

Live Event Management: Portfolio 2

Live Event Management (BMTY7005)

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(Image: Pappalardo 2023)

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The Event: Event Idea

Event Idea



(Image: Pappalardo 2023)

Future Vinyl

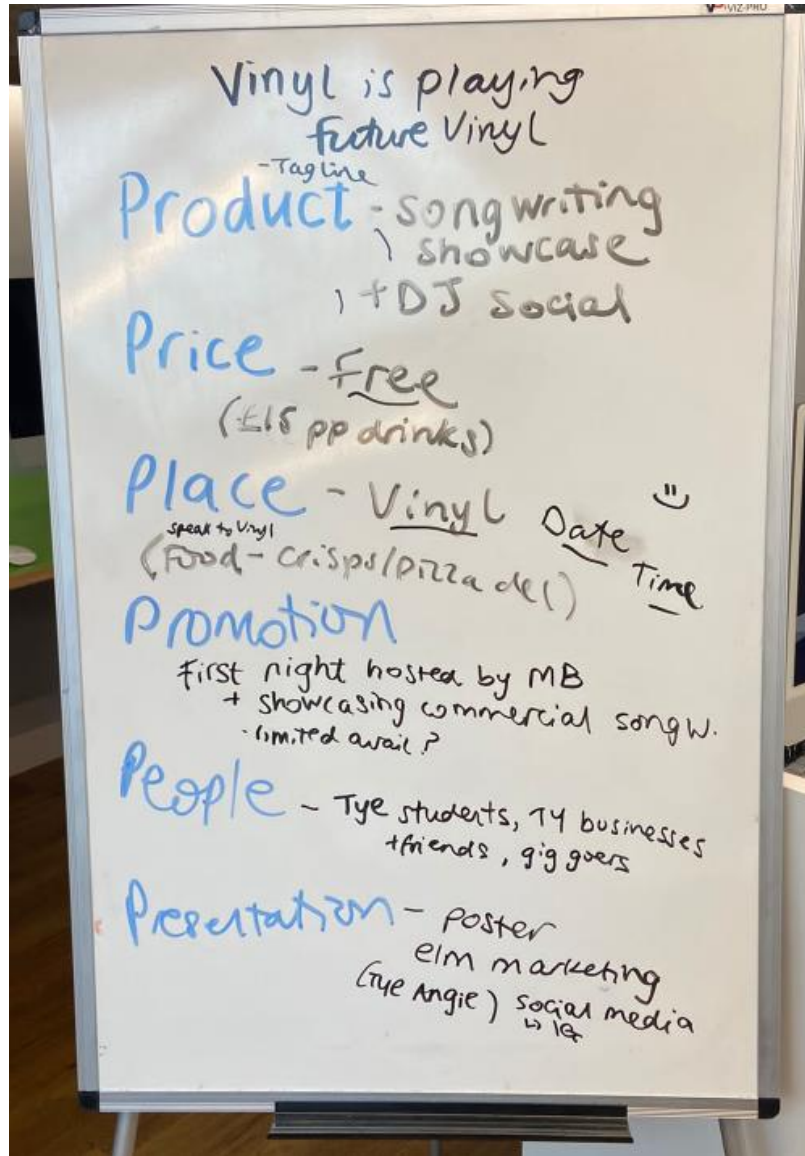
A Live Music + DJ night based at The Vinyl Café in Tileyard

Target Audience: TYE Students and friends

Event Goal: To showcase TYE talent and put on a 'good night' for the audience

Ticketing: Free entry due to the café always hosting free events and to encourage more attendees

Event Idea



(Image: photograph of whiteboard task done in class)

The 6Ps of an event

Task done in class as a group to help define the finer details of the event and focus promotional ideas.

Event Idea: Reflection

The initial ideas discussed for what the event could be were:

- **‘Tiny Desk’ style live performance** - suggested by Felix and a few other members to consider a stylistic, live performance type of music event.
- **DJ ‘student’ night** – suggested by George with the TYE students and other local students as the audience in mind.
- **Song writing showcase** – suggested by myself with the TYE students and businesses as the audience in mind.

After much deliberation, the agreement was a compromise of live performance and DJ sets.

Upon reflection, the best practice for agreeing an idea would have been to use a systematic breakdown of our target audience and goals before discussing ideas. It would have also been useful to create more structure to meetings to allow everyone to get heard and have purpose to the meeting. Failure in doing so is what caused initial disagreements and a delay in confirming and running the event.

The next page displays my suggestion of how we could have better thought about our event as a group.

Event Idea: Reflection

Below is how I would have approached confirming the event idea based on the target audience.



Attendee Persona/Profile

Our captive audience was:

TYE students

**Workers of businesses
based at Tileyard**



Event Goal

To run a successful
event that appeals to
the target audience



Audience Motivation

For the businesses of TYE, they
work in publishing etc. so
hearing what new songs have
been written would be of
interest to them professionally.

For TYE students, knowing that
the above audience would be
there would encourage them
to come and
showcase/network.



Marketing Opportunities

We had the opportunity
of utilising the TYE
social media platforms,
print marketing around
the Tileyard campus
and approaching TYL
about marketing to the
wider businesses.

