

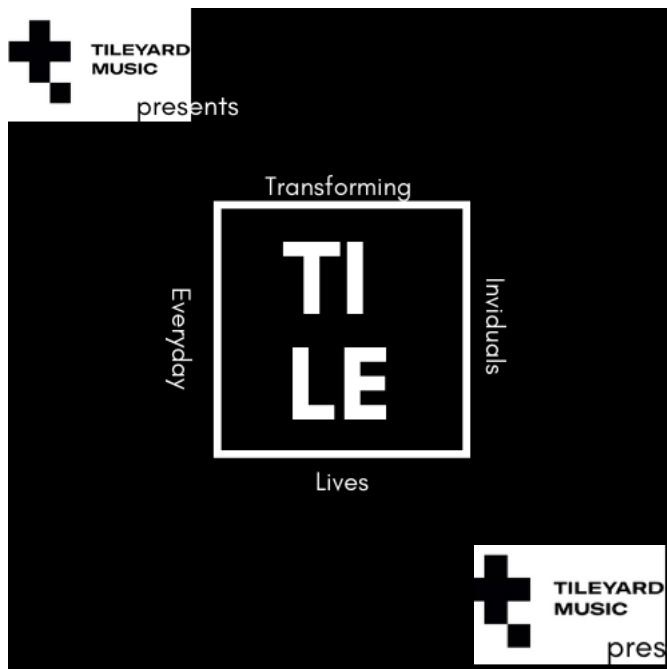
Name: Dami Dina
Student ID: 2009625

Portfolio: Organisation of Event at Tileyard Studios

Live Event Management

BMTY7005

TUTOR: Natalie Smith



Name: Dami Dina
Student ID: 2009625

Our group was asked to prepare and produce a '1-day cross media cultural live event held at Tileyard Studios'. This portfolio will include artefacts explaining and showing how we arranged and organised our Budgeting, Licensing, Staffing, Programming, Marketing and Floor Management for this assessment.

Our first objective in our first meeting was to first figure out what our event at Tileyard would entail. I pitched idea of a 'workshop' for the day event. This idea was inspired by the fact that before joining Tileyard during the middle of the pandemic there was no real way for some of us students to really see all that Tileyard could offer, not only as a university but as a music collective. The Tileyard compound has a collective of organisations in the music space and as a music enthusiast before becoming a music business student I saw Tileyard as an area of unlimited opportunity.

This workshop event was developed to integrate the most informative, important and available companies on the premises to give informative details about areas of expertise they are involved in within the industry. This event from the onset was made to be as interactive as possible so we made sure the date of the event (23/07/21) was well after the proposed 'lock-down free' date by the government (21/06/21). We felt a month away would give us enough breathing room to promote the event, entice people to buy tickets and leave time for any unforeseen events or jurisdictions proposed by the government.

Our idea of a 'Workshop' then developed into not only an event to show what The Tileyard complex could offer but to also show what the Tileyard Education students can offer. As a result, we came up with the Day-Night aspect. The Day compiling all the companies on the complex giving workshops and then the Night aspect showcasing a few of the Tileyard Students through a Concert held in the Gallery. An almost instantaneous transition occurred to the name of this event. Aston made mention of

Name: Dami Dina
Student ID: 2009625

making sure the brand of 'Tileyard' was easily identifiable by the name. After shuffling names around we came to a group decision of using the acronym T.I.L.E (Transforming Individuals' Lives Everyday). We immediately conducted a lot of meetings (APPENDIX H) and compiled concepts on how to execute the initial ideas we came up with. Our first mode of action was to devise a Programme as well as an appropriate checklist of licences we would need for the event (Appendix A). Alex and I were in charge of this area, Alex formulated a list of licenses we would need for the overall event to take place whilst I calculated a practical time for T.I.L.E to be conducted.

Alex let us know that the two licenses needed the most would be a music license for the music played at the 'night' event and a Temporary Event Notice (Appendix C) from the Islington Authorities as because Tileyard falls on the border of the London Boroughs of Camden and Islington but falls under the Islington Authorities for licensing. Other licenses such as Alcohol and Premises license for the Vinyl Bar & Café are already held by the said location. However, the Temporary Event Notice only allows us to carry out activities on unlicensed premises for Capacities under 500. Meaning we had to make sure this capacity for the 'Day' event is limited to 499 people within our budget and as shown in Appendix G the Gallery can only hold up to 200 people, which is within the Temporary Event Notice limit.

