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Module Code: BMTY7005

Assignment: Portfolio 2

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Abstract

Tile is a one-day cross-media cultural live event held at Tileyard Studios from 10.30 am 23.07.2021 until 2:00 am 24.07.2021. The festival aims to showcase 16 Tileyard businesses in a workshop style event, followed by an evening of music and networking. Chosen businesses include the following: Good Groove, Ultra Music, CD Baby and more. Tile offers two tickets; one day and one evening. Single tickets for each event cost £25 or £35 for both, with student discount tickets costing £20 per single event or £25 for both. Performers for the evening event include Cat, Celine Love and Shafkatt, plus two hosts throughout the evening. The report contains the following artefacts: site plans, logo designs, social media posts, press release, brochure, staffing list, vendor, budget, licences, event management plan, meeting minutes, floor plan.

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1. Initial Ideas and Development

For this assignment, Tileyard Education asked the group to assemble a portfolio of a small group's organisation for a 1-day cross-media cultural live event held at Tileyard Studios. My group consisted of the following: Aston New, Dami Dani and Alexandru Oprisanu.

In the initial week, each group member brought an original concept idea for the event and decided the name, Tile. After pitching, the group agreed collectively to merge the two most popular ideas. The first was presented by Dami, a collectivity of workshops where Tileyard businesses give lecture-style talks to students, providing them with more information and knowledge surrounding the different areas of the music industry. For example, one lecture would be supplied by an indie record label, another from a music publishing company.

Aston presented the second idea, a summer/showcase party for all students of Tileyard to network and connect finally. The global pandemic has made it almost impossible for students to socialise and connect - a nearly essential part of the music industry. The music industry is small; it requires one-to-one connections to build relationships in the business. Therefore, networking events are critical to the music industry workers to connect with others and utilise one another. The group felt this event would give Tileyard students a final opportunity to meet each other in a social environment before leaving, an event the group speculated many Tileyard students would be keen to attend. Before the concept was finalised, the group felt it was essential to contact a selection of Tile's demographic and create a survey, asking the following question:

- Would the event concept of 'Tile' be a festival you would attend?

The following results were processed:

The number of persons asked:	Answers:
30	28 - YES 2 - NO

The table demonstrates how 92.4% of the individuals the group questioned would be eager to attend the event. Whilst the preliminary research results do not verify the festival's success, they confirmed Tile as the appropriate event concept.

The group's first concern was the date of the event. As previously mentioned, COVID-19 has ceased all plans; therefore, it created difficulty predicting a date; it would be legal for an event like Tile. Initially, the group planned to hold the event in August to accommodate the uncertainty of COVID-19. However, this decision was made begrudgingly - the group feared students would be too busy in August on summer holidays to be accessible for an event. Luckily, in recent weeks it has been announced that in the UK, by the 21st June 2021, it will be legal for Tile to go ahead. Therefore, Tile can now be hosted in July as initially hoped for.

Tile's audience demographic and psychographics for the event are as follows:

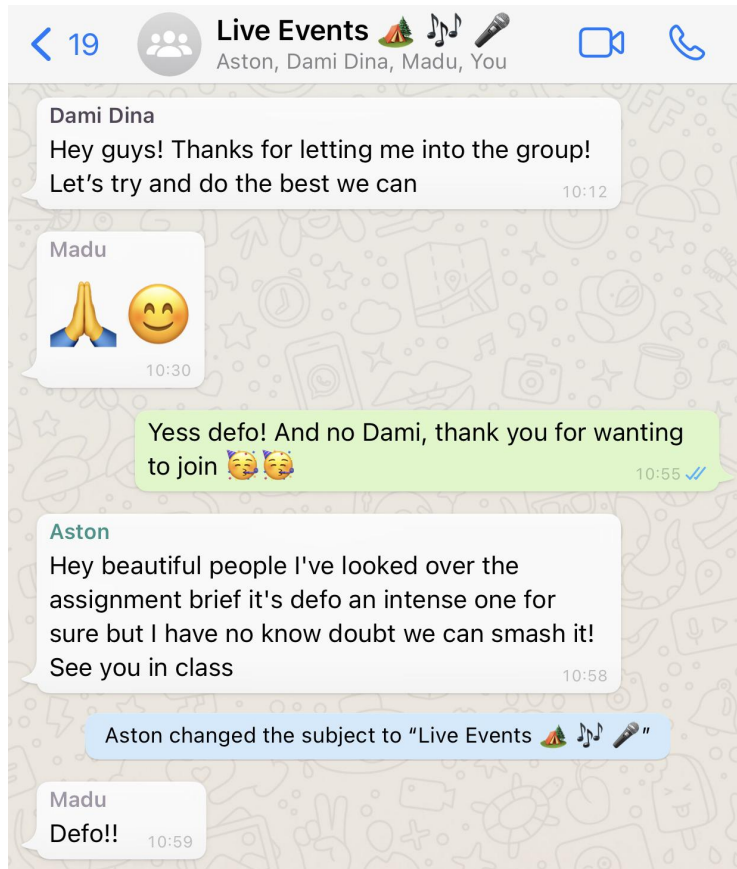
Demographics:

- Age: early teens to late 20s/early 30s.
- Gender: both male and female.
- Geographic Location: based near London.
- Marital Status: Not married, but single or in a relationship.
- Education: Most commonly Tileyard education students,

Psychographics:

- Interests in the music business in general.
- Driven and motivated to better their musical knowledge and make connections.
- Enjoy social events and performances.

The group's primary source of communication and artefact sharing involved the following cloud-based services: google drive, google meet and a WhatsApp group chat. Screenshots of these can be viewed below:



Shared with me > Live Events - Group Assignment



Name ↓	Owner	Last modified	File size
Organisational Plan	me	Mar 17, 2021 me	—
Meeting Minutes	Aston New	Feb 4, 2021 Aston New	—
Licences	MaDDu Official	Mar 6, 2021 MaDDu Official	—
Info/Poster Design	Aston New	Mar 10, 2021 Aston New	—
Budget	MaDDu Official	Mar 16, 2021 MaDDu Official	—
Vendor list.docx	Aston New	Mar 17, 2021 me	14 KB
Tile:Tile after Dark Intro.docx	Aston New	Mar 16, 2021 me	53 KB
Staffing.docx	Aston New	Mar 17, 2021 Aston New	58 KB
Programming For Evening Events.pdf	Dami Dina	Mar 17, 2021 Dami Dina	132 KB

2. Structure of the Event

After confirming the event concept, the group looked into the assignment areas: event management planning, meeting minutes (Appendix 1), budgeting, licensing, staffing, programming, marketing and floor management (Appendix 2). Roles were soon after distributed, allowing all members to feel comfortable and aware of their group's responsibilities. The book 'Team Roles at Work' states how the 'assigning of duties and tasks is necessary to maintain the system' (Belbin, R., 2017., chapter 2), further demonstrating the importance of designating group roles. I became in charge of event management planning and marketing alongside Aston.

Individually, the group then researched the many businesses that Tile could showcase and compiled sixteen businesses (listed below). It demonstrates an appropriate mix of companies and speakers that would appeal to the audience demographic, discussing many different aspects of the music industry.

