experience in events promotion, content creation and digital marketing, he is a versatile asset for the team.

The Event

14.00 – 17.00

Black TYE will be a combination of education and celebration. During the day, we will have talks from key black executives from within the industry. Darcus Beese will be a keynote speaker and is one of the very few black CEOs in the music industry. Beese had a long and successful career at Island Records in the UK, which he ran for a decade as label president from 2008. In 2018 he was appointed to the U.S role as president (Paine, 2021). Darcus started his career as an intern in 1989, proving that against all odds, anything is possible (Paine, 2021).

The speakers will share their stories to inspire the next generation and be open to questions from the audience. Interspersed with guest talks will be spoken word and short acoustic sets from up-and-coming local artists.

17.30 - 19.00

For our Golden Ticket holders, there will be an exclusive early dinner and drinks with our special guest speakers served at the vinyl Cafe. It will be a unique experience and a chance to get up close and personal with the Black TYE guest speakers in a relaxed atmosphere. Preparing the Caribbean cuisine and cocktails will be Colin Brown, a renowned and award-winning Jamaican chef.

17.00 - 23.00

DJ Jaguar from the BBC introducing dance show kicks off the party in the gallery, followed by an evening of live music and 'edutainment' outside on the main stage. Headlining the show will be Akala, a British MOBO award-winning rapper, journalist, author, activist and poet from north London. Akala is in the 2021 edition of the UK Powerlists 100 most influential people of Black British descent. (Lavender, 2021).

Street food trucks with worldwide flavours and exotic beverages will be available on the premises until our curfew at 11 pm.

The Speakers

Ben Wynter - Host

Ben oversees the management of Hitmaker, Momentum Music Fund and the International Showcase Fund at PRS Foundation.

Jackie Davidson -

Jackie is the founder and director of JD management. She received an MBE in 2019 for her services to music, The Ivors Academy's Gold Badge and sits on the Music Publishers Association Board.

Kwame Kwaten - The New Wave of Managers

Over his 30+ year career in the music industry, Kwame has been a musician, manager, producer, consultant and A&R. He is also currently a Trustee at The Brits Trust, and Vice Chair of the UK's Music Managers Forum.

Darcus Beese - Q&A

Former president and CEO of Island Records, Darcus is no stranger to the big prizes, with several BRITs, Mercury Prizes, Grammys and was named European Executive Of The Year in 2016.

Cookie Pryce - From Artist to Exec - 2pm

Since her career with the Cookie Crew, one of the UK's most successful rap acts, Pryce is now senior label manager at The Orchard, a music distributor providing label services based in New-York.

Michelle Escoffery - Know your Rights and Royalties

Award-winning singer songwriter and composer, Michelle was inducted into the Music Week Women in Music 2020 Roll of Honour. She is now President of PRS' member councils and advocates for the songwriter, composer and publisher community

The Line Up

Akala

Akala inspires young audiences worldwide with his words, business acumen, and enthusiasm for success as a social entrepreneur, writer, BAFTA and MOBO award-winning hip-hop artist, and co-founder of The Hip-Hop Shakespeare Company. (Akala - Motivational Speakers | Speakers Corner, 2018).

Beka

BEKA is a Nottingham native who grew up listening to Quincy Jones' "Back on the Block" album, Stevie Wonder, and Chaka Khan (BEKA – Preach Management, 2021). BEKA has a bright future ahead of her, with 1.2 million monthly Spotify listeners. BEKA's debut EP will be released in Spring 2021 and is already on track to be one of the year's breakthrough stars (BEKA – Preach Management, 2021)

Natalie Lindi

Natalie Lindi beat out 10,000 other competitors with her guitar and soulful voice to win the Open Mic UK 2019 competition (2020, Raffrey). Although still young she is a seasoned performer after several live shows around the UK and monumental appearances at Ronnie Scotts, Roundhouse Beach, and Brighton's Komedia (2020, Raffrey).

Jerub

Is a singer and songwriter from Nottingham, England. In April of 2019, he debuted as an artist with the release of his first single, "Paint Me in Gold." JERUB brings a mix of energetic vocals, sincere lyric, and mystical songs that resonate for audiences of all ages (Jerub – Preach Management, 2021).. JERUB combines a range of music styles like Funk, RnB, Punk, and Singer-songwriter (Jerub – Preach Management, 2021)..

Rami

A MOBO nominated reggae singer from Nottingham known for his conscious lyrics and gospel inspired music (City singer nominated for MOBO, 2012).

Joy Mumford

Joy Mumford is a British singer-songwriter known for her tight-knit soulful harmonies, playful songs, and a feel-good alternative groove. (Joy Mumford, 2021).

Food And Drink

Black TYE festival will provide a variety of food from around the world, reflecting London's melting pot of cultures. Approximately 3-4 food trucks are sufficient for the number of attendees expected at the event. We have not decided as yet whether to take a share in the profits or charge for a pitch at this time. As a relatively small and new venture, it may be beneficial to give the food vendors the opportunity to work the site for free and if mutually beneficial, potentially work together in the future. The proposed food vendors are:

Jerk and Juice

"This London based set up offers a secret homemade jerk sauce which gives their jerk dishes a distinctive flavour that customers love. Serving up a fusion of Caribbean and British street food around London" (Jerk & Juice food truck - Truck Stop Today, 2021)

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Ile Afrik

"The idea of Ile Afrik came from a genuine love of West African food, events and the intricacies of amazing catering but most especially promoting African food in a wrap or a bun" (About Us | Ile Afrik, 2019)

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Last night a vegan saved my life

"We are a London born 100% vegan company. We serve vegan fried chick'n burgers, vegan popcorn chick'n and vegan cheeseburgers with big mac sauce. All of our food is homemade, handmade and gm free. We also have gluten free options available on request. We serve from a super cool airstream trailer with an amazing neon sign!" (Last night a vegan saved my life, n.d.)

Alcoholic beverages will be available at The Gallery bar and The Vinyl Café, both of which have licenses to serve alcohol. No alcohol will be permitted to be taken outside of the premises. We will not be seeking a cut from any of the Tileyard associated bars as we believe they should benefit from the event.