We promptly moved on to find out how we were going to fund the night event and how we intended on turning a profit. I suggested an idea of getting some of the companies in the workshop event to sponsor us by lending us some equipment. Additionally, we needed to figure out the total costs of alcohol, additional equipment and security. We also needed to find a marketable and affordable way to pitch the ticket price to individuals inside and outside of Tileyard Education. We decided to conduct a survey with Tileyard students to figure out the price range they would feel comfortable paying for individual tickets for the Day workshop event and the Multi ticket for the Day and Night Event.

Name: Dami Dina
Student ID: 2009625

After conducting surveys on several random students to find out what they would want to see from an event like this, in terms of the price and service, we were also able to find out a price range as well as find out how many students were interested in attending the event so we could have more specific and targeted marketing. As seen in Appendix E we decided to split the tickets into three separate types: Day (£25), Night (£25) & Entire Event tickets (£35). To manage the return gained from this event we also decided to have a limited supply of each ticket to make sure we make a return on the entire event as well as make sure we do not exceed capacity for each event. However, as this is an event aimed at student of Tileyard or student who may be interested in joining the Education sector we are offering discounts (£20), (£20), (£25) respectively.

With 450 total tickets available (see appendix E for the split) we are able to see an approximate £12,550 net gross from the ticket end. With a further look at Appendix E, we can see the predicted expense as well as a predicted profit margin. I was in charge of calculating how much we would spend on the entertainment for the Night event. I came to the conclusion that an affordable and smart way to go around out entertainment would be to hire professionals from the Tileyard course who are aiming to be in this profession, hence them undertaking further study to sharpen their knowledge and experience already accrued. My method of choosing was to email the most experienced performers and DJs with a price we are able to afford but also making sure that they are prepared to be flexible for us. We ended up with 2 great performers Celine Love and Cathal Reynolds. Whom would be starting off the first 2 hours and a half of our Night event. We needed a Host for the whole night, and we landed the very experienced Gustavo Navarro. Most of our budget will be going to Celine and Gustavo as they will be engaging the crowd the most from the very beginning of the event and asked to carry the event into the DJ Set. Shafkkat was chosen to headline the DJ set into the night with Gustavo hosting. All artists I chose

Name: Dami Dina
Student ID: 2009625

have played more than four paid live gigs and were willing enough to help us lower the price if we provided Food and drink for them (which will come out of our food and drink budget). Appendix B shows the predicted schedule of the Night event

All that was needed for me and Alex to do is finish applying for the licenses for the event. As seen in Appendix C we filled out the form for the Temporary Event Notice, however when we tried to apply for a Music License, we did not hear back within a week, so we are still holding out hope. Food and alcohol licenses are held by Vinyl Café which why we did not apply for our own individual one. In hindsight I do believe that we would have been able to acquire the music licence on time if we applied at the very beginning instead of waiting until everything was finished planning. It was a music event so we most definitely knew we would need that license hence why we should have applied for it from the get-go, and this was valuable learning experience.

Finally, I helped Caitlin decide how we should schedule the events and making sure we achieve the 5 W's which can be seen in Appendix G. Doing this helped us reflect on things we may have done differently or changed our approach to. From this we discussed that besides applying for the licenses immediately we would have also tried to add limited type tickets for people of importance we could invite to the events from the prominent businesses on the workshop. This could allow us to build relationships, allow the businesses to see what we have to offer for further partnerships and also allow us to add some prestige to the event. Additionally, we agreed that we should have also gone beyond just surveys to students for our promotional campaign, we should have tried to access other undergraduate students or fresh graduates from other universities to see if this is something they would have been interested in.

APPENDIX (A)

Event Management Plan

Event Name: TILE

Event Date: 23.07.2020 - 24.07.2020

Event Location: Tileyard Studios, Kings Cross, London, N7 9AH

Event Purpose: Music workshops followed by a summer / showcase party

Introduction:

The purpose of this document is to give notes and guidance to event organisers and planners, to successfully host an event at Tileyard Studios, London. The specific event details, roles and responsibilities, check list are all provided below.

Event Details:

Time of the event: 10.30 am - 2 am.

What is the event audience: Mid teens - late 20s. Interests in music.

How many people will attend: Up to 499 people.

Is the day event ticketed: £25 single, £35 for both.

Is the evening event ticketed: £25 single, £35 for both.

Is there a student discount: £20 for single tickets, £25 for both.

How many workshops will take place: 16 businesses will be given workshop slots.

How many acts will perform in the evening: 2 hosts and 3 performers.

How many entrances/exits are there: 1 entrance and 1 exit.