- Good Groove
- Ultra Music
- Peninsula films
- ZanZan
- Good Soldier /Good soldier songs
- The Hive
- Red House Productions
- Be-Hookd Digital
- Studio Suss
- Lucid Online
- CD Baby
- Pioneer DJ
- Hart-Media
- Apple Music Radio
- Tileyard Health and Wellness
- Mobo Trust

The entire vendor list can be seen in the artefacts (Appendix 3).

I created brochure programmes to be handed out to all attendees in the welcome introduction (Appendix 4). This will enable all attendees to know specific timings and venues for all workshops and performances, ensuring the event runs as smoothly as possible. The brochure also limits the number of queries and questions to staff members surrounding events' timings, allowing all staff members to complete their jobs tasks effectively.

3. Venue

As previously mentioned, the one-day event will be held at Tileyard Studios. Based in North London, surrounded by Kings Cross, Camden Town and Islington, it is easily accessible for customers taking different travel routes. For the first part of the event, Tile will utilise two sections of the Tileyard site - for the workshops. Site 1 (Appendix 5) holds the Vinyl Cafe, Gallery and outdoor area. Site 2 (Appendix 6) contains the music studio based on the Tileyard site's brewery. However, for the second part of the event (evening entertainment), Site 2 (Appendix 6) will no longer be used.

One of the first group's disputes concerned the gallery placement, whether it was too far away from the event. I was anxious that some audience members would find the walk to the other side of the site disengaging. Whilst the walk itself is not too far, the act of essentially leaving the centre hub of Tile may put audience members off from attending workshops located there. After many discussions with the rest of the group, we agreed that if a couple of stewards and volunteers were to walk with the group to the gallery whilst talking to them and exciting them for the workshop, then, in fact, it would not disengage members - as I had initially thought. Upon reflection, this was a crucial dispute to have as a team. Collectively deciding to add several staff to accompany group members to the gallery workshops may have, in fact, avoided potential problems we had not considered - for example: if members got lost, missed the registration where they are shown to the gallery, were late and unsure of where to go.

4. Licencing

The licencing required for Tile is a Temporary Events Notice (TEN) Licence. This is because the one-day festival aims to (GOV., n.d):

- Sell alcohol
- Serve alcohol to members of a private club
- Provide entertainment, such as music, dancing or indoor sporting events
- Serve hot food or drink between 11 pm and 5 am

For a TEN licence, It is vital that the festival must:

- Have fewer than 500 people at all times – including staff running the event
- Last no more than 168 hours (7 days)

Many festivals require a premise licence, due to the number of people in attendance and the event's length. Tile will hold up to 499 people at a time, and only last from 10.30 am on the 23rd - 2.30 am on the 24th, therefore qualifying for a TEN licence. This can be viewed in the artefacts (Appendix 7).

A PRS and PPL licence must also be obtained for Tile's event, 'The Music Licence'. GOV has stated that this licence is required if, for the following reasons (GOV.UK., n.d):

- Play recorded music in public or at your business (including background music on a CD, radio or music channel)
- Stage live music events in public (for example, a concert or festival)
- Play live or recorded music in a theatre
- Use sound recordings in a theatrical production (including on-stage and off-stage effects)

It is obvious from the list that Tile qualifies for this licence. Alexandru has contacted the PPLPRS.co.uk website and the group are waiting to receive the correct quote; the form that has been correctly completed and sent can be seen in the artefacts (Appendix 8).

5. Budget

Ticket Pricing:

	Afternoon	Evening
Single Ticket (non-student discount)	£25	£25
Both Tickets (non-student discount)	-	£35
Single Tickets (student discount)	£20	£20
Both Tickets (student discount)	-	£25

As previously stated in the report, Alexandru was in charge of creating budgeting plans. Upon reflection, it would have been potentially more beneficial if all group members stated artefacts they in fact did not have much experience in completing. This would ensure all group members step outside our comfort zones and attempt to fulfil essential roles that could benefit us later. Budgeting plans are not an artefact I have confidence in completing professionally. Therefore it would have been a critical skill I could have learned whilst planning this event. To avoid this in the future, I will ensure that abilities or roles I am uncomfortable with are an option for me to either take on fully or work on with someone else. All budgeting plans (Appendix 9)

6. Staffing

The entire staffing plan list can be seen in the artefacts (Appendix 10).

Due to the event being held at Tileyard Studios, the team wanted to allow Tileyard students the opportunity to volunteer for Tile. The group collectively decided that all volunteers will receive a free ticket to the evening show and free food during the day. A total of 30 volunteers will be sourced and hired, keeping costs lower whilst producing opportunities.

It is essential to ensure that the volunteers that have been hired are motivated and excited for the multi-cultural event, not just for free food and an evening show. Researching past live events, 'many succeed because of the efforts of a pool of willing volunteers' (Bladen, C., Kennell, J., Abson, E. and Wilde, N., 2012. pp.129, 130). This means that the more excited the Tileyard volunteer members are throughout the day, the more chance the audience members have an enjoyable time. It is imperative that the Tile team chose volunteers carefully; 'the general literature tends to link event volunteers motivation to altruism, which generally refers to an individual's desire to benefit others with little expectation of personal reward' (Bladen, C., Kennell, J., Abson, E. and Wilde, N., 2012. pp.129, 130).

It is also vital that Tile's senior staff consider point 1.16 of the Purple Guide: 'Event organisers and their contractors have a duty to ensure the health and safety of anyone working for them as a volunteer' (The Purple Guide., 2017., pp.5). Whilst volunteers are a financial asset for an event, Event Managers (myself, Dami, Alexandru and Aston) need to ensure all health and safety regulations are carefully followed to keep all workers and members of the event safe at all times. Event/Project Managers will further carry out full risk assessments to ensure that this happens to the best of ability.

7. Performers

As previously explained, the brochure can be found in appendix 4. The programme for the evening is as follows:

Timings:	Description:	Acts:
20:00 - 20:10	Introduction	Luis Gustavo Silva Navarro
20:10 - 20:55	Opener	Cat
20:55 - 21:00	Transition	Luis Gustavo Silva Navarro
21:00 - 22:25	Headliner	Celine Love
22:25 - 22:30	Transition	Luis Gustavo Silva Navarro
22:30 - 23:00	Host Talk	Gustavo
23:00 - 02:30	DJ Set	Shafkatt

The groups choice for these performers and hosts are as follows:

Gustavo

Gustavo has comprehensive and professional experience hosting events. Possessing the charisma needed to hold an event together, he also has solid relationships with each of Tile's performing artists, making the event more personal and inviting for the audience. His theatre performance background alongside his theatre group has aided his confident and excitable nature, ensuring him the perfect host for Tile.

Cat

Cat has been carefully selected to open up for headliner Celine due to her rhythmic, soulful and unique sound that is captivating to all who hears it. Her extensive stage experience has enabled her to perform many 45-minute sets efficiently; partnered with her similar music style and sound to Celine, Cat is the ideal opener.