Black Tye Event Schedule

Event Timings

10am	Load In (Team arrive)
12pm	Food Trucks/ Arrival of Guests/Bar Open
2pm	Speakers + Live Acts
5pm	Break / Food Trucks/ Djay/ Golden Ticket Meal
7pm	Evening Show - Artists + DJ
10pm	Last Orders
11pm	Close and Load out
12am	Team leaves the Venue

Staff Timings

12pm - 11am	Security Timings
12pm - 11pm	Bar Staff
10am - 12am	Production Teams
12pm - 11pm	Guests
12pm - 3pm / 5pm - 8pm	Food Trucks

Guests Version

From 11am	Box Office
From 12pm	Gates open
From 2pm	Keynote Speakers and Day Acts
From 5pm	Break + Golden Ticket Special
From 7pm	Evening Show

Marketing Strategy

Target Audience

Black TYE's target demographic is young people in their early stages of the music industry and engaged in racial and gender equality.

A second audience would be existing industry executives who have more influence, but first, need to be aware of the Black TYE ethos.

Visual identity

1. Black TYE's principal logo is a black-tie. The logo depicts an air of quality and integrity. (see brochure)
2. The secondary colour scheme for Black TYE is black and two shades of grey with green as an accent. It depicts the centrality of black music in the industry, a mix of colours in harmony with Tileyard's visual identity. This event will be held on the grounds of TYE and open to members of the Tileyard community.
3. Since this is an online marketing strategy, the message must be simple and easy to read on mobile phones. (See appendices for banners)

Tone of voice

1. The point of BLACK TYE is to inspire discussion and drive social and cultural change. It will be a learning, inspirational, and fun experience but always focused on real issues.

Pricing

1. The tickets should be as affordable as possible. The event needs to be accessible to the people we are trying to reach. The £10 general admission seems to be an excellent middle-ground for a small-scale event.
2. At the other end of the continuum, our Golden ticket is aimed at an older audience who have disposable income and to whom the issues may feel closer to home. The Golden Ticket includes dinner and

cocktails with our guest speakers prepared by award winning Caribbean chef Colin Brown.

Marketing the event

1. The event's promotion will mainly occur on social media where our target audience is very active and digitally aware. The leading platforms to explore will be Instagram, Twitter and Facebook.
2. Between the three company directors, Black TYE have many contacts that can help to promote the event, including organisations that have demonstrated dedication to social inclusion and diversity. All of the guest speakers and performers are well-known and have large social media followings, this will help us attract an audience for the event. Tileyard's good name and large music-based community will also help with awareness.
3. Our social media campaign will include videos of the various speakers announcing the event in short video form (which will have to be agreed upon contractually). These will be marketed as Facebook ads and boosted posts, targeting individuals who have participated in previous events and movements with a similar narrative.
4. Other content will include weekly discussions with women and minorities on the music industry's diversity issues and about their involvement in the business and experiences. Black TYE aims to keep the conversation going even after the one-day event is finished.

Pre-event

Black TYE will use Zoom or Facebook to organise online music seminars with guest speakers about diversity, inclusion and representation in the music industry. This will give viewers a taste of what to expect from the Black TYE live event. We can sell the online version as having equal value and a viable alternative to being there in person.

Event Day

The event will be fully recorded via Zoom and live-streamed so people worldwide can participate in the broadcast. The event values inclusivity. Letting people participate via digital platforms will have a meaningful impact.

Social media executives will be recording the event in real-time. Highlights of the panels talks on Instagram stories and real time Tweets will encourage further interest in people wanting to join the live zoom and engage in the dialogue.

Post Event

Black TYE will continue to be proactive; and spread the word long after the event has finished.

Post-event, we will reuse the team's content to produce a podcast. To add new viewpoints and perspectives, we will call in additional music business executives and experts. We aim to broaden our audience's knowledge, guide them, and give them greater insight into the issues and what we can do to encourage meaningful change.

Summary

In summary, the marketing strategy will be to:

- Identify our target group using Facebook lookalike audiences and examining related events and seminars.
- Reinforce the prominence of our speakers and musicians because their influence is so much more significant than ours.
- Leverage the links that Tileyard has access to.
- Introduce high-quality pre-events to foster social awareness and establish credibility.
- Have frequent interactions with advocates of inclusion, diversity, opportunity, and growth on social media, enabling us to learn and grow, establishing ourselves as leaders in these areas.
- Advertise the various price points to the two target groups, as well as the online option to a third - more international.
- Expand on the legacy of the event and potential regular events with podcasts and regular social media content.

Budget

Budget ID	Name	Expected Expenditure	Actual Expenditure	Remaining Amount	Expected Income	Expected Loss	Actual Income	Income Shortfall	Actual Loss
1	Speakers	£3,000.00	£0.00	£3,000.00	£0.00	£3,000.00	£0.00	£0.00	£0.00
2	Artists	£4,000.00	£0.00	£4,000.00	£0.00	£4,000.00	£0.00	£0.00	£0.00
3	Production	£2,000.00	£0.00	£2,000.00	£0.00	£2,000.00	£0.00	£0.00	£0.00
4	Misc	£1,000.00	£0.00	£1,000.00	£0.00	£1,000.00	£0.00	£0.00	£0.00
5	Staffing	£500.00	£0.00	£500.00	£0.00	£500.00	£0.00	£0.00	£0.00
6	Merch	£900.00	£0.00	(£1,100.00)	£2,000.00	(£1,100.00)	£0.00	(£2,000.00)	£0.00
7	Marketing	£100.00	£0.00	£100.00	£0.00	£100.00	£0.00	£0.00	£0.00
8	Tickets	£200.00	£0.00	(£2,800.00)	£3,000.00	(£2,800.00)	£0.00	(£3,000.00)	£0.00
9	Food	£1,000.00	£0.00	£1,000.00	£0.00	£1,000.00	£0.00	£0.00	£0.00
10	Funding Pots	£0.00	£0.00	(£8,000.00)	£8,000.00	(£8,000.00)	£0.00	(£8,000.00)	£0.00
TOTALS		£12,700.00	£0.00	(£300.00)	£13,000.00	(£300.00)	£0.00		£0.00