Team Roles and Responsibilities:

Event Plan Manager: Caitlin Skea

Social Media Director: Caitlin Skea

Floor Management: Dami

Programmer: Dami

Marketing Director: Aston New

Organisational Manager: Aston New

Licensing Manager: Alexandru

Budgeting Manager: Alexandru

Check List:

Venue booked ☐

Timings of workshops finalised ☐

Businesses confirmed ☐

Event budget finalised ☐

Event marketing campaign finalised ☐

Speakers, presenters, acts all booked ☐

Organised insurance and health and safety compliance ☐

Catering organised ☐

Audio visual, lighting and staging organised ☐

Hired event staff ☐

Volunteers hired ☐

Local or industry press contacted ☐

Licences confirmed ☐

Necessary marketing completed ☐

Reviewed and analysed event success ☐

APPENDIX (B)

PROGRAMME FOR WORKSHOP		PROGRAMME FOR SHOWCASE PARTY
10:30 – 11 am: Registration 11:00 – 11:50 am: Cafe - Zan Zan Gallery - Good Groove Studio - Haart Media 12:00 – 12:50 pm: Cafe - Studio Suss Gallery - Ultra Music Studio - Be-Hookd Digital 13:00 – 13:50 pm: Gallery - Good Soldier Studio - Apple Music 13:50 – 15:00 pm: Lunch break 15:00 – 15:50 pm: Cafe - Tileyard Health and Wellness Gallery - Lucid Online Studio - MOBO Trust 16:00 – 16:50 pm: Cafe - The Hive Gallery - CD Baby Studio - Pioneer DJ 17:00 – 17:50 pm: Cafe - Peninsula films Studio - Red House Production 18:00 – 18:30 pm: Debrief in the Gallery (Those with tickets can get further information, help and advice)	TI LE TI LE <i>after dark</i>	20:00 – 20:10pm: Introduction from Host Luis Gustavo & Silva Navarro 20:10 – 20:55 pm: Opener Cathal Reynolds 21:00 – 22:25 pm: Headliner Celine Love 22:30 – 23:00 pm: Transition Gustavo 23:00 – 2:30 am: DJ Set SHAFKKAT

APPENDIX (C)

Islington Temporary Event Notice Licensing Act 2003		For help contact licensing@islington.gov.uk Telephone: 020 7527 3031
		
* required information		
Section 1 of 9		
You can save the form at any time and resume it later. You do not need to be logged in when you resume.		
System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	TILE EVENT	You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.
Are you an agent acting on behalf of the applicant?		Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.
☐ Yes ☒ No		
Applicant Details		
* First name	Alexandru Madalin	
* Family name	Oprisanu	
* E-mail	madalin.oprisanu@gmail.com	
Main telephone number	07460121343	Include country code.
Other telephone number		
☐ Indicate here if you would prefer not to be contacted by telephone		
Are you:		
☒ Applying as a business or organisation, including as a sole trader		A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.
☐ Applying as an individual		
Applicant Business		
Is your business registered in the UK with Companies House?		Note: completing the Applicant Business section is optional in this form.
☒ Yes ☐ No		
Registration number	05794102	
Business name	TILE	If your business is registered, use its registered name.
VAT number	-	Put "none" if you are not registered for VAT.
Legal status	Private Limited Company	

Section 2 of 9		
APPLICATION DETAILS (See also guidance on completing the form, general notes and note 1)		
Have you had any previous or maiden names?		
☐ Yes ☒ No		
* Your date of birth	29 / 03 / 1994 dd mm yyyy	Applicant must be 18 years of age or older
National Insurance number	ST 94 07 03 R	This box need not be completed if you are an individual not liable to pay UK national insurance.
Place of birth	Romania	
Correspondence Address		
Is the address the same as (or similar to) the address given in section one?		
☒ Yes ☐ No		
Building number or name	512 Vantage Building	If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.
Street	Station Approach	
District		
City or town	Hayes	
County or administrative area	Middlesex	
Postcode	UB3 4FA	
Country	United Kingdom	
Additional Contact Details		
Are the contact details the same as (or similar to) those given in section one?		
☒ Yes ☐ No		
E-mail	madalin.oprisanu@gmail.com	If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.
Telephone number	07460121343	
Other telephone number		
< Previous 1 2 3 4 5 6 7 8 9 Next >		

* required information

Section 3 of 9

THE PREMISES

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

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). [\(See also guidance on completing the form, note 2\)](#)

* Does the premises have an address?

☒ Yes ☐ No

Address

Is the address the same as (or similar to) the address given in section one?

☐ Yes ☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

* Building number or name
* Street
District
* City or town
County or administrative area
* Postcode
* Country

* Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)?