Celine

Celine has been thoughtfully chosen as Tile's Headliner due to her buzzing fanbase and energetic personality, which will undoubtedly increase the atmosphere as the night continues. Her Pop/Soul/RnB fusion sound is performed alongside her guitar and piano, ending with an amplified dance-set to leave audience members excited for more. Her sound partners beautifully with Cat's, ensuring the audience to be left amazed by the talent produced at Tile.

SHAFKKAT

Tile's late-evening DJ, Shafkatt, holds plenty of experience concerning concerts and other music events. Past reviews have raved about Shafkats ability to 'read a room' and play the appropriate music depending on the audience. He will ensure the audience is excited and engaged up until the end of the entire event, playing a varied mix of club music and mixes uniquely created for Tile. |

8. Marketing

As mentioned previously, I was in charge of marketing alongside Aston. 'Originally the written word was the most effective way of communicating with an audience but thus was superseded by the arrival of radio and television' (Bladen, C., Kennell, J., Abson, E. and Wilde, N., 2012. pp.387, 388). Due to this development in technological marketing, it is imperative that Tile utilize the appropriate platforms.

'In terms of event management, the media plays a significant role in informing stakeholder groups about the importance of events, while at the same time making some events the focus of their stories' (Bladen, C., Kennell, J., Abson, E. and Wilde, N., 2012. pp.387, 388). This information demonstrates the importance of social media for marketing Tile effectively and efficiently. Researching into statistics surrounding the popularity of Instagram account holders, it is clear that Tiles' demographic (late teens to late 20s/early 30s) account for a significant percentage of Instagram account holders as of 2021. The diagram can be seen below:

Instagram users by age and gender

	All users	Female	Male
All ages		51%	49.1%
13-17	7.1%	3.6%	3.5%
18-24	29.6%	13.9%	15.7%
25-34	33.1%	16.5%	16.6%
35-44	15.9%	8.6%	7.3%
45-54	8.3%	4.8%	3.5%
55-64	3.8%	2.3%	1.5%
65+	2.3%	1.3%	1%

Source - (Iqbal, M., 2021)

I created Tiles' Instagram account (Appendix 11) and a post idea (Appendix 12), as it became clear it would be a significant component to the event's success and reach. Due to its current position (in the initial phase of developing), the account currently does not have any followers or followings. However, this will change as more work is put into the Instagram account.

I will be in charge of boosting awareness of Tile through social media, therefore, I have compiled the brief social media timeline that will be followed up until event day:

Month:	Description	Aim	Completed
March	Create the account and post 6 posts over the course of two weeks: 4 will be of each member of the group (event organisers) including a brief description of us. 1 post will be of the Tileyard site from a previous networking event. 1 will be an outside live event music festival. All posts will include an interesting caption and the following hashtags: #Tileyard #music #workshop #festival	No followers.	Yes
April	Post once a week using the following: 1 - Logo design of day event 2 - Logo design of night event 3 - Video of Tileyard site, walk around to show consumers where the event will be held. 4 - Image of all 4 event organisers together. All posts will include an interesting caption and the following hashtags: #Tileyard #music #workshop #festival	Total 300 followers gained.	-
May	Post once a week. Using the following ideas if unsure of what to post: Hosts and opener information released, bio of Cat, bio of both hosts, 'how to get involved and be a volunteer' ad, tickets available to buy. All posts will include an interesting caption and the following hashtags:	Total 500 followers.	-

	#Tileyard #music #workshop #festival		
June	Post twice a week. Using the following ideas if unsure of what to post: Bio of Shafkatt, Bio of Celine Love, video messages from all artists, tickets ready to buy, senior Tileyard education staff picture with event organisers, Instagram live from all artist, Instagram live from all event organisers for last-minute questions from consumers. All posts will include an interesting caption and the following hashtags: #Tileyard #music #workshop #festival	Total 700 followers.	-
July	Post twice a week. Post images of: The site set up, volunteers in their T-shirts, the tickets, the stage, a snap of an event manager with some food that will be provided at the event, an image of all the event organisers excited for the event. All posts will include an interesting caption and the following hashtags: #Tileyard #music #workshop #festival	Total 800 followers:	-

Tiles logo designs were created by Aston and can be found in the artefacts (Appendix 13).

Tiles' press release (Appendix 14) is another vital source of marketing; 'a press release is a document that adheres to a strict format and serves three marketing and promotional purposes (Wolfe, L., 2021):

- To notify the media about an event in hopes that they will spread the word.
- To share something about your business, hoping a reporter will see a story in your press release and write an actual news article about it.
- To promote your business' appearance on the internet via blogs, websites, and social networks.

Referring to these three purposes, it is evident that a press release is an essential aspect of Tile's aim in reaching the maximum audience possible. Alongside social media, I believe Tile is in a solid position to create buzz and further attraction for the event, utilising numerous marketing tools.

9. Event Management Planning

As previously discussed, I took on the responsibility of event management planning (Appendix 15). Researching into the most effective way of achieving event success, it was clear that crafting a solid event management plan was critical to the process. The four essential components of event planning (EventBrite., n.d):

1. Event preparation – event plan, documenting budgets and timelines and researching suppliers (e.g. caterers or staff members).
2. Event promotion – all aspects that help to sell the event, raise awareness and increase the number of attendees (e.g. social media promotion, press release).
3. On-site event management – ensuring the day goes as planned and that everyone is where they need to be.
4. Post-event review – debriefs, data collection, analysis, reviewing these against the original event aims and figures.

The Event Planning Cycle

Planning

- Market research
- Written plan
- Finalise budget
- Venue selection
- Vendor selection
- Secure sponsorship

Post-Event

- Event breakdown
- Reconcile budgets
- Thank you to everyone involved
- Share highlights & media
- Survey
- Analytics
- Wash-up meeting

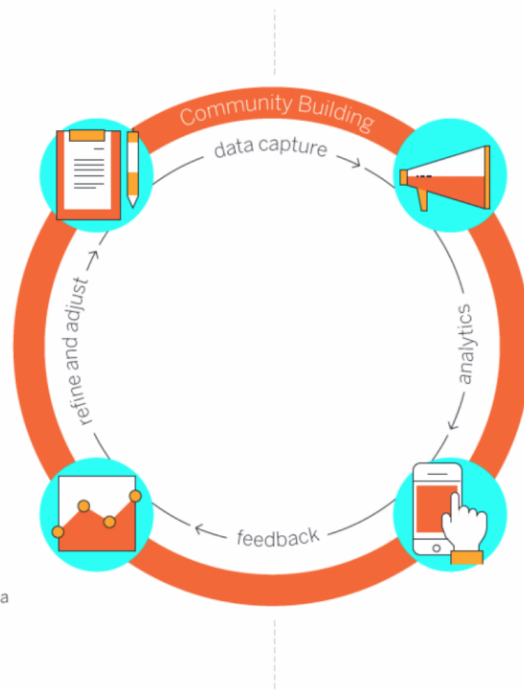
Eventbrite

Promotion

- | | |
|---------------|-------------|
| Email | PR |
| Social media | Discounts |
| Partnerships | Blog |
| Word of Mouth | Direct mail |
| Advertising | Eventbrite |
| SEO | |

At-Event

- Smooth entry management
- Deliver the planned experience
- Capture and share highlights
- Experience your own event
- Note what works and what doesn't



www.eventbrite.co.uk

Source: (EventBrite., n.d)

With the event to be held in July, only the two first components can be achieved: planning and promotion. In detail throughout this report, both aspects have been discussed, partnered with the previously mentioned event plan (Appendix 15).