(Sleek Events 2023)

Although the group wanted to focus mainly on TYE students, friends of those organising and perhaps other students nearby, my suggestion of the song-writing showcase was to appeal to the businesses. As there are many publishing and sync companies that are based at Tileyard, something more curated than a general showcase may have appealed to them. It would have needed to have been marketed correctly in order to raise their interest accordingly.



Event Management Planning

Event Management Planning: Roles

The below table depicts the roles we assigned ourselves as a group (Please see [Minutes, 16th March](#))

Name	Role	Example Tasks
Isabella	Event Co-Ordinator	Keeping event running to time and group running to task
Antoine	Supervision Marketing and Accounting	Updating budgeting document
Shannen	Promotion and Copy Writer	Writing copy for event description
Marina	Marketing	Designing flyers
Wyn	Ticketing, Venue Management	Liaison with venue re ticketing, capacity and other logistics
Rabia	Artist Liaison	Booking the line up
Anna	Administrator and Scheduling Supervisor	Taking minutes, overseeing deadlines for booking

This is taken from the Minutes of Thursday 16th March so those not mentioned were not present at the meeting.

Roles: Reflection

These roles should have been defined at the first meeting. I had suggested finding roles however the group initially decided they would prefer to have a task list instead so that people would be able to do more of what they were interested in rather than being confined to a role.

This was the [document](#) created by Isabella for the task list. Without a formal event manager at the start, there was no process for people to assign themselves to tasks and so we used the meetings/WhatsApp group created in order to remind people to do this.

Upon reflection, due to my previous experience in running gigs I should have insisted more strongly that we re-think the organisation of roles as the lack of this decision making at the early stages led to the event being delayed and a lot of actions only being taken in the 2-3 weeks leading up to the event.

A reason for not wanting to put myself as Event Manager/Coordinator was due to my hesitation about working with large personalities.

During class, we spoke with Paul Glossop, Event Director of Live Nation and other major festival organisers. His advice on this matter was to allow those personalities to thrive on what they are good at rather than trying to restrict them (Glossop 2023). This was still difficult however without a leader to allow those personalities to be best placed so the initial meeting meant larger personalities dominated the tone of the room.

Roles: My Role

The main role I took was 'Administrator' by taking the minutes at each meeting and creating agendas. It was an oversight to not have created an agenda for the initial meeting which lends to the reason why the discussion regarding the idea of the event was not controlled and a conclusion not able to have been reached in that meeting.

Screenshots of minutes are as below and continued on the next page. They could have been improved by having set deadlines by each action point (AP). Equally, it is uncertain whether the group read the minutes and therefore completed their APs. Although the Action Points were used to create the following agenda to follow up, reflecting upon the minutes now the event has taken place, it seemed as though some Actions and discussion points were overlooked due to the overall lack of organisation.

Agenda - Next Meeting: Weds 22nd Feb

Chair:

Minute taker: Anna

1. Matters Arising:

Marina: Uploaded content to drive?

Izzy - update on conversation with Steve re gallery

Anna - update re conversation with Jamie

Rabia - update on Campfire

Everyone - have you put name next to task? - decide in this meeting if not. (Take time to do now)

Agenda - Next Meeting: Weds 22nd Feb

Chair: Izzy

Minute taker: Anna

Present: Izzy, Marcel, Wyn, Felix, Rabia, Anna, Tae, Shannen

Apologies: Marina

1. Matters Arising:

Marina: Uploaded content to drive? - Yes, now in folder named posters.

Izzy - update on conversation with Steve re gallery:

- We'll see if we can do campfire and if not we'll just do vinyl
- No response from Steve to email enquiring about The Gallery

Roles: My Role

Agenda - Weds 1st March

Present: Rabia, Anna, Wyn, George, Shannen, Isabella, Marina

Matters Arising

Let vinyl know we can't do 13th - done

Everyone agreed on 3rd April

Rabia - details of house band on drive - to do **AP Rabia**

- start detailing artists who we've asked (can't ask until we have date) - **AP Rabia**
AP Anna and Shannen to meet to select live singers, **AP Rabia** to sort house band

Do we need a drummer? - tbd once we have tracks/line up - **AP Izzy** can ask Justin what we can borrow from here

AP everyone this week - in subteams to arrange meet to get on with tasks

Marketing team - have you organised time to meet separately to discuss plan

- **AP:** ask TYE marketing team if they could do an Instagram live

Full Minutes documents can be found [here](#)

Minutes - Wednesday 8th February Meeting

Present: Isabella, Wyn, Anna, Felix, Marina, George

Apologies: Tae, Rabia, Marcel

Discussion about ideas:

Tiny Desk: 6-8

Boiler Room

Livestream

Shannen DJing

DJ night and sell tickets at £10 to other Uni students and leave it at that

Talked about knowing audience - TY employers and TY students - re-discussed the way we can engage employers who work at TY - songwriting showcase - discussed engaging Jamie to select/host.

Discussion about ticketing:

Suggestion of ticketing at £10 to be able to make profit and pay musicians/DJs

Discussion about the fact no other events at Vinyl are ticketed so we should keep free or very minimal i.e. £1 and could include a drinks token.

