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Student Code - BAX08
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Assignment Title – Portfolio 2

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About

Tileyard X NYU 2020 was a free live music event showcasing artists enrolled in the Tileyard Education MA program and New York University's (NYU) music business degree. It took place on the 14th of January and sold out 150 tickets, not including the 30+ NYU students present. The event was a success, having been the largest event ever held at TwoTribes Brewery to date.

The original idea for the event was smaller in scope, only three Tileyard artists were to perform with no connection with New York University. During our first meeting with Tileyard Education, it became clear that it would make more sense to merge our idea with the planned NYU visit on the 14th of January. Thus, Tileyard X NYU 2020 was born.

The core purpose and objective of the event was to bring together talent from two different universities from the other sides of the world and showcase them to peers, industry professionals and the general public. For us, as long as at least 50 people were present at the event and we had no technical failures then the event would be considered a success. A total of six acts performed consisting of three Tileyard Education artists and three NYU artists, equalling three acoustic acts and three bands. Unfortunately, due to an illness, one NYU artist had to drop out but was quickly replaced by our back up Tileyard artist, Maella.

The location of the event was very important, it had to be a venue in Tileyard as that removed the issue of transport for both the artists and the 30+ NYU students who had tours and talks in the Tileyard area for the day. Also, as it was an official Tileyard event it made sense to have it based in Tileyard. Tileyard is primarily an industrial area with few residential buildings nearby, another reason why putting on a music event there made sense.

The venue we chose was TwoTribes brewery. Based right in the heart of Tileyard, TwoTribes has a cosy and social atmosphere which is also free to use as a venue space. TwoTribes also acted as our sponsor and kindly donated one keg of beer. This was chosen over our other option The Gallery, also a Tileyard venue but with a cost of £150 per 3 hours. No specific theme was chosen for the event as the focus was on the performances.

The event space was primarily indoors with a smoking area outside, please see my SketchUp (page 14) as a rough diagram of the space. On the day of the event, the weather was poor, rain and wind made the venue packed with people. A day with better weather would have allowed for a more dispersed crowd as more people would have been listening from the smoking area

Official Editorial

The editorial acted as a press release type piece which we used for much of the marketing campaign. Either as a source of information or as a marketing asset itself.

Tileyard X NYU 2020

14th January 2020
19:00 – 22:00
The Gallery, Tileyard

Tileyard is Europe's largest professional music community in Europe with 250 music businesses and over 1000 working professionals. As an exceptionally creative co-working space, Tileyard has set itself up to be the heart of London's music industry.

Tileyard X NYU 2020: On January 14th, Tileyard Education is collaborating with NYU to showcase talented upcoming artists from across the globe. Tileyard X NYU will be a chance for you to experience our carefully selected artists perform live. This showcase will also be a distinct opportunity to network with songwriters, producers, managers, and other industry professionals.