Upon reflection, a detailed timeline for the following months leading to the event would be very beneficial for the group. Whilst constant communication and updates are maintained weekly on Whatsapp and Google Drive, a timeline with goals to achieve for each member would have been a significantly valuable and helpful asset for the team. During Tile's planning, certain group members had to re-ask what tasks they must complete before the upcoming

meeting. Creating a timeline would have ensured that all group members were aware of their particular aims and objectives to be achieved for the week. Should the opportunity arise for a similar project in the future, I will suggest creating an online timeline in one of the first group meetings, enforcing all group members to individually add to it and therefore be aware of what must be achieved.

10. Summary

To summarise, Tile, the 1-day cross-media cultural live event to be held at Tileyard Studios, aims to showcase what Tileyard offers, followed by an evening of music performances and fun. The report has outlined the following: event management planning, meeting minutes, budgeting, licensing, staffing, programming, marketing and floor management, whilst including self-evaluation and reflection through Tile's planning. I believe the festival concept is successful; working efficiently and keeping constant communication with all group members has ensured all artefacts are of a professional standard. As previously mentioned in the report, it would have been beneficial for all group members to travel outside their comfort zones for specific tasks. However, the group has still managed to compile an impressive and solid report for the event, Tile.

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Iqbal, M., 2021. *Instagram users by age and gender*. [image] Available at: <<https://www.businessofapps.com/data/instagram-statistics/>> [Accessed 19 March 2021].

The Purple Guide., 2017., pp.5

Wolfe, L., 2021. *The Purpose of a Press Release and How to Write One*. [online] The Balance Small Business. Available at: <<https://www.thebalancesmb.com/what-is-a-press-release-3515529>> [Accessed 20 March 2021].

12. Artefacts:

Appendix 1 - Meeting Minutes

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 <u>been</u> 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. Aston presented a logo/design for a prospective event .		

Time allocated | 10mins | Agenda topic Role Allocation | Presenter Team

We allocated the final roles as such:

Event Management – All Team

Planning – All Team

Meeting minutes – Aston

Budgeting – Alex

Licensing – Alex

Staffing – Caitlin

Programming – Dami & Aston

Marketing – Caitlin & Aston

Floor management – Aston & Alex

Although we're tasked with these roles, roles are interchangeable, and the team will assist across roles where needs be.