Budget Summary

Tickets

The event will be ticketed, with general admission tickets available, and a publicity campaign targeted at the Black TYE demographic. The tickets will be distributed in three levels, with each tier having admission to the event in one of the forms mentioned below. The cheapest alternative provides restricted entry to the event; only the afternoon or evening slot is accessible. The general admission pass would grant you tickets to the whole festival, with all of the entertainment. The third ticket category, regarded as the "Golden Ticket," would give VIP access to a meal with the speakers and artists in the period between the afternoon and evening performances. The general admission and half-day entry fees would provide a student discount, which we believe will draw our target audience. To avoid cheapening the VIP experience, no compromises would be made on the Golden Ticket. We anticipate selling 200 tickets for the live activities in person and another 50 for the online live experience. The ticket sales breakdown will be: 20 x Golden Tickets at £100 per = £2000, and 180 tickets, which would require certain afternoon/evening only sales to stay under the capacity limits of the inside location. With limited access tickets costing £10, concessions costing £5, and full day tickets costing £15 each, we foresee making about £1500 in limited access and general admission ticket sales. We determined that ticket purchases could generate £4000 in revenue, including revenue from the online sales.

Food

There will be two meal choices available during the day. The first allows in-person ticket holders to buy hot food from a food trucks that will be present at the event. The agreement with the vendors would be that they will receive guaranteed food purchases in return for being present at the event and supplying free/subsidised food and beverages to the crew and workers.

The second food choice is only open to 'Golden Ticket' holders, who can purchase from the food trucks in the afternoon if they so choose. The VIP meal with notable speakers and musicians is the biggest incentive for Golden Ticket holders. This meal will be charged to us at £50 per head for 20 people = £1000. Two courses are served with champagne at the tables. At the intermission between the afternoon and evening entertainment, the VIP meal would be served in the Vinyl Cafe.

Speakers/Artists

The largest cost for this event would be the speaker and musicians. We're searching for musicians and speakers that reflect the Black TYE ideals, since this festival has a strong objective of increasing visibility and celebrating the excellence of people of colour in the music industry. The line-up is both ideal and practical because Karl Gordon has close personal relationships with many of the speakers and Thando Zulu handles some of the musicians. We've set aside £7000 for both speakers and musicians.

Production & Marketing

For an event with two stages and an internet offering, marketing and publicity expenses usually consume a significant portion of the expenditure. However, Florian Bel, who owns a production/marketing firm, has agreed to provide the event with equipment at cost and to provide it with a detailed marketing strategy to optimize its effectiveness. This has rendered the event's goals very realistic.

Staffing

We would require a minimum of two security staff to adequately cater for the needs of the event, but we will decide on three or four based on the availability of expected revenue.

We'll still require bartenders during the day, for which we've reserved two individuals.

The event's personnel allocation has been estimated at £1,500.

The time invested by the production and catering departments is compensated for in the production and food expenditure lines, respectively.

Merchandise

Merchandise is an environment that we anticipate making a return. We would cover the upfront costs of obtaining the inventory and anticipate selling out on the day of the event. Merchandise can also be used to promote upcoming activities that Black TYE will hold in the future.

Miscellaneous

Since incidents are always volatile, we have a £1,000 contingency fund in case a problem occurs that necessitates extra support.

Funding Pots

Various funds and schemes are also required to assist with the funding of activities focusing on minorities in the music business. Help Musicians UK,

PRS for Music Foundation, Art Council Creative Industry Finance, Music Export Growth Scheme, among others are examples of support bodies that can be identified by a quick internet search. The PRS foundation Powerup scheme is the first port of call for this event. This initiative aims to empower black musicians and industry professionals while also combating anti-black bias in the UK music industry.

Ben Wynter, who is also a guest at the event and a personal associate of Karl Gordon, is the co-founder of Powerup. We will pursue £8,000 in grants to help make this event a reality.

Reflective Summary

Planning Black TYE has been a real eye-opener in terms of what it takes to put on an event. There are so many things that can go wrong, and just when you think you have everything covered, something inevitably pops up to ruin the party. Attention to detail is a must, but it seems like there is never enough time in the day to get things done to the standard you would like. I wish we had more time as I genuinely believe we have a great idea and hate to feel that we rushed the project to meet the deadline. Still, I'm confident we put in our best efforts and hope that this reflects the outcome.

The Black TYE one day festival and its ethos were born out of a combination of recent world events and experiences I've had from working within the music industry. From observing this sector first-hand, it is clear that there is a long way to go in creating equal opportunities and diversity for people of colour and women, especially at an executive level. The music industry has been part of my life for a very long time, and although it has been through many changes throughout the years, a few things have remained the same: the balance of power for one.

I could not have asked for a better team, and although we lost a member early on in the project, it did not affect the cohesiveness of the group or the result. Everybody was on the same page, and everybody played their position. The main thing for me was that everybody believed in my idea for the event and were equally as passionate about the issues the event highlighted as myself.

Through this initiative, I am optimistic that an event like Black TYE can plant the seeds of change within the music business at a grass roots level. I would like to implement a recruitment drive for Tileyard Educational courses on the day of the event, being hands-on, talking and liaising with the next generation of potential executives and entrepreneurs.

In terms of the event running smoothly on the day, I have no concerns. The power of good teamwork promotes trust, and I know the project is in good hands. My only slight worry would be the sound system's noise as it will be on Vale Royal and Tileyard Rd's junction. The area is pretty much an industrial estate in every direction, but just for peace of mind, we will discuss with the Islington council about implementing a Noise Management plan if necessary.

I have enjoyed my role as creative director of Black TYE. My vision has taken one more step to become a reality, and I really could not have had a better team. Florian, I feel excelled with the marketing plan, and Thando did a great job organising budgets and finances. Everybody participated in creating a legacy event, and I think we can all be proud of what we have achieved and how this project can help people.