☒ Neither ☐ Premises licence ☐ Club premises certificate

Location Details

* Provide further details about the location of the event

If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, give a description and details below [\(see also guidance on completing the form, note 3\)](#)

 ISLINGTON	Islington Temporary Event Notice Licensing Act 2003	For help contact licensing@islington.gov.uk Telephone: 020 7527 3031
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* required information

Section 4 of 9

LICENSABLE ACTIVITIES

State the licensable activities that you intend to carry on at the premises
[\(see also guidance on completing the form, note 6\):](#)

☐ The sale by retail of alcohol

☒ 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

☒ The provision of late night refreshment

☐ The giving of a late temporary event notice

[\(See also guidance on completing the form, note 7\).](#)

Late notices can be given no later than 5 working days but no earlier than 9 working days before the event.
[\(See also guidance on completing the form, note 8\).](#)

Event Dates

There must be a period of at least 10 working days between the date you submit this form and the date of the earliest event when you will be using these premises for licensable activities.

State the dates on which you intend to use these premises for licensable activities
[\(see also guidance on completing the form, note 9\)](#)

Event start date

23

/

07

/

2021

dd mm yyyy

Event end date

24

/

07

/

2021

dd mm yyyy

The maximum period for using premises for licensable activities under the authority of a temporary event notice is 168 hours or seven days.

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock)

12Pm to 3 AM

[\(see also guidance on completing the form, note 10\)](#)

Continued from previous page...

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

499

Note that the maximum number of people cannot exceed 499.

[\(see also guidance on completing the form, note 11\)](#)

If the licensable activities will include the supply of alcohol, state whether the supplies will be for consumption on or off the premises, or both

[\(see also guidance on completing the form, note 12\):](#)

- ☒ On the premises only
☐ Off the premises only
☐ Both

< Previous 1 2 3 4 5 6 7 8 9 Next >



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Temporary Event Notice
Licensing Act 2003

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Telephone: 020 7527 3031

* required information

Section 5 of 9

RELEVANT ENTERTAINMENT [\(See also guidance on completing the form, note 13\)](#)

State if the licensable activities will include the provision of relevant entertainment. If so, state the times during the event period that you propose to provide relevant entertainment

The music will be on since 12PM to 3 AM.

< Previous 1 2 3 4 5 6 7 8 9 Next >



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Temporary Event Notice
Licensing Act 2003

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Telephone: 020 7527 3031

* required information

Section 6 of 9

PERSONAL LICENCE HOLDERS [\(See also guidance on completing the form, note 14\)](#)

Do you currently hold a valid personal licence? ☐ Yes ☒ No

< Previous 1 2 3 4 5 6 7 8 9 Next >

* required information

Section 7 of 9

PREVIOUS TEMPORARY EVENT NOTICES [\(See also guidance on completing the form, note 15\)](#)

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

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 ☐ Yes ☒ No
b) Begins 24 hours or less after the event period proposed in this notice?

< Previous 1 2 3 4 5 6 7 8 9 Next >

* required information

Section 8 of 9

ASSOCIATES AND BUSINESS COLLEAGUES [\(See also guidance on completing the form, note 16\)](#)

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

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

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

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:

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

☐ Yes

☒ No

* required information

Section 9 of 9	
CONDITION (See also guidance on completing the form, note 18)	
It is a condition of this temporary event notice that where the relevant licensable activities described in Sections 4 and 5 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.	
PAYMENT DETAILS	
This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card. This formality requires a fixed fee of £21	
DECLARATION (See also guidance on completing the form, note 19)	
* 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 connection with this temporary event notice and that a person is liable on conviction for such an offence to a fine up to 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 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 ☒ Ticking this box indicates you have read and understood the above declaration This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"	
* Full name	Alexandru Madalin Oprisanu
* Capacity	Event Manager
* Date	06 / 03 / 1994 dd mm yyyy
Full name	Aston New
Capacity	Event Manager
Date	06 / 03 / 1994 dd mm yyyy
	Remove this signatory
Full name	Caitlin Skea
Capacity	Event Manager
Date	06 / 03 / 1994 dd mm yyyy

Name: Dami Dina
Student ID: 2009625

Continued from previous page...