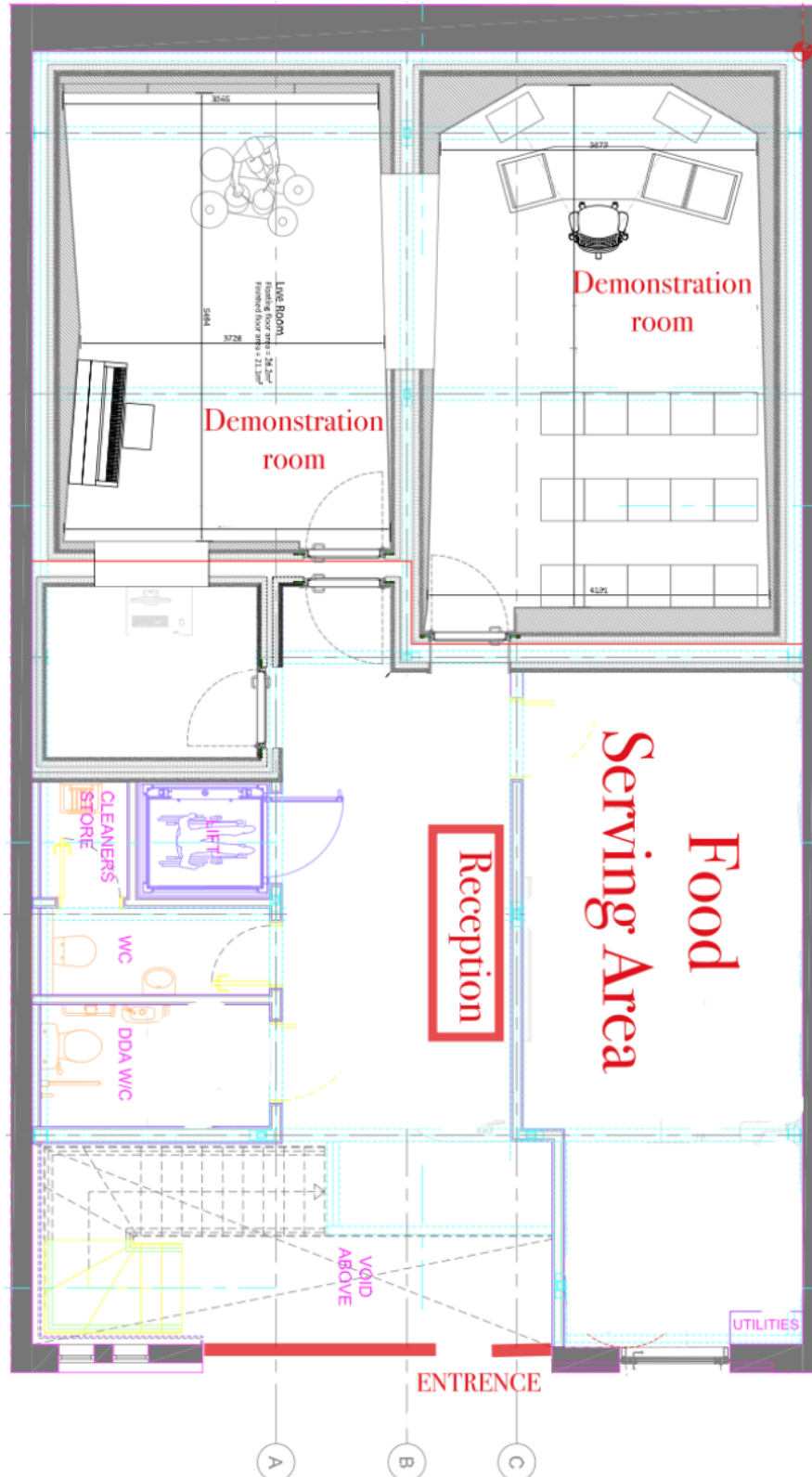
Action items

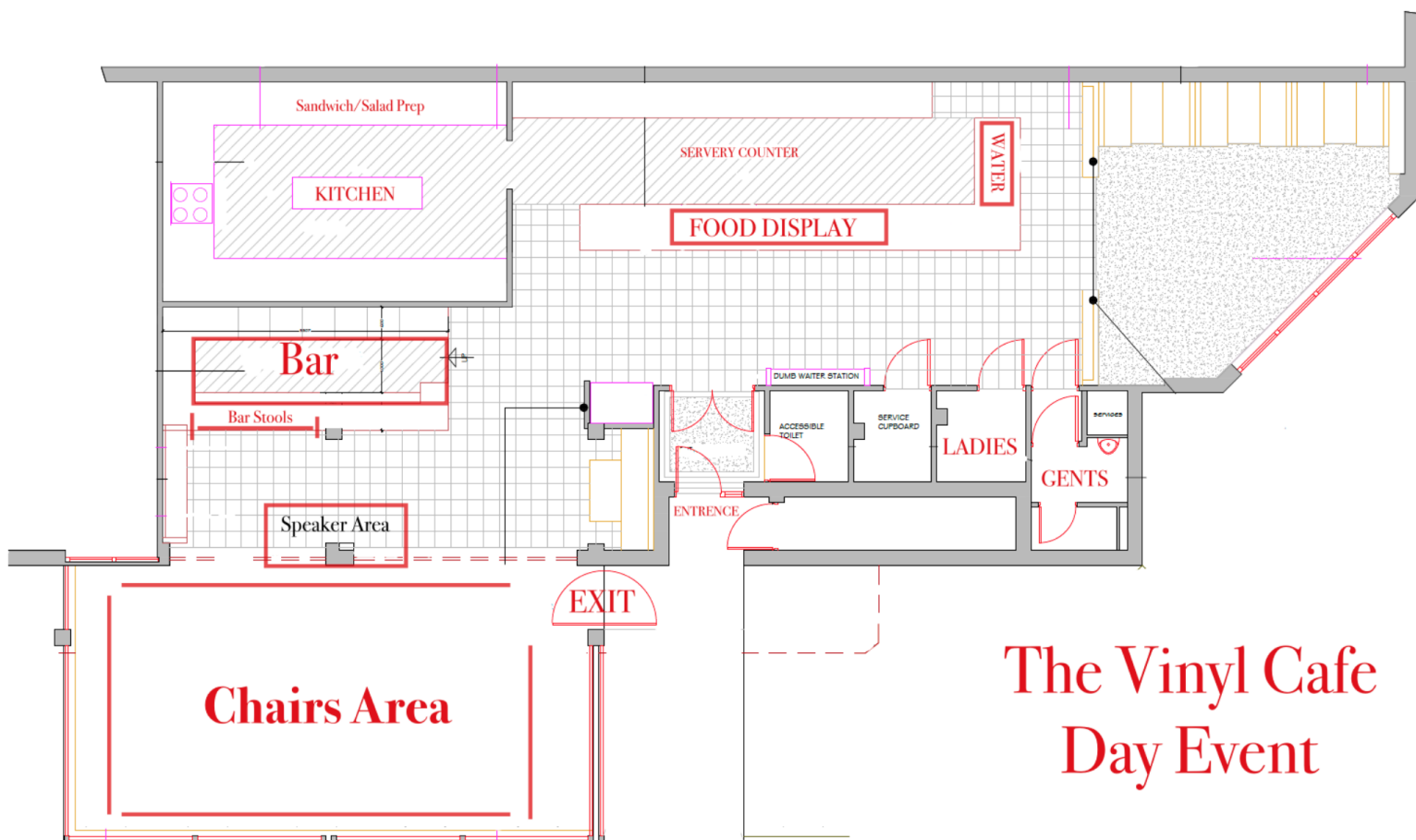
Person responsible Deadline

Team name. Finalise job. Google drive. Finalise what the event is? (5W'S) How we moved forward with the event.		
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Appendix 2 - Floor Management Plan