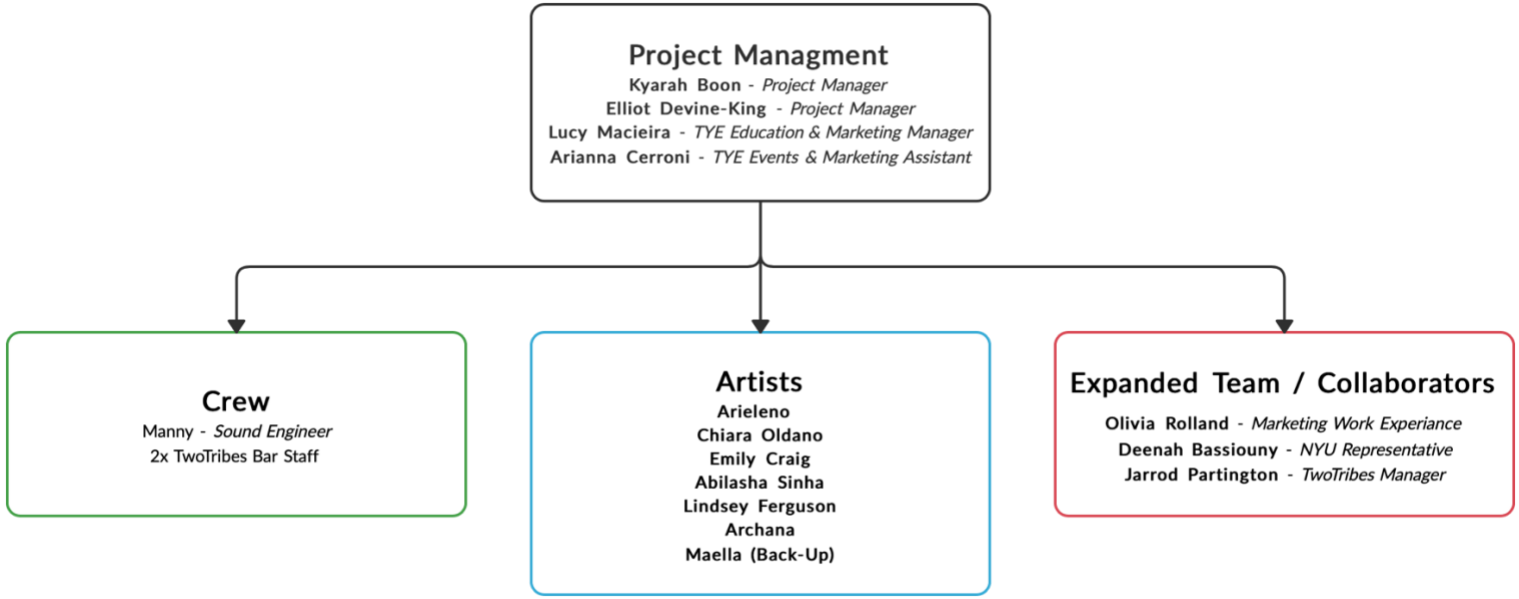
Arrive early to receive a free drink complements of Two Tribes Brewery (first come, first served)

Music starts at 19:00.

Staff

In preparation for the event, the majority of the organisational and creative choices were given to Elliot and Kyarah to complete. Lucy and Arianna represented Tileyard Education's interests and were responsible for creating all the artwork designs as well as putting Kyarah and Elliot in contact with NYU and Manny. Olivia worked on the editorial and used her social media influence to promote the event to a wider audience.

Out of all the staff, only Jarod Partington and Arianna Cerroni were not at the event due to scheduling clashes. On the day of the event Olivia Rolland was placed in charge of handing out drink tokens for the free keg of beer, Manny was the sound engineer, Elliot, Kyarah and Lucy were in the crowd ensuring the event was going smoothly, introducing artists, making sure they were ready to perform, ensuring TwoTribes and Manny were happy and thanking the relevant people at the end.



Made using the Creately App (https://app.creately.com/)

Meeting Minutes

Meeting 1:

October 23rd, 2019

- Winter Live Showcase proposal to Tileyard Education
- Decided on collaboration with New York University (NYU)
- Decided on 14th of January as the date of the event – as it coincides with NYU's visit to Tileyard
- Three NYU and three Tileyard artists to perform three tracks each
- Elliot to liaise with Alex and Justin from Tileyard Education about what equipment is available to borrow
- Brainstormed which universities/musical educational programs might be interested in attending
- Lucy to introduce Kyarah and Elliot to Deenah Bassiouny from NYU so that we can discuss the event with them and decide on which artists from NYU will play
- Work out budget

Meeting 2:

November 4th, 2019

- Announcement date set for the 14th of November
- Artist's need to send in their media (press photos, social links) to Kyarah by the 7th of November
- Elliot to get in touch with Manny the sound engineer about working for the event
- Lucy to check with Pannos (videographer on Tileyard Education's payroll) to see if he has time to make an announcement video
- Kyarah to make a shared google drive for all the event assets
- Elliot to email Jarrod Partington at TwoTribes asking to sponsor the event and give us one free keg of beer
- Still waiting on Deenah to get back to us on who the NYU artists are, Elliot will send a follow-up email

Meeting 3:

November 28th, 2019

- Event announcement had to be pushed back to December the 2nd as assets and artworks were not ready. Partly due to a delay on the NYU side
- Elliot to pursue lead for a possible Teelings whisky sponsorship for the event
- Elliot to email Deenah to send over social media handles, emails and phone numbers of the NYU artists
- Olivia is tasked with creating a written editorial about the event
- Arianna will make an Eventbrite page for the event

Meeting 4:

January 8th, 2020

- A discussion over the order of events for the day of the event
- Elliot to gather technical requirements from the artists and then send them to Manny in the form of a technical rider
- Harry Leckstein (Head of Tileyard Education) will be doing a brief introduction before the artists start
- Kyarah will be introducing each artist
- Elliot will work out with Jarrod Partington how many free beer tokens to print out and then get those printed
- Elliot is to create a Facebook page for the event

The following information is to be sent to all the artists for their own social media posts:

Sample post – "Excited to announce I will be performing at the Tileyard x NYU event on the 14th of January! This is a special showcase with free entry, featuring three guest artists from New York and will take place at Two Tribes Brewery. The first keg of beer is free so make sure to get there on time!"

Must be mentioned: Tileyard x NYU event on the 14th of January
Free entry
At Two Tribes Brewery
The first keg of beer is free
Featuring guest artists from New York

Schedule

On the day of the event, we needed a precise schedule so that everyone was aware of where they need to be and when. Unfortunately, Arianna was unable to attend the event as she had another commitment in the evening but was able to help out during the day. Lucy and Arianna's main role was ensuring that the 30 guests from NYU were well looked after and present for the tour, talks and dinner.

Manny was in charge of making sure that the stage and sound equipment was ready.

Elliot and Kyarah ensured that the artists were all on time and in the right places for their soundchecks and performances. They also prepped the venue, clearing any unnecessary tables and chairs to make more space.

Olivia was given the free drink tokens to hand out to attendees.

Time	Action	People	Location	Info
14:00	NYU Guests Arrive - Tileyard Tour	Lucy & Arianna	Vinyl Café	
15:00	Stage Set Up	Manny	TwoTribes	Elliot & Kyarah to meet with Manny
15:30	NYU Guests Talks	Lucy & Arianna	The Gallery	
16:00	Venue Prep	Elliot & Kyarah	TwoTribes	Remove all tables and chairs from venue to make more space
17:30	NYU Dinner Tileyard Artists Soundcheck	Lucy & Arianna Manny, Elliot & Kyarah	The Gallery TwoTribes	
18:00	NYU Artists Soundcheck	Manny, Elliot & Kyarah	TwoTribes	Elliot & Kyarah to bring Deenah and NYU artists to TwoTribes
19:00	Event Start Hand Out Free Drink Tokens	All (Excluding Arianna) Olivia	TwoTribes TwoTribes	Arianna is unable to attend the event
22:00	Music Ends		TwoTribes	
23:00	TwoTribes Closes		TwoTribes	

Budget

As the event was primarily about showcasing talent from both New York University and Tileyard Education we subsequently decided that the event would not be for profit. 150 free tickets were offered on Eventbrite which sold out on the 12th January 2020. Because we discussed and worked out costs in the first meeting our budget was relatively straight forward, with only one fixed cost.

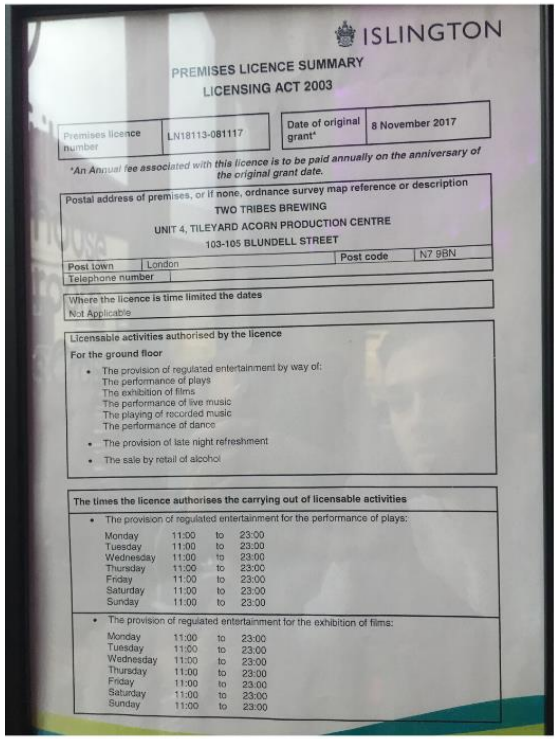
The only cost was the hiring of the sound engineer, which was paid for by Tileyard Education. We did not feel a need to spend money on advertisements as the team already had a combined digital reach of 26,000 across Instagram, Facebook and email subscribers, which we believed would provide enough organic reach for the event.