Remove this signatory

Full name

Dami Dina

Capacity

Event Manager

Date

06 / 03 / 1994
dd mm yyyy

Remove this signatory

Add another signatory

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/temporary-event-notice/islington/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

< Previous 1 2 3 4 5 6 7 8 9

APPENDIX (D)

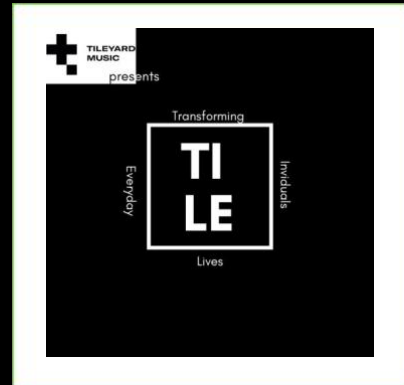
Staffing

Event managers

Alexandru Madalin Oprisanu
Aston New
Caitlin Skea
Dami Dina

Staffing for both events to include:

Site manager
Site crew
Stewards
Volunteers
Production Manager
Volunteers/Volunteer Coordinator
Artist Relation team
Security/Security Manager
Stage Manager/Stage Management
Wardrobe
Hospitality Manager
Chef/Kitchen Staff
Food Vendor Manager
Box Office Manager /Box Office Team
Parking Manager
Accountant/Finance Team
First Aid
Media and Press Team
Marketing Team
Hosts
Talent (Bands, Singer, DJ'S)
Workshop Leaders
Reception/Administration Staff
Set and Stage designer
Production (Sound, Audio, LX)
Service Staff
Cashier staff



Name: Dami Dina
Student ID: 2009625

APPENDIX (E)

Predicted Balance Sheet			
		Expense	Profit
Day Event	Food and Drink	£1,596	£0
	Vinly Café Profit Share		£281.25
Evening Event	Food and Drink	£0	£0
	Vinyl Café Profit Share	£0	£2,812.50
	Entertianment	£880	£0
	License	£300	£0
Tickets			£12,550
Total		£2,776	£15,643.25
Outcome (Profit)			£12,867.25

Food and Drink Cost							
	Type of Food	Shop	Number of Packs	Pack of	No' of Servings	Price	Total Cost
General Public	Mixed Sandwich Classic Platter	Costco	20	32	640	£18	£360
	Mixed Wrap Platter	Costco	8	48	384	£27	£216
Vegetarian	Vegetable Snack Pack	Waitrose	5	15	75	£8	£40
Dessert Veg + General	Profiterole	Costco	10	12	120	£24	£240
Drink	Sparkling Water	Costco	20	24	480	£18.50	£370
	Still Water	Costco	20	24	480	£18.50	£370
Total Cost							£1,596
Cost Per Person							£3.19

Cost Per Person is calculated as Total Cost divided by the Total Number of People (499)

Entertianment Costs			
	Name	Performance Cost	Transport
Host	Luis Gustavo Silva Navarro	£200	£0
Opener	Cathal Reynolds	£150	£0
Headliner	Celine Love	£250	£30
DJ Set	SHAFFKAT	£250	£0
Total		£850	£30
£880			

No'	Type of licence	Cost
1	TheMusicLicence	Pending
2	Temorary Event Notice	£180

Name: Dami Dina
Student ID: 2009625

	Types of Tickets	Price		
Entire Event	General	£35		
	Students	£25		
Day Event	General	£25		
	Students	£20		
Evening Event	General	£25		
	Students	£20		
	Predicted Outcome		Tickets available	Total Income
Entire Event	General	£35	150	£5,250
	Students	£25	120	£3,000
Day Event	General	£25	80	£2,000
	Students	£20	20	£400
Evening Event	General	£25	60	£1,500
	Students	£20	20	£400
Total No' of Tickets			450	
Total				£12,550

APPENDIX (F)

Vendor list:

1. Good Groove
The Production company behind Corinne Bailey Rae, the production house produces music and also manages songwriters and artists.
2. Ultra Music
Ultra music is a worldwide music entity composed of Ultra music, Utra Publishing and Empire Artist Management, it is one of the leading independent electronic labels. Ultra Music is one step ahead in the world of dance music. Its roster includes Kygo, Kascade. Kaleem Taylor.
3. Peninsula films
Peninsula Films is a London based independent film and television production company. Established in 1991, we make high impact broadcast television shows, reality shows, web only programmes, as well as drama for the small and big screen, both in the UK and internationally.
4. Zanzan
ZanZan eyewear brand that is designed in a London studio and 100% handmade in the specialist workshops of Valdobbiadene, a small town in the alpine meadows of Northern Italy. Each finished frame is then individually shaped, balanced and hand-polished to make sure the wearer has the feeling of wearing something really special every time they wear their ZANZANs.
5. Good Soldier /Good soldier songs
Good Soldier Songs is a music publishing company, with a record label arm known as Good Soldier Records. Good Soldier Songs was set up by Christian Tattersfield in 2003. Its roster includes the 1975, Birdy & Biffy Clyro.
6. The Hive
Launched in 2014, The Hive Management is a London based model agency representing an exciting board of unique and inspirational faces.
The Hive maintains a strong focus on scouting new talent, recognising potential straight away. We provide the support and development needed to take our new faces to international success and our models can be seen in campaigns, editorial and on catwalks worldwide.
The owners and founders – Laura Murphy, Nicole Kersh and James Mac – have over 30 years combined experience in talent management. A dedicated and ambitious team, we are committed to nurturing our models to reach their full potential and more.
7. Red house productions
Red House is an events and production company focused on delivering brand experiences, fashion shows and unique projects to the luxury creative industries, globally.