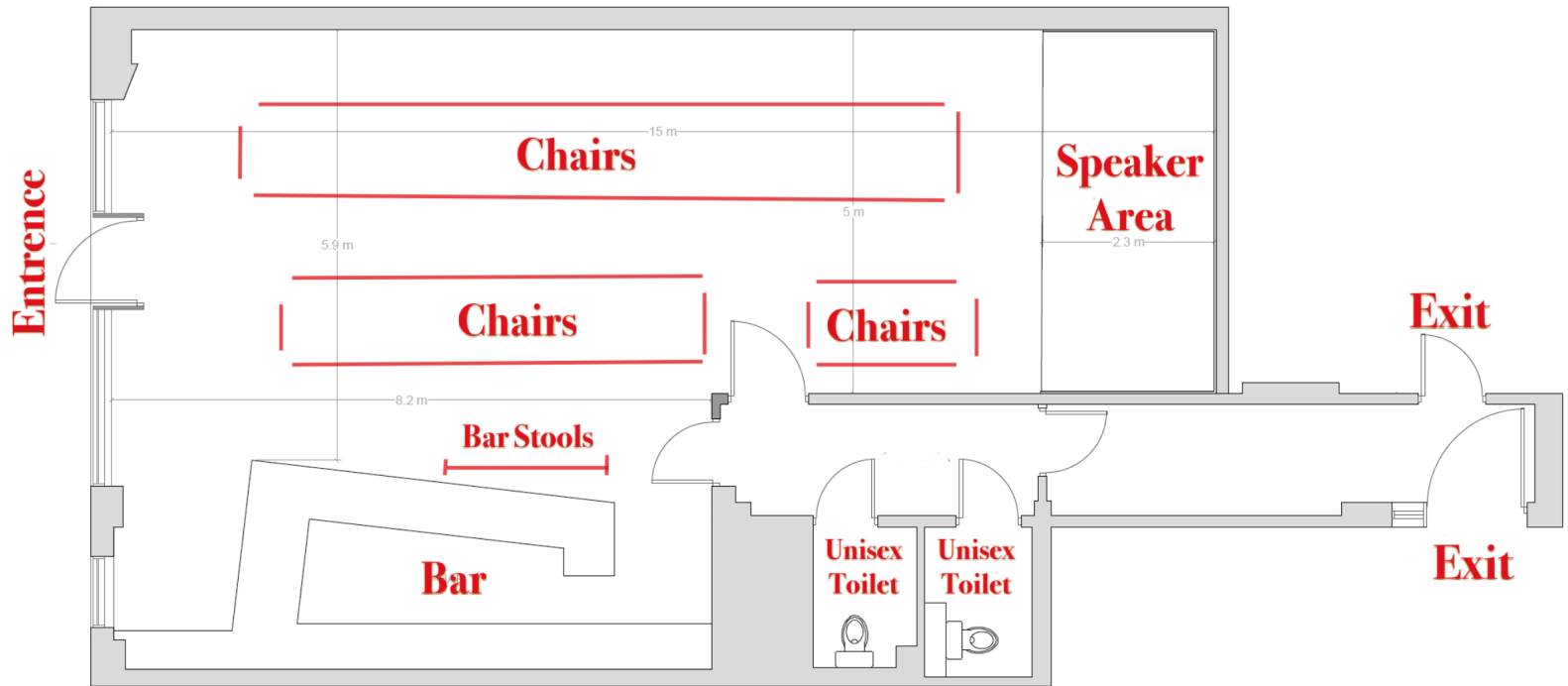
Music Studio Ground Floor



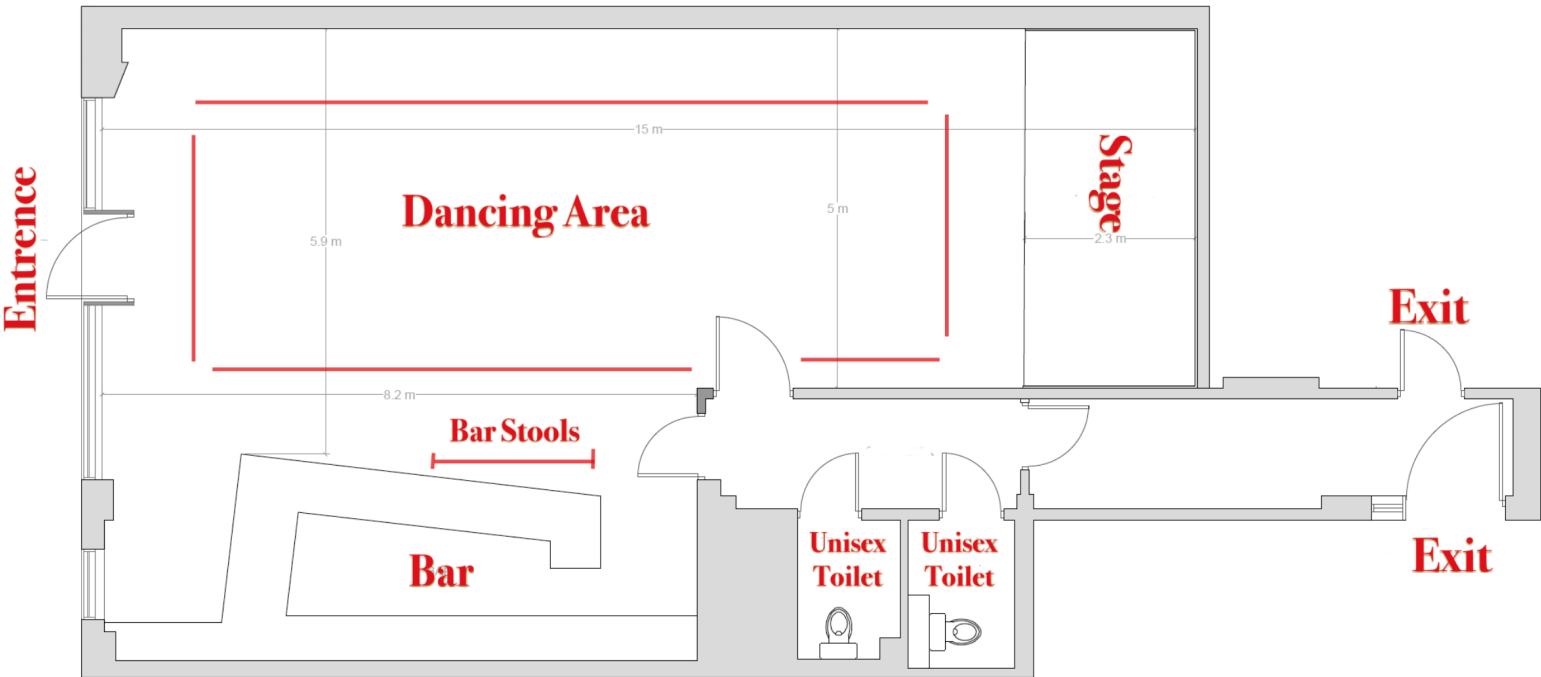


The Vinyl Cafe Day Event

Day Event

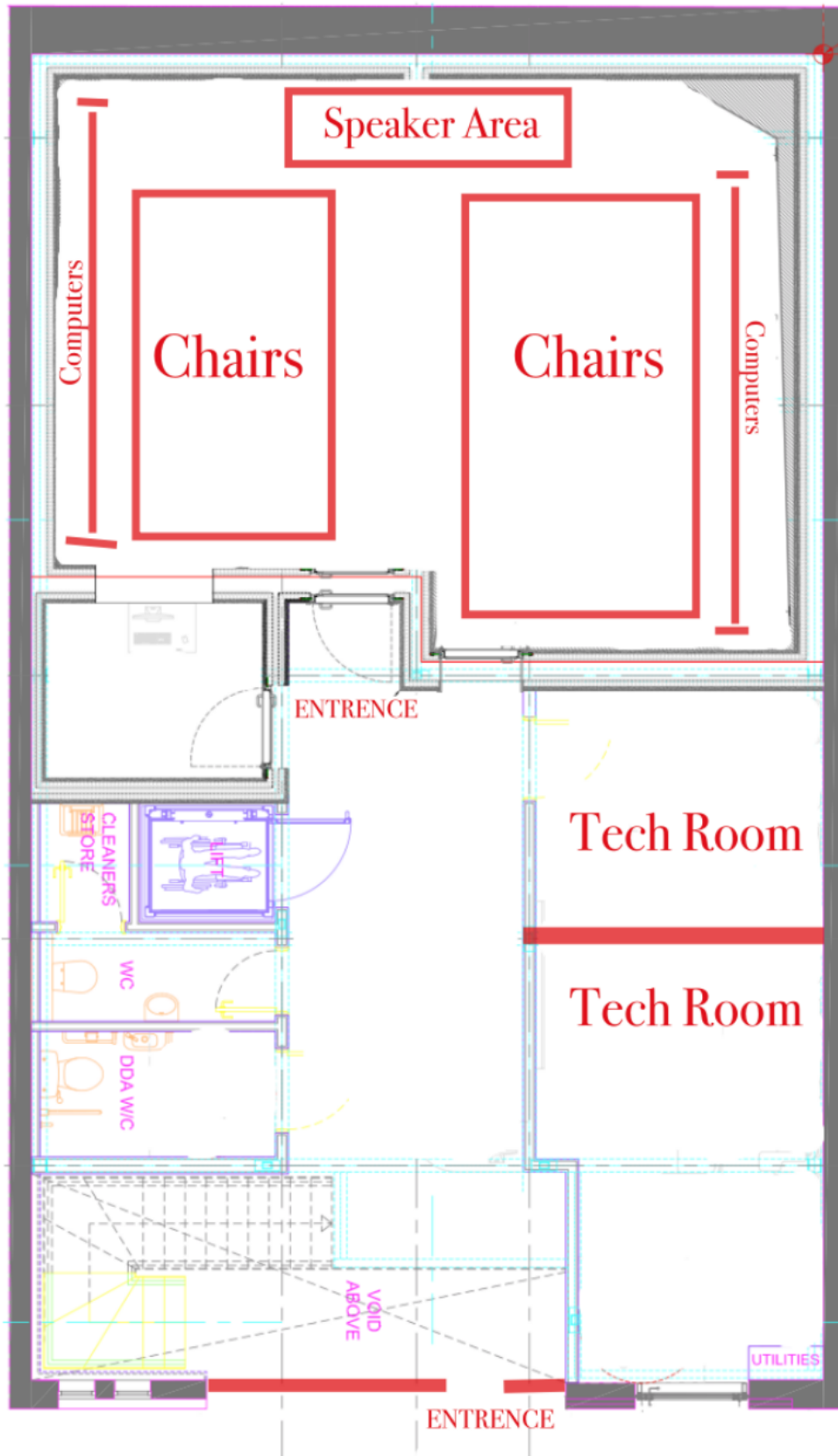


Evening Event



Music Studio

1st Floor



Appendix 3 - Vendor List

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

PROGRAMME FOR WORKSHOP

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
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TI
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after dark