A small number of fliers were printed off at no cost on the day of the event, which were distributed around Tileyard. Besides the sound engineer, there were no other staff costs as it was a free event. The artwork was made in-house by Arianna Cerroni. The artist's agreed to play for free, as they saw the event as a great opportunity to showcase their music to the Tileyard community and other members of the industry.

		Cost
Sound Engineer		£150
Digital Marketing		£0
Physical Marketing		£0
Staff		£0
Artwork		£0
Artist's		£0
Total		£150

Licensing

No special licenses were needed for the event. But TwoTribes had a premises licence in accordance with the Licensing Act 2003 (Government, 2003) which is needed for them to function and outlines what they can and can't do at their venue. This includes the sale of alcohol, closing and opening times, performance of live and recorded music, films, plays and dance. The following images are taken from TwoTribes and show the licenses they own.



ISLINGTON

PREMISES LICENCE SUMMARY
LICENSING ACT 2003

Premises licence number	LN18113-081117	Date of original grant*	8 November 2017

*An Annual fee associated with this licence is to be paid annually on the anniversary of the original grant date.

Postal address of premises, or if none, ordnance survey map reference or description
TWO TRIBES BREWING
UNIT 4, TILEYARD ACORN PRODUCTION CENTRE
103-105 BLUNDELL STREET

Post town	London	Post code	N7 9BN
Telephone number			

Where the licence is time limited the dates
Not Applicable

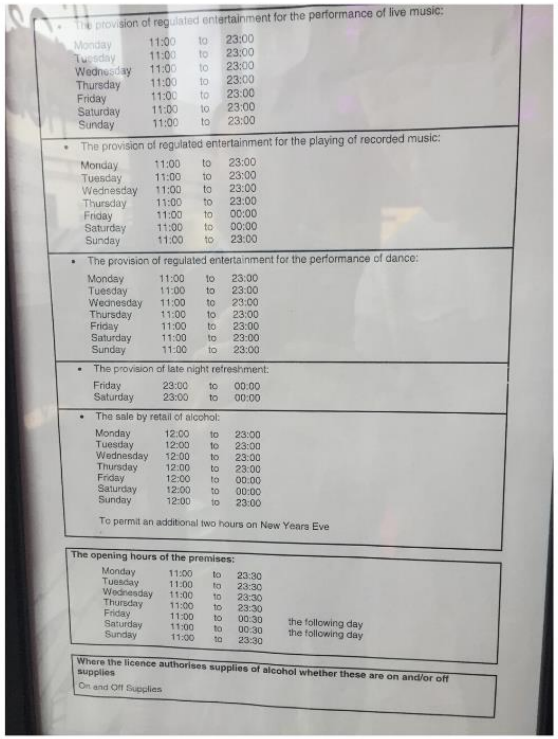
Licensable activities authorised by the licence
For the ground floor
- The provision of regulated entertainment by way of:
  The performance of plays
  The exhibition of films
  The performance of live music
  The playing of recorded music
  The performance of dance
- The provision of late night refreshment
- The sale by retail of alcohol

The times the licence authorises the carrying out of licensable activities
- The provision of regulated entertainment for the performance of plays:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the exhibition of films:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00



- The provision of regulated entertainment for the performance of live music:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the playing of recorded music:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	00:00
Saturday	11:00	to	00:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the performance of dance:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of late night refreshment:

Friday	23:00	to	00:00
Saturday	23:00	to	00:00

- The sale by retail of alcohol:

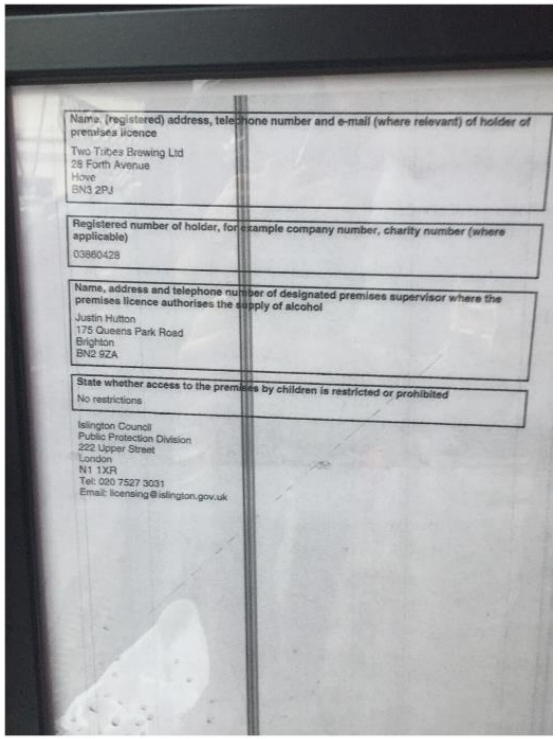
Monday	12:00	to	23:00
Tuesday	12:00	to	23:00
Wednesday	12:00	to	23:00
Thursday	12:00	to	23:00
Friday	12:00	to	00:00
Saturday	12:00	to	00:00
Sunday	12:00	to	23:00

To permit an additional two hours on New Years Eve

The opening hours of the premises:

Monday	11:00	to	23:30	
Tuesday	11:00	to	23:30	
Wednesday	11:00	to	23:30	
Thursday	11:00	to	23:30	
Friday	11:00	to	00:30	the following day
Saturday	11:00	to	00:30	the following day
Sunday	11:00	to	23:30	

Where the licence authorises supplies of alcohol whether these are on and/or off supplies
On and Off Supplies



Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence
Two Tribes Brewing Ltd
28 Forth Avenue
Hove
BN3 2PJ

Registered number of holder, for example company number, charity number (where applicable)
03860428

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol
Justin Hutton
175 Queens Park Road
Brighton
BN2 9ZA

State whether access to the premises by children is restricted or prohibited
No restrictions

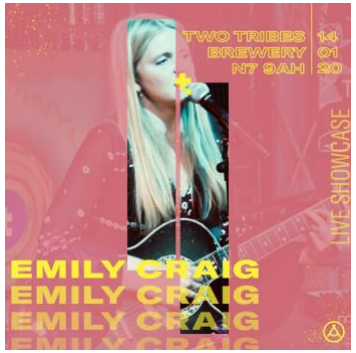
Islington Council
Public Protection Division
222 Upper Street
London
N1 1XR
Tel: 020 7527 3031
Email: licensing@islington.gov.uk

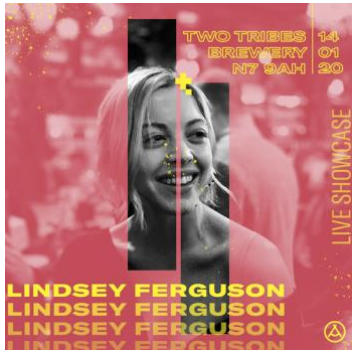
Sponsorships

Elliot was placed in charge of speaking with TwoTribes who agreed to take on the role of the sponsor and provide the venue for the event. As the sponsor of the event TwoTribes donated one keg of beer, to be given out to guests free of charge. This proved hugely successful as many from the Tileyard community came along for the free beer and then ended up staying for the music.

Artworks

Arianna was placed in charge of creating the design for the showcase. We wanted to keep the design of the artworks consistent for every artist, with clear and easy to read typeface. On each one, it clearly shows the name of the artist, location, date, the TwoTribes logo, the Tileyard logo as well as saying that the event is a live showcase. These assets proved very valuable when marketing the event, the bright colours make it stand out when seen on either someone's social media feed or story.

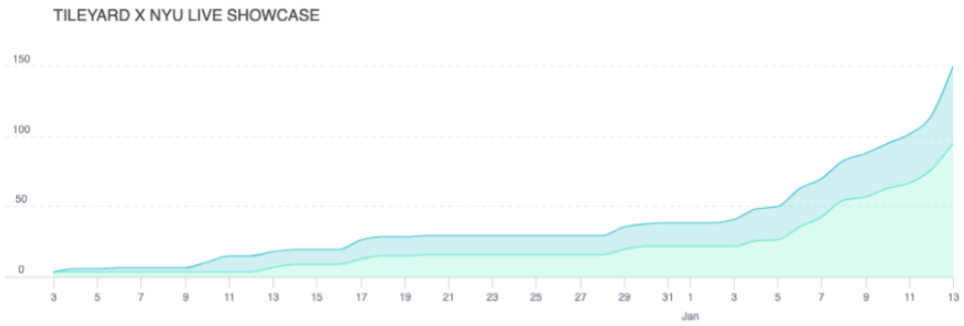




Marketing

We did not use any paid advertisements for our social media marketing campaign and relied solely on organic reach. We decided to do this because as a team we had quite a large reach. The combined social media reach of all project management, artists and Olivia Rolland came to 25,000. We saw this as more than enough for an event capped at 150 tickets.