8. Be-Hookd Digital

Be-Hookd Digital is the leading entertainment digital agency living at the intersection of brands, celebrities and superfans. They Create content driven campaigns. They are a leading digital entertainment agency living at the intersection of brands, celebrities and superfans. They create content driven campaigns. Managing the online presence of the world's leading entertainment talent and their relationships with audiences and brands.

9. Studio Suss

Studio Suss is an interior design studio which places sustainability at the core of its practise. Based in King's Cross, London, we work with clients who share our belief that interiors work on two levels – they need to function seamlessly, and they need to look and feel extraordinary.

10. Lucid Online

is an independent, London-based PR agency specialising in music and branding across online and print. Working across both major labels and emerging talent, since 2013 we have developed a reputation for breaking acts in a credible way and delivering campaigns with close consultation with management. Handling all aspects of publicity, from bespoke creative features and interviews, to photo-shoots and cover features, across national print press and global online outlets, we strive to think outside the box and bring a fresh perspective to deliver impactful, innovative campaigns that elevate our artists.

With our close links to the branding world, our activations have linked our clients with key labels including Stüssy, Kiehl's, Fiorucci, Pu

11. CD Baby

CD Baby gets independent artists paid weekly for their music in all the ways musicians earn money today: streaming, downloads, video monetisation, publishing royalties, physical sales, sync licensing and more. Over the past two decades, it has grown to become the largest global distributor of independent music, publishing rights administrator to over 1m songs, the go-to artist educational resource on topics such as music marketing, rights management and more, and one of the most trusted names in the industry.

12. Pioneer DJ

Since producing our first product for professional DJs in 1994, Pioneer DJ has become renowned for market-leading DJ products and software. Today, we offer a range of products to the diversified DJ scene, which includes beginner to pro-grade industry-standard controllers, players, mixers and effectors to help achieve our mission to inspire and entertain music lovers from across the world.

13. Hart-Media

Following a successful four-year tenure as a Regional plugger & promoter for EMI, Jo Hart went on to help set up the highly successful Size Nine Promotions. Three years later she decided to go it alone and created Jo Hart PR in July 1997. From these seeds Hart Media was born. Hart Media leads the way in Regional, Specialist (National and Regional) Student/College/University and Online Radio promotions. Along with Online PR, Management Consultancy, International Promotions and Publishing. In the years since its inception, it has built up rock-solid foundations with the key players in the Music and Radio industries and excels in getting the very best results for its artists. Hart Media prides itself on

the close relationship it has with its Heads of Music, Specialist DJs, Online PR and Student/College/University DJs. These are relationships that have been nurtured and developed through the years thanks to Hart Media's friendly, knowledgeable and diligent team. Over the years Hart Media has been behind the success stories of campaigns for Blondie, Jamie Cullum, Britney Spears, Jools Holland, The Gossip, Agnes, The Proclaimers, Gallows, Moloko, Bob Sinclar, The Pretenders, Gary Jules, Justin Timberlake, M People, Dame Shirley Bassey, Enter Shikari, Roll Deep, The Overtones, Johnny Marr, Bernard Butler, Siouxsie Sioux, Nick Cave & The Bad Seeds, Usher, Alison Krauss, Sash!, Robert Miles and Republica to name but a few.

14. Apple Music Radio

Worldwide. Always on. Listen live for free or anytime with an Apple Music subscription.

15. Tileyard Health and Wellness

Offers a complete package of health and wellbeing rather than a one-dimensional fitness centre. The three dimensions of the centre include Training Studio, Spa & Beauty & Massage (Osteopathy, Rehabilitation and Sports Massage).

16. MOBO Trust

Mobo trust since its inception in 1996, the MOBO Awards has truly become one of Europe's biggest Music Award ceremonies, and perhaps the most important and influential event for music makers and fans. Celebrating excellence in music for more than 20 years, MOBO continues its rich legacy and ongoing growth as the premiere outlet for recognising and honouring the artistic and technical achievements of exceptional British and international talent in the musical fields of Hip Hop, Grime, RnB/Soul, Reggae, Jazz, Gospel, and African music. Beyond the awards, MOBO supports undiscovered talent in music via MOBO UnSung, and across the wider creative industries via the MOBO Season and MOBOvation Talks, alongside our newly established charity, MOBO Trust, which aims to support young people in the creative industries via a MOBO Fund and an all-new MOBO Academy

APPENDIX (G)

WHAT?