- This will show we can break even or potentially make a profit

Discussion about marketing:

Marina shared her imagery for the event - **ACTION POINT (AP) Marina:** Please upload to the shared drive:

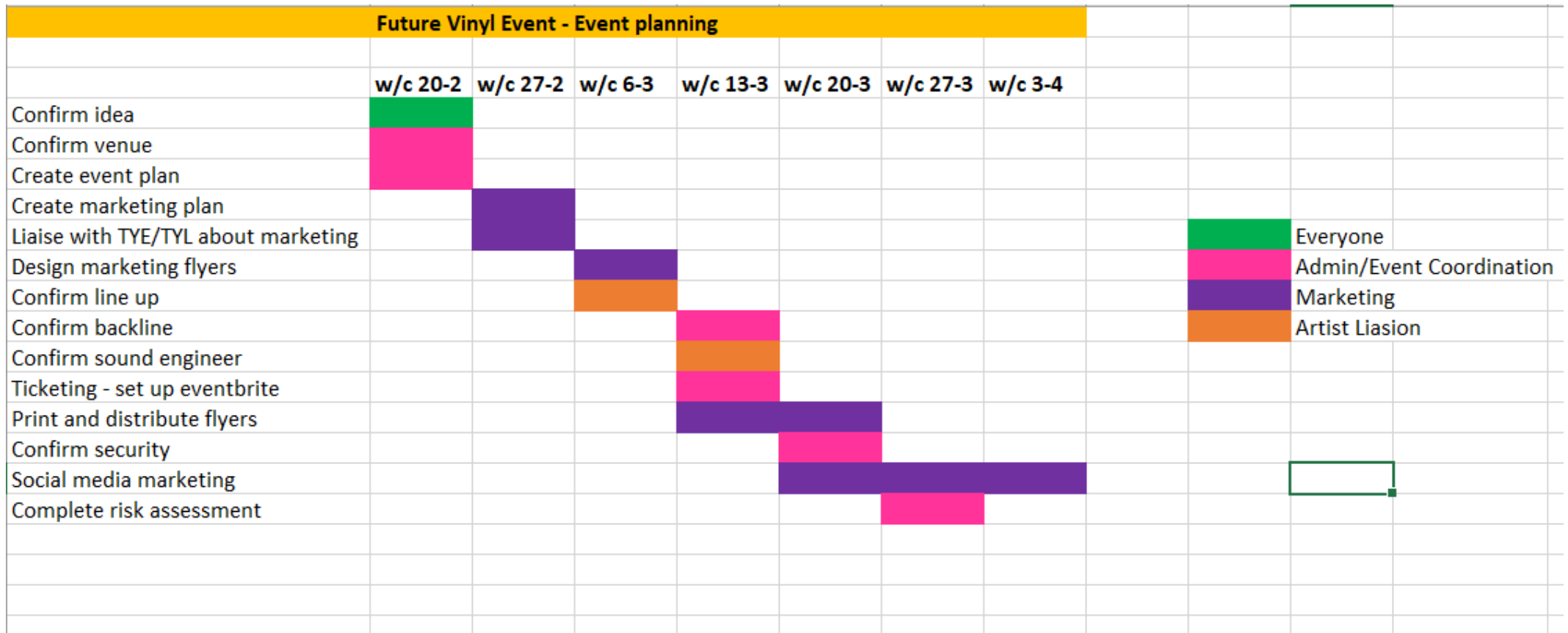
<https://drive.google.com/drive/folders/1C9AJdc4CiAviDUCGZbYPz-Ub3tU14Iq3>