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Appendix 1: Site Maps

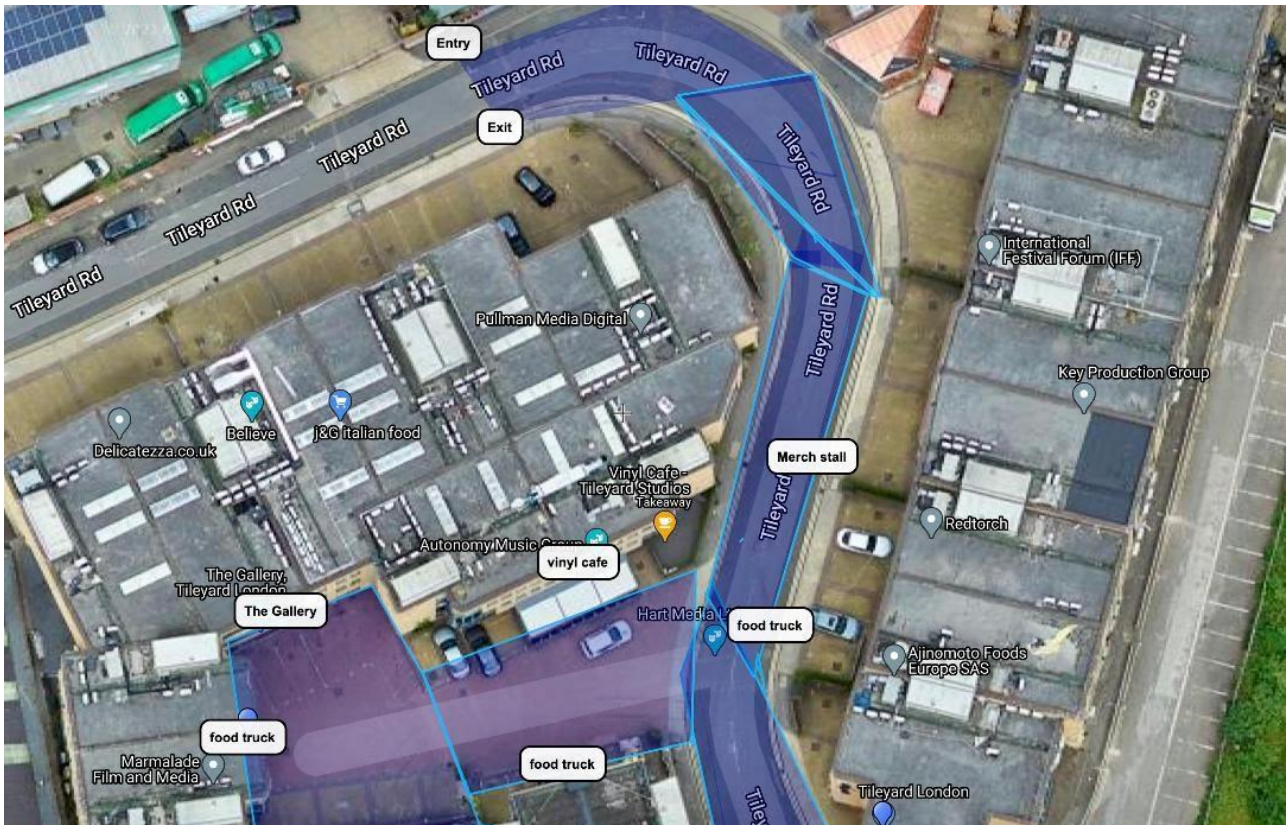
Figure 1: This view shows where the main stage will be situated in relation to Vale Royal and the junction of Tileyard Road. The entrance to Tileyard Road from Vale Royal will be no entry to pedestrians or cars.



Figure 2: Ariel view of Tileyard Road and car park area



Figure 3: This view of Tileyard Road shows the entrance and exit for ticketed attendees. There will be no entry for vehicles except emergency services. There will also be limited parking permits and parking spaces for performers.



Appendix 2: Meeting Minutes

Meeting 1

Date: Thursday 4 Feb 2021 7pm

Attendees: Karl Gordon, Florian Bel, Thando Zulu, Natasha Taylor

TZ - Writing minutes

Meeting Agenda

- Meet the team
- Choose the type of event

Meeting Notes

- KG - culture event focusing on diversity and equality for POC within the music industry: TYE students, Music industry gatekeepers, Tileyard directors.
- NT - Networking event, due to a lack of networking over the past year: TYE students and TYLondon business owners
- General Discussion - Have live acts with black artists that don't fit in the urban category.
- Film music video
- Plan to do a real-life event at Tileyard in the gallery

What:

- Master Classes in the day + Afterparty
- 12pm-10pm

Why: Celebrating Diversity

- Highlighting black potential.
- Raise awareness and mark the contribution of black music to the industry, promote tiltyard as a full inclusive company. Encourage black leadership within the senior management of the music industry, especially black females within the industry.

Who

- **Panelists:** Kwame Kwaten, Ben Wynter, Darcus, Stromzy, Mary McGovern,
- **Artists:** Jerub, Jake Isaac, Laura Mvula

Marketing ideas

- Use virtual events as part of the marketing campaign.
- Get student journalists to do write ups

Meeting 2

Date: Wednesday 10th

Attendees: Karl Gordon, Florian Bel, Thando Zulu,
TZ - Writing minutes

Apologies: Natasja Taylor (working)

Meeting Agenda

- Confirm Name / logo
- Decide on Date
- Format of the event, locations, timings,
- Capacity/Ticket Goals
- Start Budget conversation

Meeting Notes

- Confirm Name / logo
- FB - Presented design for 'Black TYE' Event.
- KG - ideation of the Name Black TYE, playing on the tiltyard education
- Decide on Date - First Saturday of October (UK Black History Month)
- Format of the event, locations, timings - Evening will be DJ, live music, food trucks. 6-11pm In the day, networking and conference day with keynote speakers 2-5:30pm with short song/performances between speakers.
- Karl Gordon to link with industry:
 - Darcus
 - Ben Wynter
 - Kwame Kwaten
 - Michelle Escoffrey
 - Cookie Pryce
 - Jackie Davidson
 - Akala
 - Artists
 - Jerub
 - Ram1
 - Akala
 - Laura Mvula
 - DJ
- Jaguar (BBC Dance)
- Capacity Goals - 200 people? - need to check capacity of the gallery
- Start Budget conversation - ~10K total budget

- Team - Discussed the possibilities of funding to make the event free in light of the event aim being to raise awareness, or should people pay to be involved to help us know amount of people that will attend.
- Sponsored - Power Up, PRS, Tileyard, Arts Council, MOBO Awards,
- Raffle idea - win studio time
- Charity Partner
- Tileyard Ed Scholarship black student.