PROGRAMME FOR SHOWCASE PARTY

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

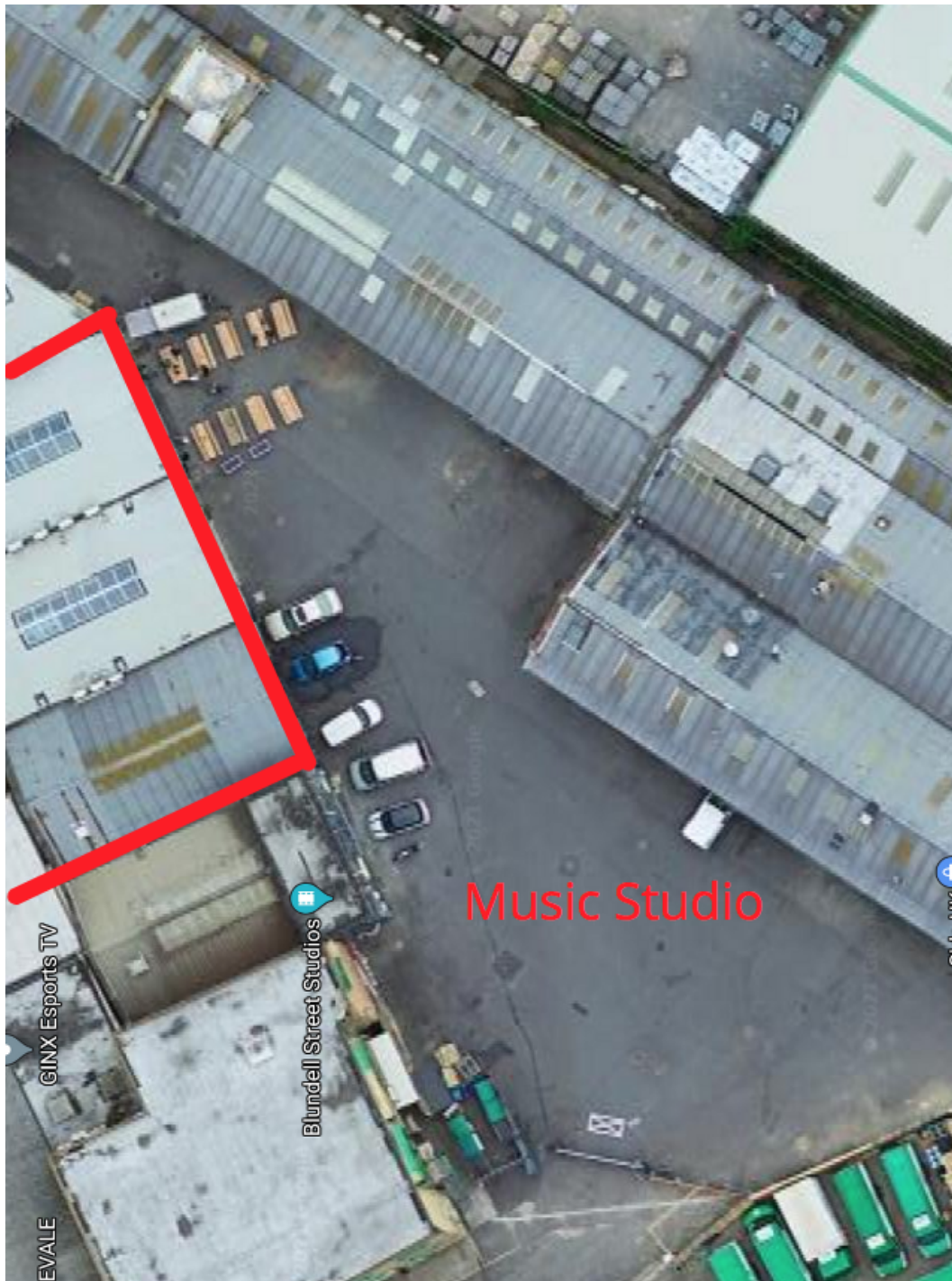
22:30 – 23:00 pm:
Transition
Gustavo

23:00 – 2:30 am:
DJ Set
SHAFKKAT

Appendix 5 - Site Plan 1:



Appendix 6 - Site plan 2:



Appendix 7 - TEN Licence

Continued from previous page...

Your position in the business

Home country The country where the headquarters of your business is located.

Registered Address Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Applicant Details

* First name

* Family name

* E-mail

Main telephone number 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

☐ Applying as an individual

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.

Applicant Business

Is your business registered in the UK with Companies House? ☒ Yes ☐ No

Note: completing the Applicant Business section is optional in this form.

Registration number

Business name If your business is registered, use its registered name.

VAT number Put "none" if you are not registered for VAT.

Legal status

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

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

512 Vantage Building

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

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.

E-mail

madalin.oprisanu@gmail.com

Telephone number

07460121343

Other telephone number

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

The event will take part on the premises of Tileyard Education.

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

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

Event end date

24 / 07 / 2021
dd mm yyyy

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 >](#)

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 >](#)

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 >](#)

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?

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

☐ Yes☒ No

b) Begins 24 hours or less after the event period proposed in this notice?

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:

☐ Yes☒ No

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

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

* Capacity

* Date / /
dd mm yyyy

Full name

Capacity

Date / /
dd mm yyyy

Full name

Capacity

Date / /
dd mm yyyy

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 8 - PRS/PPL Licence

 TheMusicLicence  New licence enquiries	 Existing licence enquiries
TILE	
Live Music Venue	
Number of Employees	
Alexandru	
Oprisanu	
madalin.oprisanu@gmail.com	
Event Manager	
N7 9AH	
07460121343	
☒ I understand that my personal data will be processed in accordance with the PPL PRS privacy policy SEND	

Appendix 9 - Budgeting Plan

https://drive.google.com/file/d/1jp3KQb6l_dAgImJcs59BvloG9ldh6YtZ/view?usp=sharing

	Types of Tickets	Price
Entire Event	General	£35
	Students	£25
Day Event	General	£25
	Students	£20
Evening Event	General	£25
	Students	£20

		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)							

Entertainment Costs				
	Name	Performance Cost	Transport	Total Cost
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

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	
	Entertainment	£880	£0	
	License	£300	£0	
Tickets			£12,550	
Total		£2,776	£15,643.25	
Outcome (Profit)				£12,867.25

Appendix 10 - Staffing Plan

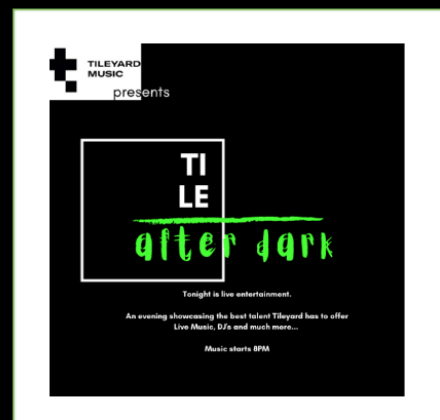
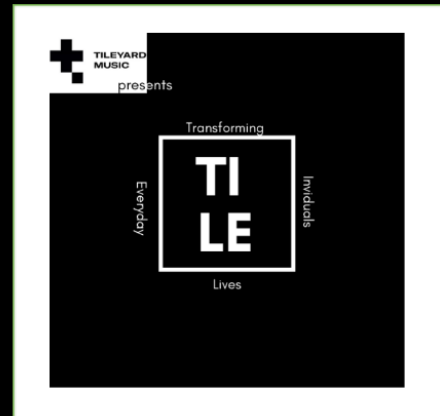
Staffing