Discussed email marketing - send to TY Reception to circulate

Discussed making flyers and going round to offices

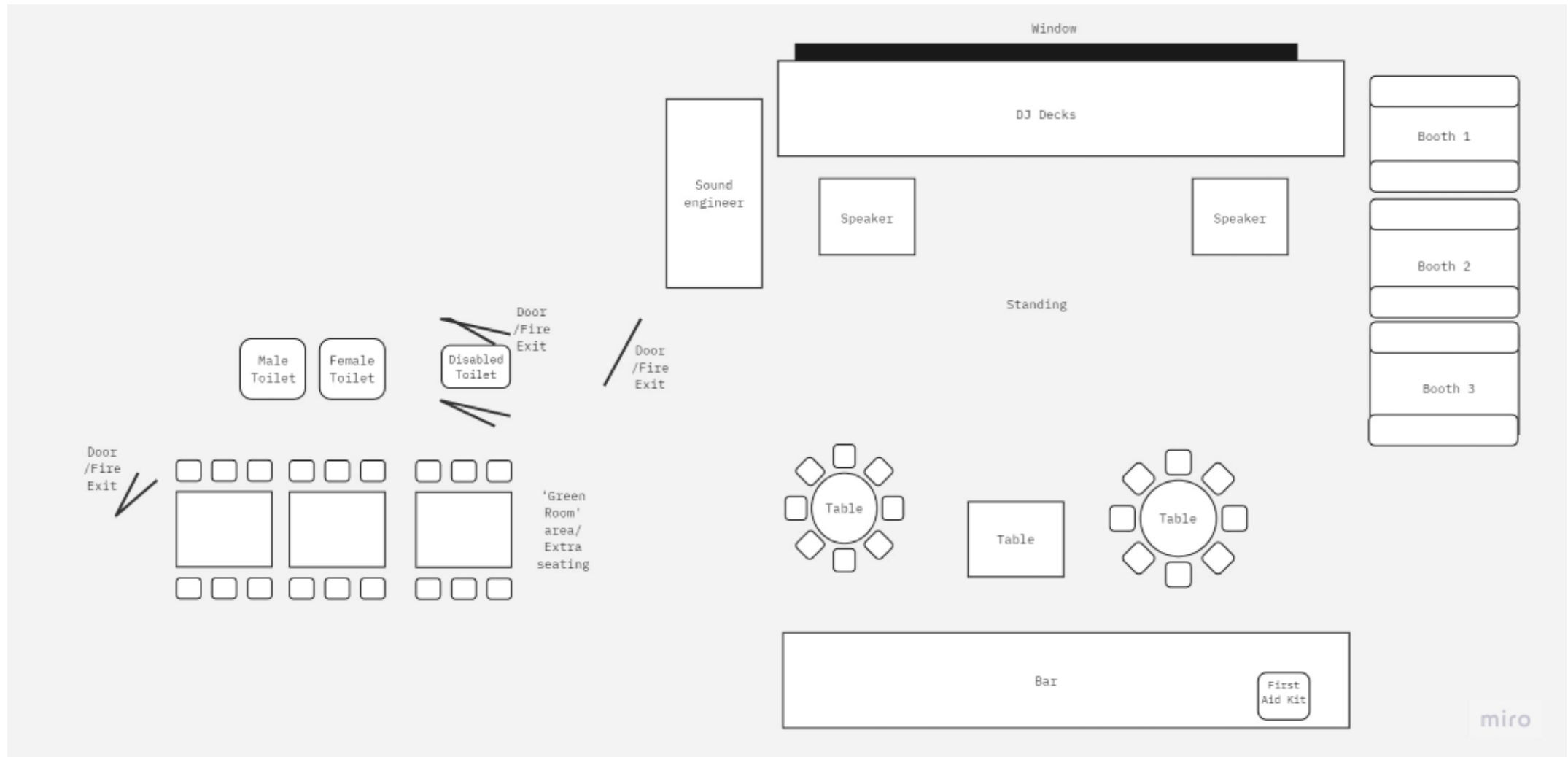
Event Management Plan: Reflection

No initial plan was created at the beginning or during the project. Upon reflection, and something that could have been a role of mine as administrator, working alongside the Event Coordinator, would have been to create a Gantt chart in order to better keep tasks to time. Below is a Gantt Chart made upon reflection of how we could have better managed the event planning.



Floor Plan

The below floor plan was created by me, using the tool 'Miro'. It depicts the set up of the café for the evening and clearly marks the fire exits, toilets and where the first aid kit is located.



Programming

Programming

Below are screenshots of the line up document created by Felix and completed by Rabia.

Set Up	
Venue Timesheet	Event
16:30 –17:00	LOAD IN
17:00 - 17:45	SOUNDCHECK -Order as decide best by sound tech
17:45 - 18:00	CREW H&S BRIEFING
18:00	DOORS OPEN

Venue Time Sheet	Event
23:00	Venue Program Finish
23:00 - 23:30	LOAD OUT

Acts			
Venue Time Sheet	Event	Position	Backline
18:30 - 19:00	Lilvi	Acoustic	Gtr amp, jack lead, sm48, mic stand, xlr
19:00 - 19:30	Marianne	Solo/ acoustic	Gtr amp, jack lead, sm48 x2, mic stand x2, xlr x2
19:30 - 20:00	Tia	Acoustic	SM48, mic stand, XLR
20:00-20:30	Tayah	Track	SM48, mic stand, XLR
20:30 - 21:00	Bushy	Track	SM48, mic stand, XLR
21:00 - 22:00	Zildjian	DJ	
22:00 - 23:00	Alex Rose	DJ	

Programming: Reflection

There was early discussion of including a house band for the 'live' half of the evening, to really distinguish the different sections, so there was an initial preference to book artists who were able to perform with a band. However, due to the lack of overall organisation, we were not able to be so selective and so eventually artists using backing tracks were selected to complete the line up. As we were also planning the event without a budget, we had to rely on students and friends who were happy to do so.

Regarding the curation of the line up, this was led by Rabia. There did not seem to be a strategy in terms of genre or purposeful intention regarding the range of genre. Typically, a music curator (specifically for music festivals) might spend time 'researching and sourcing new artists', taking 'an unbiased approach', all to consider the right 'fit' for the line up (Robertson 2023); this is a method I feel would have created better cohesion to the evening. A curator would also ensure to seek artists who were 'capable of a professional live performance' (Robertson 2023) and, from my experience of gigging, some of the acts were not as confident as others regarding their performance; had I taken more of a role within the curation, I would have considered this aspect. I do believe my experience would have been well placed within a curation role, and was something that I initially put my name next to but decided not to push forward over others due to my not wanting to clash with strong personalities. Despite this reflection, as a showcase, with most of our audience being students and friends, Rabia's approach worked out fine in this instance.