Actions

- TZ - Next Meeting agenda - Creative direction, and theme,
- TZ - look at Budget
- TZ - organise date
- Florian - send over notes on marketing from previous events
- Karl - conversions with friends in events industry
- Karl - write up the Why?
- Florian - Set up google Drive

Funding

- **Power Up**
 “The Power Up Participant Programme is a long-term network addressing barriers facing 40 Black participants (20 Black music creators and 20 Black executives and industry professionals) each year. Participants will be at crucial career stages, working in any genre or sub-sector, and will be backed with grant support of up to £15,000, capacity building and mentoring, support from partners and marketing support.” (Paine, 2021).
- **PRS Foundation**
 “Since March 2000, we have supported over 7,300 new music initiatives to the tune of over £35 million. We do this through open grant schemes which are available to musicians and organisations and partnership programmes which we lead in response to specific needs and gaps in funding.” (About PRS Foundation, 2021)

Appendix 3: Temporary Event Notice

Temporary Event Notice

Before completing this notice, please read the guidance notes at the end of the notice. If you are completing this notice by hand, please write legibly in block capitals. In all cases, ensure that your answers are inside the boxes and written in black ink or typed. Use additional sheets if necessary. You should keep a copy of the completed notice for your records. You must send at least one copy of this notice to the licensing authority and additional copies must be sent to the chief officer of police and the local authority exercising environmental health functions for the area in which the premises are situated. The licensing authority will give to you written acknowledgement of the receipt of the notice.

I, the proposed premises user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry on a temporary activity at the premises described below.

1. The personal details of premises user (Please read note 1)			
1. Your name			
Title	Mr X ☐ Mrs ☐ Miss ☐ Ms ☐ Other (please state)		
Surname	Gordon		
Forenames	Karl		
2. Previous names (Please enter details of any previous names or maiden names, if applicable. Please continue on a separate sheet if necessary)			
Title	Mr X ☐ Mrs ☐ Miss ☐ Ms ☐ Other (please state)		
Surname			
Forenames			
3. Your date of birth		Day 14	Month 01
		Year 1970	
4. Your place of birth		U.K	
5. National Insurance Number		NS 378987 3772827	
6. Your current address (We will use this address to correspond with you unless you complete the separate correspondence box below)			
15 Artisan Mews, Warfield rd			
Post town London		Postcode NW10 5GL	
7. Other contact details			
Telephone numbers			
Daytime	0208 964 527		
Evening (optional)			
Mobile (optional)	07736 2222222		
Fax number (optional)			
E-Mail address (if available)	KGEE@YAHOO.COM		
8. Alternative address for correspondence (If you complete the details below, we will use this address to correspond with you)			

Post town	Postcode
9. Alternative contact details (if applicable)	
Telephone numbers: Daytime	
Evening (optional)	
Mobile (optional)	
Fax number (optional)	
E-Mail address (if available)	

2. The premises	
Please give the address of the premises where you intend to carry on the licensable activities or, if it has no address, give a detailed description (including the Ordnance Survey references) (Please read note 2)	
The Gallery, Tileyard rd, London N7 9AH	
Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)? If so, please enter the licence or certificate number below.	
Premises licence number	01001 2323
Club premises certificate number	
If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, please give a description and details below. (Please read note 3)	
We will be using the Tileyard complex including the stretch of rd from approximately 15 Tileyard rd to the corner of Tileyard and Vale Rd, which will be cordoned off with barriers to stop the flow of traffic, and incorporating The Vinyl Cafe 6a Tileyard Rd & The Gallery Unit 5 Main Carpark Tileyard Rd London N7. We hope to utilise both buildings and the carpark space situated directly outside both premises.	
Please describe the nature of the premises below. (Please read note 4)	
Tileyard is a large complex of businesses involved in the music industry. The Gallery is used as a conference hall and also doubles as a live music venue with a bar. The Vinyl café serves food and also alcohol. Both The Gallery and the Vinyl Café have premises licenses and both buildings have a large parking area directly outside which we will use as part of the event.	

Please describe the nature of the event below. (Please read note 5)

The event will be held on sat 2nd October which coincides with Black History month. It will be a cross media cultural event to raise awareness and to keep the dialogue and action pertaining to diversity, inclusion and equal opportunity alive. There will be talks and discussion during the day from 2pm – 5pm after which the music festival part of the event begins, with DJ's and live music.

3. The licensable activities

Please state the licensable activities that you intend to carry on at the premises (please tick all licensable activities you intend to carry on). (Please read note 6)

The sale by retail of alcohol	☐ X
The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club	☐
The provision of regulated entertainment	☐ X
The provision of late-night refreshment	☐ X
Are you giving a late temporary event notice? (Please read note 7)	☐ 02/10/21
Please state the dates on which you intend to use these premises for licensable activities. (Please read note 8)	02/10/21
Please state the times during the event period that you propose to carry on licensable activities (please give times in 24-hour clock). (Please read note 9)	
12.00 – 23.PM	
Please state the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers. (Please read note 10)	499
If the licensable activities will include the supply of alcohol, please state whether the supplies will be for consumption on or off the premises, or both (please tick as appropriate). (Please read note 11)	On the premises only
	Off the premises only
	Both

Please state if the licensable activities will include the provision of relevant entertainment. If so, please state the times during the event period that you propose to provide relevant entertainment. (Please read note 12)