T.I.L.E (TRANSFORMING INDIVIDUALS' LIVES EVERYDAY) IS A PAID ALL-DAY EVENT FOCUSED ON MUSIC INDUSTRY BUSINESSES OPERATING ON THE TILEYARD CAMPUS IN KINGS CROSS, LONDON. THE EVENT WILL SPAN THE ENTIRE DAY AND EVENING ON THE 23RD OF JULY 2021. THE PROGRAMME WILL SEE UP TO 500 GUESTS SPREAD ACROSS THE DAY AND NIGHT EVENT. EXCITING LIVE PERFORMANCES WILL BE AT THE HEART OF THE NIGHT EVENT, WHILST THOUGHT PROVOKING WORKSHOPS WILL BE THE MUST SEE FOR THE DAY EVENT. SOME OF THE BEST TILEYARD HAS TO OFFER FROM THE BUSINESS SIDE AND FROM THE STUDENT SIDE WILL BE ON FULL DISPLAY DURING THIS EVENT AND WILL BE VERY INFORMATIVE FOR PROSPECTIVE STUDENT AS WELL AS BUSINESSES THINKING OF JOINING THE CAMPUS.

WHO

T.I.L.E IS DEVOTED TO SHOWING OUTSIDE AND INSIDE MEMBERS OF TILEYARD WHAT THE COMMUNITY HAS TO OFFER. ORGANISED BY 4 MUSIC BUSINESS STUDENTS AND INCLUDING 7 EXTRA STUDENTS PERFORMING AND 15 ORGANISATIONS ON THE CAMPUS THIS IS TO HIGHLIGHT HOW SOMEONE WHO WANTS TO BE PART OF A LOVING COMMUNITY COULD BENEFIT

WHY

WE BELIEVE THAT **T.I.L.E** CAN SHOW WHAT IT MEANS TO BE PART OF A COMMUNITY. IN THE MUSIC INDUSTRY, COMMUNITY IS THE MOST IMPORTANT THING AS THERE ARE YEARS OF STRUGGLES THAT COULD BE AVOIDED BY HELPING EACH OTHER. IT IS NOT EASY TO MAKE RELATIONSHIPS WITH COMPANIES OR OTHER PEOPLE IN YOUR FIELD IF YOU DO NOT KNOW WHERE TO LOOK. THIS IS MEANT TO MAKE EVERYTHING EASIER FOR THOSE WHO WANT AN INCLUSIVE ENVIRONMENT IN THE MUSIC INDUSTRY.

AUDIENCE

T.I.L.E AIMS TO BE AN EMBRACING AND INCLUSIVE ENVIRONMENT THAT IS FREE AND OPEN TO ALL. OUR PRIMARY AUDIENCE ARE STUDENTS AND YOUNG PROFESSIONALS TAKING THE NEXT STEP IN THEIR LIVES AND CAREERS. WE ARE CAREFULLY SELECTING OUR SPONSORS AND PARTNERS IN ORDER TO ENSURE THAT THEIR BRAND, VISION AND COMPANY DIRECTION ALIGNS WITH OUR OWN.

APPENDIX (H)

Live Events Management | Minutes

Meeting date | time 2/2/21 | 14:30 | Meeting location Online

Meeting called by	Team Meeting	Aston New
Type of meeting	Introductory Team meeting	Alexandru Madalin Oprisanu
Facilitator	All Team	Caitlin Skea
Note taker	Aston New	Dami Dina
Timekeeper	Aston New	

AGENDA TOPICS

Time allocated | Time | Agenda topic Team Meeting | Presenter

The purpose of this meeting is to go over the assignment brief thoroughly and identify what is needed to complete the assignment.

Action items	Person responsible	Deadline

Time allocated | 20mins | Agenda topic Team Introductory meeting | Presenter

Assigned roles

Event Management planning - Caitlin & Alex

Meeting minutes – Aston

Budgeting – Alex

Licensing – Team

Staffing - Dami

Programming - Dami

Marketing – Aston & Caitlin

Floor Management – Aston New & Alex

The team will focus on its designated role and produce working according to their job role. For this initial introduction week, we were tasked with researching each role and to present at the next meeting with key information about their role.