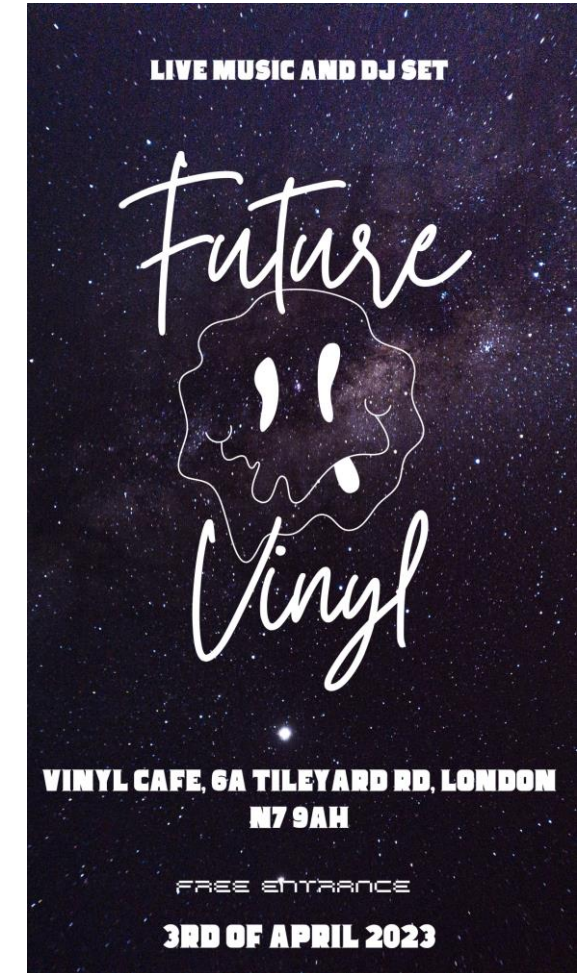
We did however also overlook booking a Host, so this is the role Rabia took on the evening as well. With a lack of experiencing in hosting, it was my reflection that this should have been more carefully thought out. A host should provide a 'thread' to run through the event, keep everything running smooth and provide 'context and shape' to the overall event (Strange 2021). I do feel this was lacking at *Future Vinyl*, and did suggest on the night for the host to deliver a clear introduction to what the event was, who each act were and provide a thank you after each act.



Marketing

Marketing

Marina took a lead on Marketing, her main interest being in flyer design. Here are some examples of what she created. No brief was discussed, apart from agreeing that we wanted it to look different to the usual Tileyard branding. Usually an image should be easy to read, use engaging imagery, stand out and also have a unique name (Discovery Music Group 2019). Marina definitely employed the strategy of creating original and striking imagery, also creating a great name for the event, however it is my reflection that some of the examples below are perhaps less easy to read than others and some of the design suggestions, although striking, seem somewhat random.

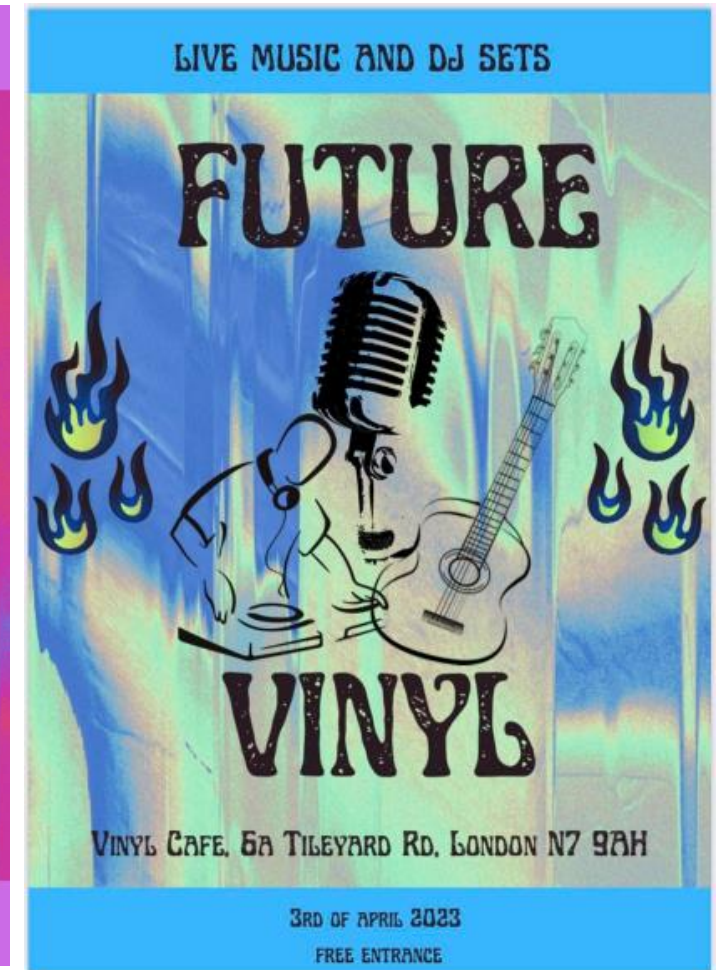


Marketing

The below image was the favourite of the group.



(Images: Pappalardo 2023)



Feedback was given by Robert that the image would suggest the event only consisted of a vinyl DJ set and so edits were made in consideration of this feedback (as above). However, upon seeing the edits, the group decided that the initial image was more striking due to its brightness and simplicity, and that social media promotion would go into further detail of the live element, including the announcement of the line up.

Marketing

The images were all resized for various uses (**Left**: Instagram stories, **Centre**: Instagram post, **Right**: Eventbrite banner). However, my suggestion would have been to also rearrange the iconography within each layout so the design elements were 'aligned and organized in a way that makes sense' regarding each sizing (Discovery Music Group 2019), rather than just leaving space at either edge for the longer formats.