Entertainment in the form of DJ's and live performance will proceed from 17.00 – 23.00

4. Personal licence holders (Please read note 13)		
Do you currently hold a valid personal licence? (Please tick)	Yes ☐	No X ☐
If "Yes" please provide the details of your personal licence below.		
Issuing licensing authority		
Licence number		
Date of issue		
Date of expiry		
Any further relevant details		

5. Previous temporary event notices you have given (Please read note 13 and tick the boxes that apply to you)		
Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?	Yes ☐	No X ☐
If answering yes, please state the number of temporary event notices (including the number of late temporary event notices, if any) you have given for events in that same calendar year		
Have you already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No X ☐

6. Associates and business colleagues (Please read note 14 and tick the boxes that apply to you)		
Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	Yes ☐	No X ☐
If answering yes, please state the total number of temporary event notices (including the number of late temporary event notices, if any) your associate(s) have given for events in the same calendar year.		
Has any associate of yours already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No X ☐
Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	Yes ☐	No X ☐
If answering yes, please state the total number of temporary event notices (including the number of late temporary event notices, if any) your business colleague(s) have given for events in the same calendar year.		
Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period:	Yes ☐	No ☐ X

a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?		
--	--	--

7. Checklist (Please read note 15)	
I have: (Please tick the appropriate boxes)	
Sent at least one copy of this notice to the licensing authority for the area in which the premises are situated	☐ X
Sent a copy of this notice to the chief officer of police for the area in which the premises are situated	☐ X
Sent a copy of this notice to the local authority exercising environmental health functions for the area in which the premises are situated	☐ X
If the premises are situated in one or more licensing authority areas, sent at least one copy of this notice to each additional licensing authority	☐ X
If the premises are situated in one or more police areas, sent a copy of this notice to each additional chief officer of police	☐ X
If the premises are situated in one or more local authority areas, sent a copy of this notice to each additional local authority exercising environmental health functions	☐ X
Made or enclosed payment of the fee for the application	☐ X
Signed the declaration in Section 9 below	☐ X

8. Condition (Please read note 16)
It is a condition of this temporary event notice that where the relevant licensable activities described in Section 3 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.

9. Declarations (Please read note 17)	
The information contained in this form is correct to the best of my knowledge and belief.	
I understand that it is an offence:	
(i) to knowingly or recklessly make a false statement in or in connection with this temporary event notice and that a person is liable on summary conviction for such an offence to a fine not exceeding level 5 on the standard scale; and	
(ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on summary conviction for any such offence to a fine not exceeding £20,000, or to imprisonment for a term not exceeding six months, or to both.	
Signature	KARL GORDON
Date	22/03/21
Name of Person signing	KARL GORDON

For completion by the licensing authority

10. Acknowledgement (Please read note 18)
I acknowledge receipt of this temporary event notice.

Signature	On behalf of the licensing authority
Date	
Name of Officer signing	

Appendix 4: Event Brochure



EVENT GUIDE

**BLACK
TYE**

LEARN. INSPIRE. CELEBRATE.

02.10.2021 - Tileyard, London



Ram1

INSPIRING THE NEXT GENERATION OF EXECUTIVES AND ENTREPRENEURS IN THE MUSIC BUSINESS

CONTENTS

I.	The team	p.4
II.	Black TYE?	p.5
III.	Day schedule	p.7
IV.	Speakers	p.8
V.	Artists	p.10
VI.	Merchandise	p.13
VII.	Facts	p.14
VIII.	Ressources	p.15

THE TEAM



KARL GORDON

Karl is a producer and writer of Jamaican/English descent with over 10M records sold worldwide, credited on six platinum albums, and six top 10 singles. His commitment to diversity in the industry was the starting point of Black TYE.



THANDO ZULU

Born in Zimbabwe, Thando grew up in Nottingham with roots and origins in Zulu culture. Manager of BEKA, JERUB and Joel Baker with a rich history in event planning as well as African culture, he embodies the aims of the Black TYE vision.



FLORIAN BEL

Bass player, videographer and entrepreneur, Flo was born in Madagascar and raised in France. Combining experience in events promotion, content creation and digital marketing, he is a versatile asset for the team.

BLACK TYE?

BLACK TYE is a cross-media cultural event held in the music industry hub that is Tileyard London.

Combining performances and conferences by key black executives from the music industry, Black TYE's mission is to raise awareness and to continue the conversation and action surrounding diversity, inclusion and equality of opportunity in the music industry.

Throughout the day, you can expect talks from influential music executives interspersed with spoken word and short acoustic sets from local artists. Meanwhile, our food trucks will deliver flavours from all around the world while you get ready to celebrate with DJ sets until late. At Black TYE, there's a message in the music and soul in the food.

Overall, Black TYE is a platform for the under-represented minorities, an initiative for gender equality and a celebration of the diversity of individuals who made the music business what it is today and still advocate for it to change.

Join the conversation. Learn. Inspire. Celebrate.





**“ POP MUSIC IS BLACK
MUSIC, WE NEED THE
OFFICES TO REFLECT
THE CHARTS.
IT’S REAL SIMPLE”**

Anonymous.

SCHEDULE

2PM - JACKIE DAVIDSON AND DARCUS BEESE

2.45PM - RAM1

3PM - KWAME KWATEN & COOKIE PRYCE

3.45PM - JOY MUMFORD

4PM - BEN WYNTER & MICHELLE ESCOFFERY

4.45PM - JERUB

5PM - DJ SET

6.30PM - FOOD BREAK

7PM - NATALIE LINDI

8PM - BEKA

9PM - AKALA

10PM - DJ SET

11PM - GO HOME

SPEAKERS

**BEN
WYNTER**



**JACKIE
DAVIDSON**



**KWAME
KWATEN**



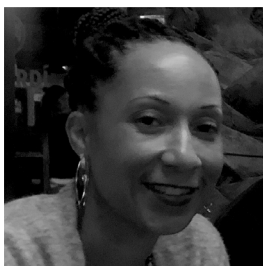
**DARCUS
BEESE**



**MICHELLE
ESCOFFERY**



**COOKIE
PRYCE**



Ben Wynter - Host

Ben oversees the management of Hitmaker, Momentum Music Fund and the International Showcase Fund at PRS Foundation.