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



Appendix 11 - Social media posts

tile.2021 ▾ •



6
Posts

0
Followers

1
Following

TILE

TILE 2021 🧩

Workshop 📝 and Showcase 🎤

Founded by @tileyarded students 📖

Held at @tileyardlondon 🎵

23rd - 24th July ☁️

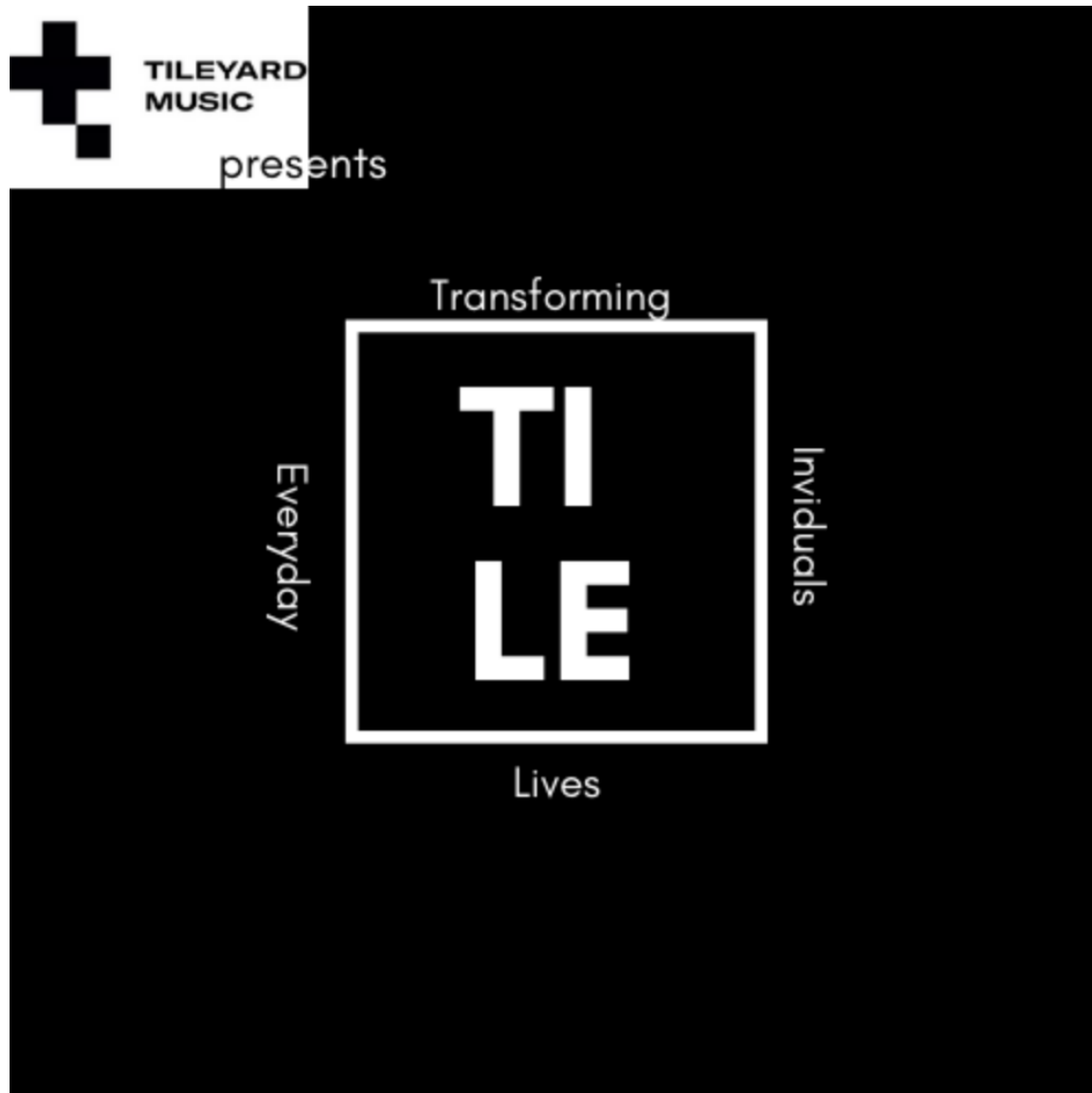
Edit Profile



Appendix 12 - Social media design:



Appendix 13 - Logo design 1,2&3





TILEYARD
MUSIC

presents

Tonight

Entertainment

TI
LE

Is

Live



TILEYARD
MUSIC

presents

TI
LE

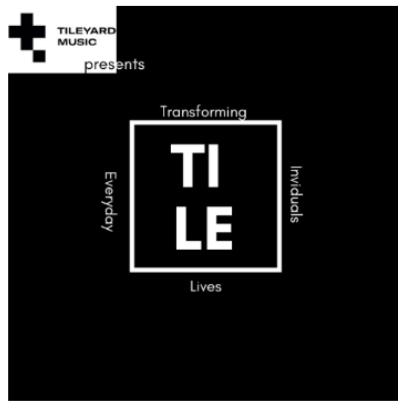
after dark

Tonight is live entertainment.

An evening showcasing the best talent Tileyard has to offer
Live Music, DJ's and much more...

Music starts 8PM

Appendix 14 - Press Release



Press Release

Tileyard presents TILE with a series of practical workshops on navigating through what the Tileyard complex has to offer. Each session will cover a different sector, whether music, cooking, music producing, songwriting, fitness, plus many more – all will include a Q&A about the industry, practical, creative sessions, and discussions about working in the respective field.

Each jam-packed session will last 50 minutes and will be taken by one of the complexes leading entrepreneurs. The sessions are designed to give you further insight and get your creative juices flowing.

Whether you are an emerging artist/singer/songwriter/band or even think of yourself as the next Gordon Ramsey or Joe Wicks, we want to see you down at our workshops.

Do you want to want to understand the ins and outs of the music industry? Do you want to know how to distribute your music independently? Or maybe you want to know how to earn a living in the creative industry? Or perhaps you are completely confused and don't know where to begin. Don't fear; just come along and enjoy what the day has to offer.

TILE @FTA D/RK
(Tile after Dark)

Not stopping with the festivities, as much as we work hard, we play even harder too! After the day events will be dancing in the moonlight from 8 pm onwards in 'THE Gallery'. We'll be showcasing the best of what Tileyard has to offer! A selection of Tileyard Music Artists & Tileyard music students will be performing and Djing all night, which means you'll get to see some incredible acts and hear great music.

Appendix 15 - Event Management Plan:

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	☐