(Images: Pappalardo 2023)

Marketing: Reflection

Despite the attention to detail gone into the flyer design, as a group, no marketing strategy was developed. This is a key part of a Marketing role and therefore something that should have been discussed early on in the event planning. A plan for marketing the event should have been created to ensure steady promotion. Due to the lack of this, promotion only started approximately two weeks before the event. I took the initiative of introducing Marina to Angie, TYE Marketing Manager, as well as creating the QR code for the posters as I'd noticed this had not been done.

Music Business event at Vinyl 3rd April Inbox x



Anna Cohen <annarcohen27@gmail.com>

to Angie, darcy, radu, marinapappalardo.z ▼

Hi Angie, Darcy and Radu,

Music Business are putting on an event at Vinyl on 3rd April and it'd be great if this could be shared on the TYE social media if that's ok?

My classmate Marina (in 'cc) is currently working on assets, so when she has them available would that be ok to post/share on your stories?

It'd also be great if there's a way to send as an email to the TY businesses - is this an option at all?

Thanks so much,
Anna and Marina

Screenshot of email sent from me to Angie Bhandal, Radu Munteanu and Darcy Poole on 15th March 2023.

Budgeting

Budgeting: Reflection

The below screenshot was a template uploaded by Felix for us to use as part of our budgeting. Full spreadsheet can be found [here](#).

EVENT PLANNING BUDGET				
EVENT:	Future Vinyl			
DATE:	03/04/23			
INCOME				
Partner Income	(Schedule 1)			£0.00
Sponsor Income	(Schedule 2)			£0.00
Merchandising				£0.00
Expense Reimbursements				£0.00
Total Income				£0.00
EXPENSES				
Artist Fees	(Schedule 3)		£0.00	
Crew Wages & Fees	(Schedule 4)		£0.00	
Venue Expenses	(Schedule 5)		£0.00	
Production Costs	(Schedule 6)		£0.00	
Supplies	(Schedule 7)		£0.00	
Transportation	(Schedule 8)		£0.00	
Insurance	(Schedule 9)		£0.00	
Other Expenses	(Schedule 10)		£0.00	
Pre & Post Event Expenses	(Schedule 11)		£0.00	
Misc.			£0.00	
SUB TOTAL EXPENSES				£0.00
Contingency	(5%)		£0.00	
TOTAL EXPENSES				£0.00
Net Profit (Loss)				£0.00
EVENT NAME:	*Vinyl Cafe* name tbc			

Upon reflection, this budget sheet did not seem to have been adapted for our event as some parts of the spreadsheet were not relevant. I believe a better use of time would have been for those in charge of budgeting to produce a document that depicts all the actual resources needed/used. As we were running this on a budget of £0, this could have been depicted with explanations of how those expenses were covered elsewhere.

Please see the next page for my example of this.

Budgeting: Reflection

Although Felix’s spreadsheet is more detailed, due to the lack of budget and costs that we were working with, the below table illustrates my suggestion on how the budgeting could have been depicted more accurately for our specific event, considering all potential costs.

Item	Average/Actual Cost	Cost to us	Covered
Artist Fees	£20/artist for 20 min set (based on ‘Casual Stage Rate’ per hour) (Musicians Union 2023)	£0.00	All artists agreed to play for free however tips were collected on the evening and £21 raised to pay each artist. [Appendix 3]
Venue Hire	£0.00 (Harrison 2023 – Appendix 1)	£0.00	Organised via Steve Cole and agreement made between them. Benefits of including our event at their venue on a Monday would be extra drink sales that otherwise would not usually be taken.
Backline	£400 – PA including microphone and guitar amp, CDJ hire (Sound Services 2023 and West Way Sound 2023)	£0.00	All backline equipment made available by TYE.
Sound Engineer	£50/hour (based on Musicians Union estimations)	£0.00	Sound Engineer made available by TYE.
Security	£20/hr (Quoted by Emily Hillier to Isabella)	£0.00	Covered as part of TYE budget.
Insurance	£66.00 (Events Insurance 2023 – Appendix 2)	£0.00	No further insurance needed as the venue holds this themselves.
Licencing	£12 PRS (PPL PRS 2023)	£0.00	Venue holds relevant licences that did not need any extra payment from us.

Therefore, if we had been putting this event on from scratch, the upfront costs would have been circa. £1200 and so to recupe rate these costs, tickets would have needed pricing and/or the group would have needed to look into sponsorship in order to be able to still provide the event as a free entry gig.

**Legalities:
Risk Assessment
and Licensing**

Risk Assessment

The below Risk Assessment was sent to us by Emily Hillier, Event Manager at Tileyard, and completed in part by Tileyard and in part by me. Screenshots below. Full document can be found [here](#).