Jackie Davidson -

Jackie is the founder and director of JD management. She received an MBE in 2019 for her services to music, The Ivors Academy's Gold Badge and sits on the Music Publishers Association Board.

Kwame Kwaten - The New Wave of Managers

Over his 30+ year career in the music industry, Kwame has been a musician, manager, producer, consultant and A&R. He is also currently a Trustee at The Brits Trust, and Vice-Chair of the UK's Music Managers Forum.

Darcus Beese - Q&A

Former president and CEO of Island Records, Darcus is no stranger to the big prizes, with several BRITs, Mercury Prizes, Grammys and was named European Executive Of The Year in 2016.

Cookie Pryce - From Artist to Exec - 2pm

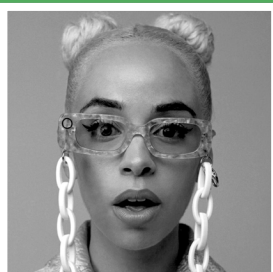
Since her career with the Cookie Crew, one of the UK's most successful rap acts, Pryce is now senior label manager at The Orchard, a music distributor providing label services based in New-York.

Michelle Escoffery - Know your Rights and Royalties

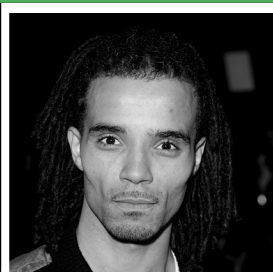
An award-winning singer songwriter and composer, Michelle was inducted into the Music Week Women in Music 2020 Roll of Honour. She is now President of PRS' member councils and advocates for the songwriter, composer and publisher community

ARTISTS

BEKA



AKALA



**NATALIE
LINDI**



JERUB

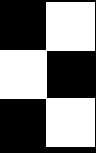


RAM1



**JOY
MUMFORD**





**“ I COULD NOT FIND ONE
BLACK EXECUTIVE FROM
PANDORA, LIVE NATION,
APPLE, SPOTIFY, AEG,
OR SXSW [...].
THAT DOESN'T MEAN
THEY DON'T EXIST,
BUT FOR THE MOST
PART, THEY ARE NOT
PROMINENT “**

MAKESOMENOISE

MERCH

Our merchandise is sustainably sourced, climate neutral, made with organic cotton and vegan approved.



**BLACK TYE
FACE MASK
£20**

**BLACK TYE
T-SHIRT
£20**



FACTS

63%

of chief executives from eleven music industry boards are men.

[Source: MusicBusiness Worldwide](#)

0%

of CEOs and chairpersons out of 11 UK music trade bodies are black women.

[Source: MusicBusiness Worldwide](#)

2/3

of the dominant music genres have originated from black culture.

[Source: YouGov](#)

65K

playlists called “BLM” or “Black Lives Matter” on Spotify in 2020.

[Source: Spotify](#)

5/5

top streaming artists on Spotify, in 2020 are from an ethnic minority.

[Source: Spotify](#)

80%

of the UK’s senior music executives are white and male.

[Source: Snapes](#)

78%

of women agreed that they had been treated differently within the industry.

[Source: Berklee](#)

Appendix 5: Event Workpapers

TECH SPECS/RIDER

ACT 1 BEKA Tileyard London - 02/10/2021

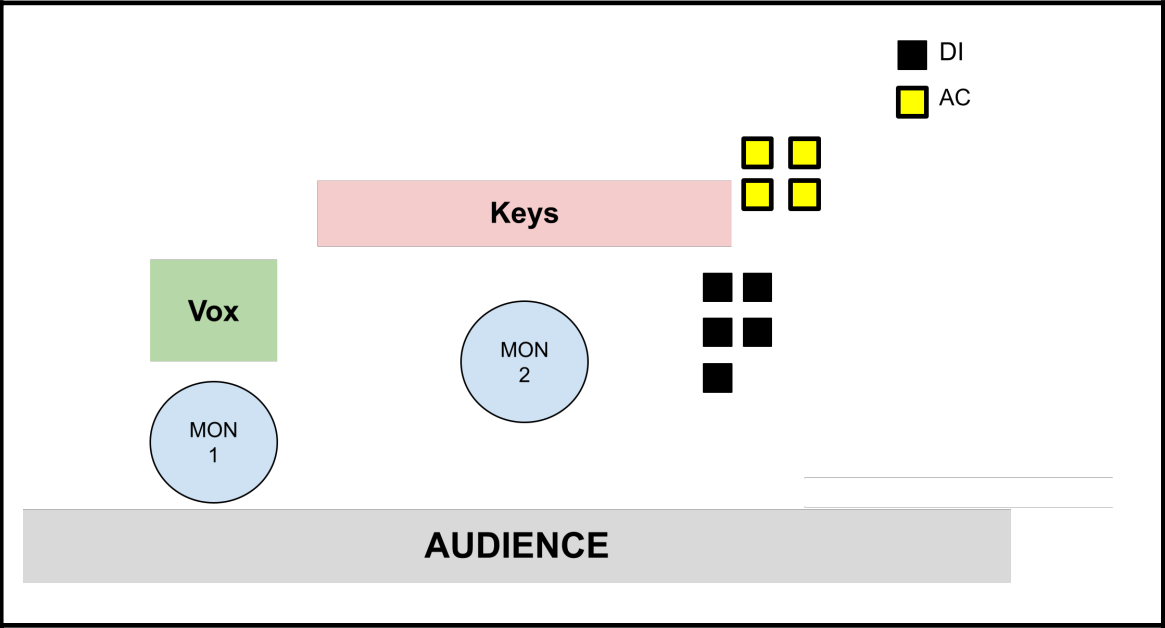
Personnel

Name	Instrument	Gear
Daniel	Keyboards and Tracks	Laptop + multi output audio interface
Beka	Vocals	Vox through Ableton, no processing