Action items	Person responsible	Deadline

Meeting Title | Minutes

Meeting date | time 5/2/2021 | 10:15 | Meeting location online – Google Meet

Meeting called by	Team Members	Aston New
Type of meeting	Assigning roles/Ideas of Event	Alexandru Madalin Oprisanu
Facilitator	All Team	Caitlin Skea
Note taker	Aston New	Dami Dina
Timekeeper	Aston New	

AGENDA TOPICS

Time allocated | 45mins | Agenda topic Agenda for meeting | Presenter All Team

Assigning roles

Event ideas – For the ‘one day event’

Team Name

Google Drive

Action items	Person responsible	Deadline
As a group we discussed that we would present ideas for the ‘one day event’ for our group. Each member would decide and bring forward their ideas and we would select the best ideas to use for the one-day event. While the group collectively came up with some great suggestions for the event Dami’s idea proved successful as we strongly decided that the group would move forward with the one-day event been focused around a day of workshops followed by an evening showcase/rave. We wanted to take some time to think what the workshop/showcase/rave would entail and set as a topic of discussion for the next meeting. Aston presented the idea of getting a list of businesses/Vendors within the Tileyard so we could consolidate the vendors that we would use for the event. Alex mentioned all of the licenses that would be useful for the project ahead and would take responsibility into looking into that further.		

Name: Dami Dina
Student ID: 2009625

Meeting Title | Minutes

17th February 2021 | 15:00 | Meeting location Google Meet (Online)

Meeting called by	The Team	Aston New
Type of meeting		Alexandru Madalin Oprisanu
Facilitator	The Team	Caitlin Skea
Note taker	Aston New	Dami Dina
Timekeeper	Aston New	

AGENDA TOPICS

Time allocated | Time | Agenda topic Topic | Presenter Name

Event Idea

Roles Refresh

Action items	Person responsible	Deadline
Event Idea Team brainstormed how the day would run for workshop event. Workshops would run for 50mins The day event would commence from 10:30am-6:00pm. With lunch provided at 13:50pm-15pm. Registration: 10:30am – 11am. Workshops would run for 50minutes. Gallery Tileyard Music Studio Vinyl Café 11:00-11:50 x3 sessions 12:00-12:50 x3 sessions 13:00-13:50 x2sessions (Vinyl Café will not have a session so lunch can be prepared. Lunch 13:50-15:00pm (provided in the Vinyl Café) 15:00pm-15:50pm x3 sessions 16:00pm- 16:50pm x3 sessions		

Name: Dami Dina
Student ID: 2009625

Meeting Title | MINUTES

Meeting date | time Tuesday 2nd March 2021 | 19:30 | Meeting location Online Zoom

Meeting called by	TILE Team	Aston New
Type of meeting	Catch-up	Alexandru Madalin Oprisanu
Facilitator	TILE Team	Caitlin Skea
Note taker	Aston New	
Timekeeper	Aston New	

AGENDA TOPICS

Time allocated | 45minss | Agenda topic Topic | Presenter Tile Team

- Today's agenda to include
- Team catch up
- Vendor List
- Design for the evening event
- Licenses
- Site Plan
- Programme for the workshop

Action items	Person responsible	Deadline
The group have compiled a list of the different vendors that would be presenting at the day event. Aston would finalise the list. Attached will be the company & a brief bio to start.	Aston	
Caitlin discussed designing and producing the programme for the day event. Caitlin will also develop the site plans for the event.	Caitlin	
Alex will begin to apply for the licenses for the event. The licenses he has applied for: Islington Temporary Event Notice, Music licenses both PRS and PPL	Alex	

Action items	Person responsible	Deadline
Update Dami in for the next meeting of recent meeting		Date time
The team will continue to work on designated roles	Presenter Name	Date time
Business Name		

Meeting Title | MINUTES

Meeting date | time Monday 8th March | 20:00pm | Meeting location Google Meet

Meeting called by	TILE Team	Aston New
Type of meeting	Catch-up/Updates	Alexandru Madalin Oprisanu
Facilitator	Tile Team	Caitlin Skea
Note taker	Aston New	Dami Dina
Timekeeper	Aston New	

AGENDA TOPICS

Time allocated | 45mins | Agenda topic All agendas | Presenter TILE Team

- Event poster/Day Event & Evening Event
- Date of the Event.
- Talent
- Staffing
- Licenses
- Event pricing

Action items	Person responsible	Deadline
Event Poster The group decided that the name acronym for the day event needed to be changed as it wasn't aligned with the day event. We collectively agreed to change it to TILE-Transforming individuals Lives Everyday Also confirming the evening event would be TILE – After Dark for the evening event.	Aston New	
Event Date The TILE Event would be on the 23 rd ending the early hours of 24 th (precise time tbc).	Caitlyn Skea	
Staffing We discussed the number of staff needed for the duration of the event. Aston & Caitlin will collate the amount and specific roles needed in order to run the day & night.		