VINYL CAFE RISK ASSESSMENT

HAZARDS	Who might be harmed and how?	What are you already doing?	Do you need to do anything else to control this risk?	Action by who?	Possible Affects/ Harm	Risk Level
Minor injury (cuts & grazes)	Staff/ Clients/ DJ / Guests / Security / Sound Engineer	First Aid Kits to be stocked and provided onsite, ready for use	Ensure any sharp or rough surfaces are made visible or safeguarded	~~Tileyard~~ London/Staff	Cuts, grazes	Low
Contacting or spreading coronavirus by not washing hands or not washing them adequately	Staff/ Clients/ DJ / Guests / Security / Sound Engineer	- Soap provided in both bathrooms - Hand sanitiser provided at the bar - Signage in both bathrooms to explain proper hand washing procedure - Ensure staff monitor guests and	- Currently no further action needed due to no formal requirements - Risk level assessed considering current covid rates	~~Tileyard~~ London/ Staff /Guests /Client	Contracting of coronavirus	Medium
Lighting	Staff/ Clients/ DJ / Guests / Security / Sound Engineer	Lighting check prior to event	Weekly lighting operational checks	~~Tileyard~~ London/ Staff	Electricity shocks, loss of light during performances	Low
Slips & trips	Staff/ Clients/ DJ / Guests / Security / Sound Engineer	- Maintain good housekeeping. - Cables mats used, avoid cable runs over pedestrian walkways. - Highlight any item such as protruding stands with hazard tape - Flooring regularly mopped and maintained to alleviate slippery surfaces	- All water supplies, ice machines and any liquids kept away from sockets and appliances. - Check around the bar trip hazards. - Check the stage for loose cables and trip hazards. - Check routes/floors for running cables and secure with tape.	~~Tileyard~~ London/ Staff / Client	Slips, trips	Medium

Licensing

Below is a screenshot of the Premises licence that allows Vinyl café to sell alcohol. Full document can be found [here](#).



Tileyard Studios Cafe Ltd
2 Mountview Court
30 Friern Barnet Lane
London
N20 0YZ

This matter is being dealt with by:
Carol Jones

Dear Tileyard Studios Cafe Ltd

LICENSING ACT 2003

RE: VINYL CAFE, GROUND FLOOR, UNIT 6A TILEYARD STUDIOS, TILEYARD ROAD, ISLINGTON, LONDON, N7 9AH.

The Licensing Authority has agreed to grant your application for a Premises Licence for the above named premises. Please find enclosed a copy of the licence and the summary of the licence. The licence authorises the licensable activities specified on the licence, subject to any conditions attached to the licence.



ISLINGTON

Licensing Team
Public Protection Division
222 Upper Street
London
N1 1XR

T 020 7527 3031
F 020 7527 3430
E licensing@islington.gov.uk
W www.islington.gov.uk

Our ref: LN/000013206

Date: 26th November 2015

Your attention is drawn to the following requirements:

- The licence must be kept at the premises under the control of either the licence holder or an employee providing they have the written authorisation of the licence holder to do so.
- The summary of the licence must be prominently displayed on the premises, together with a notice specifying the position held of any employee authorised to keep the licence at the premises.
- An annual fee is payable in respect of the licence and must be paid to Islington each year on the anniversary of its original grant. Your annual fee is £180.00.
- The holder of the premises licence must notify the Licensing Authority if there is any change in the name or address of the licence holder, or where applicable, the name or address of the designated premises supervisor.

If you are considering making any changes to the premises you are advised to contact the Licensing Team in the first instance as the changes may require you to make a variation application. If you are considering making substantial changes to the premises you may need to make a new premises licence application.

PLEASE BE AWARE that your Designated Premises Supervisor must hold a personal licence or you will be breaking the conditions of this licence and therefore trading illegally.

You are advised that if you allow the premises to be used for licensable activities other than in accordance with this licence you may render yourself liable to prosecution. A person found guilty of such an offence is liable to a maximum fine of £20,000 and or 6 months imprisonment.

Jones (2015)

Licensing

In order to play live music at the venue, the venue also needs a PRS licence. This is something that Tileyard London hold for the whole of its premises.