Backline provided
Nord Stage 3
Keyboard stand
Midi keyboard

Requirements
SM58 + straight stand
Stereo DI x2
Mono DI x1

Stage plan



Input list

Channel	Source	Notes
1	Track L	Processed by Dan's Ableton - keep clean
2	Track R	Processed by Dan's Ableton - keep clean
3	Nord L	Backup if laptop fails
4	Nord R	Backup if laptop fails
5	Vox	Via DI - processed by Dan's Ableton

CORE TEAM ARRIVAL											
SET UP/LOAD IN											
Staging/Lighting/Sound Set up		BOX OFFICE OPEN	Staging/Lighting/Sound Set up								
Food Trucks Open								Platforms/Links set up and sent to online ticket holders			
Ram1 IN			Jackie / Darcus IN								
Ram1 linecheck											
		BOX OFFICE CLOSE	Kwame / Cookie IN								
			Joy Mumford IN								
Speakers: Jackie Davidson + Darcus Beese								Speakers: Jackie Davidson + Darcus Beese			
Act: Ram1			Ben / Michelle IN					Act: Ram1			
Speakers: Kwame Kwaten + Cookie Pryce			JERUB IN		Chef/Caterers to Set the Tables ready for 'Golden Ticket' Holders			Speakers: Kwame Kwaten + Cookie Pryce			
Act: Joy Mumford								Act: Joy Mumford			
Speakers: Ben Wynter + Michelle Escoffery								Speakers: Ben Wynter + Michelle Escoffery			
Act: JERUB								Act: JERUB			
Food Trucks/Bar Open	DJ SET	Natalie Lindi IN					DJ SET				
							Highlights of conference				
		BEKA IN					Act: Natalie Lindi				
							Highlights of conference				
		AKALA IN					Act: BEKA				
							Highlights of conference				
							Act: AKALA				
							DJ SET				
LAST ORDERS											
PACK DOWN		TEAM FEEDBACK	PACK DOWN		PACK DOWN	VIDEO CREW BACKUP FOOTAGE		PACK DOWN		PACK DOWN	
ALL CLEAR (provisional)											

EVENT SCHEDULE	
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Role	First name	Last name	Email	Phone
Creative director:	Karl	Gordon	kgee2k@yahoo.com	07908464956
Event Manager:	Thando	Zulu	zuluthando@gmail.com	
Marketing Director:	Florian	Bel	florian@jmn.co.uk	0759622211
Sound Engineer:	Edoardo	Allertsen	edoardollertsen@gmail.com	
Assistant Sound Engineer:	Alessandro	Iancicelli	aiancicelli@gmail.com	
Lead videographer:	Ed	Jillings	ed@jmn.co.uk	076542189145

Personnel

Stage and Production Checklist

Food and drinks

Key times

Recording / filming

Film crew and live streaming equipment provided by JMNI	
Crew	Edmund Jilling / Rafaela Baubanu - Florian Bel to liaise with the crew
Equipment	3x BMPCC4k + Sony A6600 + SlingStudio + BM ATEM Mini

LINKS

EB Event Announcements	YT Stream IG	Assets Folder FB	Press Rel. TW
---------------------------	-----------------	---------------------	------------------

Assets

[FOLDER](#) [IG 1080x1080](#) [IG 1080x1080](#) [EB 2160x1080](#) [FB Event](#) [YT 1920x1080](#)

Hex codes

000000

ffffff

7b8384

333333

58a651

Comments

Fonts

Header: Monsterrat Bold**Subtitle:** Montserrat**Tileyard:** Grotesk Wide Medium

ETA

1st draft 1 month prior to the event

Target Audience

Tileyard Community Members

Date / Time

02 October 2021 1200-2300

In Person + Online

Location

Tileyard London

Tileyard Rd, London N7 9AH

The Gallery, The Vinyl Café + Parking lot

Budget

[Budget tab](#)

Objectives

Raise awareness on the issues of inequalities and under-representation in the music industry, celebrate with good music and

Copy

Overall, Black TYE is a platform for the under-represented minorities, an initiative for gender equality and a celebration of the diversity of individuals who made the music business what it is today and still advocate for it to change.

Join the conversation. Learn. Inspire. Celebrate.

Keywords for copy

black talent, music, people of colour, black excellence, equal opportunities
Learn, inspire, celebrate, conversation, awareness

Specific hashtags

#BlackTYE

#theshowmustbepaused

Info on guests

[See Event Guide](#)

Pricing

GA

£10

Students

£5

Golden Ticket

£100

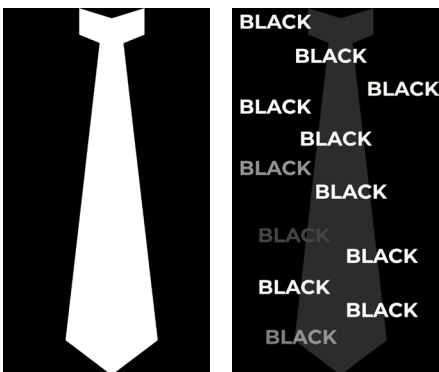
Online

£5

Personnel

Role	Name	Email	Phone
Operations	Thando	zuluthando@gmail.com	
Creative	Karl	kgee2k@yahoo.com	
Marketing	Florian	florian@jmn.co.uk	
Social Media Exec	TBC		

SM CONTENT



EVENT TIMELINE (provisional)

Date	Key deliverables	Responsibility	TZ - Thando Zulu KG - Karl Gordon FB - Florian Bel
04/02/2021	Initial project meeting	ALL	
10/02/2021	5W and event ethos - confirm name	KG	
10/02/2021	Draft for brand identity and brand guidelines	FB	
26/02/2021	Event guide prototype and brand guidelines	FB	
03/07/2021	Acts and speakers booked	TZ	
17/09/2021	Eventbrite page ready	FB	
01/08/2021	Event announcement	FB	
Aug - Oct	Social media rollout - Promotion on all platforms		
01/09/2021	Online pre-event	KG	
12/09/2021	Riders in	TZ	
26/09/2021	Final production meeting	All	
03/10/2021	EVENT DAY	All	