Emily Hillier

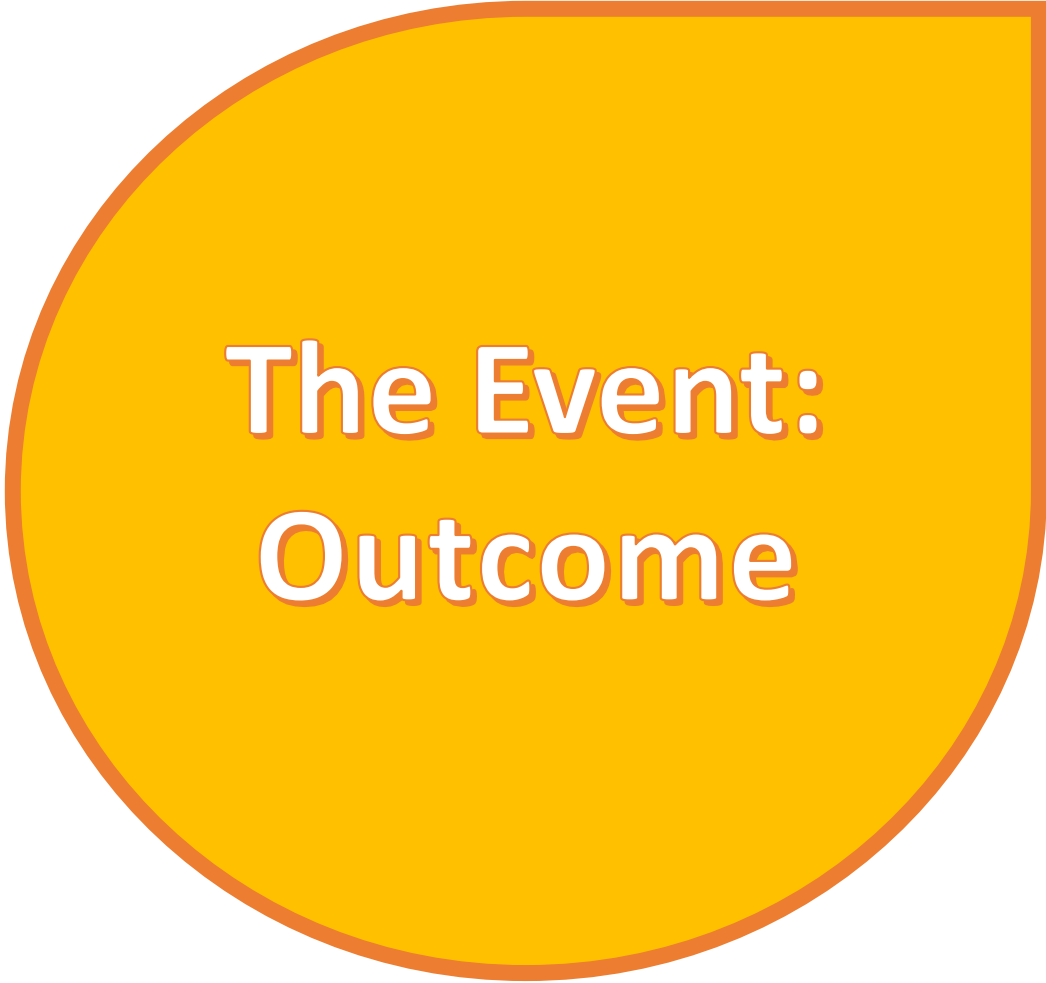
to me, Pippa ▼

6 Apr 2023, 18:28 (4 days ago)



I've just spoken to Vanya and shes mentioned that the PRS license isn't available as its under another account which covers the whole of Tileyard. So we're unable to provide that information unfortunately.

Screenshot of Email sent to me on 6th April 2023 from Emily Hillier, Event Manager at Tileyard London, detailing the PRS licensing for TYL.



The Event: Outcome

The Event

Overall, the event was a success, with close to 100 attendees, £105 raised for artists from a collection 'bucket' (and a portable card machine) and everything running smoothly. Despite the delay at the beginning, once decisions had been made, teamwork was displayed in getting the event past the final hurdle, with notable credibility due to Isabella for final parts of the event coordination and Rabia for organisation of artists and backline, as well as assisting in marketing. Below are photos from the event.



Tia and Jakub



Tayah



Bushy with Rabia



Guests



Lilvi and Guy



Marianne



DJ Zildjian



Bibliography

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Appendices

Appendix 1



Pippa Harrison

to me ▼

6 Apr 2023, 11:47 (4 days ago)



Hey Anna,

Congratulations on a fantastic event, everyone had such a great time!

Sure, I'm happy to help!

If you were an outside company approaching to do an event, it really depends on the nature of the event.

If somebody wants to book the space inside our busiest working hours Monday-Friday 9am-5pm then we charge £80per hour, this is the same for weekends. Weekdays between 5pm and 11pm we usually don't charge because events benefit us. If you want the space entirely hired for a private booking (as in if the Tileyard residents aren't allowed in) then we also occasionally charge a fee.

Let me look into the licensing and insurance costs and get back to you! If you need anything else let me know!

Kindest,

Pip x

Appendix 2

TOTAL VISITORS	PREMIUMS			
	£1M	£2M	£5M	£10M
UP TO 100 ATTENDANCE PER EVENT	○ £66	○ £94	○ £130	○ £172
UP TO 250 ATTENDANCE PER EVENT	○ £89	○ £130	○ £174	○ £229
UP TO 500 ATTENDANCE PER EVENT	○ £116	○ £174	○ £231	○ £285
UP TO 1,000 ATTENDANCE PER EVENT	○ £174	○ £231	○ £288	○ £343

Screenshot from Events Insurance detailing the premiums for Public Liability Insurance.

Appendix 3

Screenshot taken from ‘Sum Up’ sales report for Monday 3rd April and iPhone Notes that detail what people paid and if they requested their tip go to a specific artist.

Sales

Transactions

Payouts

Monday, 3 April 2023

£99.00

VISA

Custom amount

£5.00 >

✔ Paid out · 21:14

Mastercard

Custom amount

£5.00 >

✔ Paid out · 20:47

Mastercard

Custom amount

£5.00 >

✔ Paid out · 20:45

Mastercard

Custom amount

£2.00 >

✔ Paid out · 20:44

VISA

Custom amount

£3.00 >

✔ Paid out · 20:43

VISA

Custom amount

£5.00 >

✔ Paid out · 20:42

Mastercard

Custom amount

£5.00 >

✖ Failed · 20:16

Mastercard

Custom amount

£5.00 >

✔ Paid out · 20:14

Mastercard

Custom amount

£10.00 >

✔ Paid out · 20:14

Home

Checkout

Sales

< Notes

13 April 2023 at 17:47

Share icon

More icon

Money for band vinyl

£2 Marianne

5 everyone

5 Marianne

10 everyone

5 everyone

2 everyone

5 Marianne

5 everyone

5 everyone

5 everyone

10 everyone

10 everyone

5 everyone

5 everyone

5 everyone

5 everyone

5 Tayah

5 everyone

5 bushy

£111

12 Marianne

5 Tayah

5 bushy