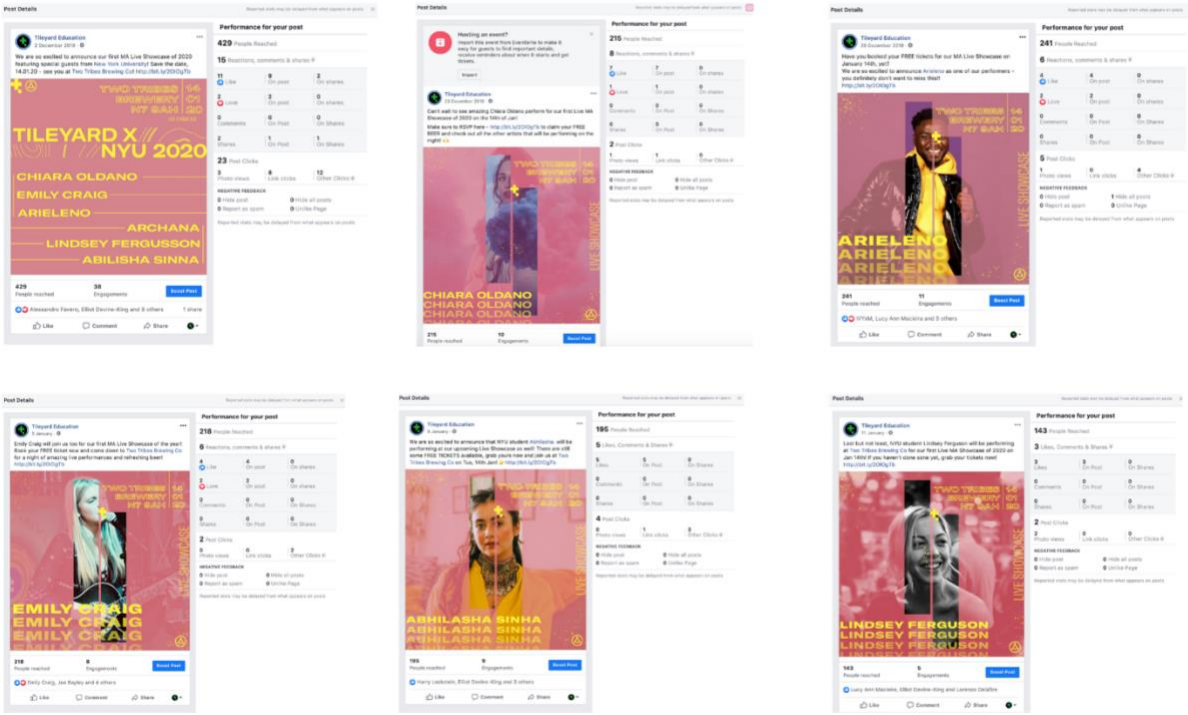
Social media posts were made by Tileyard Education once per week on either Facebook or Instagram. Once all the assets had been given to the artists it was left up to them to post about the event in their own time. We heavily encouraged posts closer to the event and in the week before we saw all the artists' post regularly, which caused a surge in ticket sales, which can be shown in the graph below.



Despite it being a free event, we decided to create an Eventbrite page so that we could track how many people had secured tickets and gauge how many people were coming. As you can see, a larger proportion of people came to the Eventbrite page through our posts, 95 compared with 55 directly through Eventbrite. This shows that our purely organic marketing campaign was very successful at directing people to acquiring a ticket and the use of paid advertising was not needed.

Name	Quantity Sold	Gross Sales	Total Fees	Net Sales
Eventbrite Channels	55	0	0	0
Organiser Channels	95	0	0	0

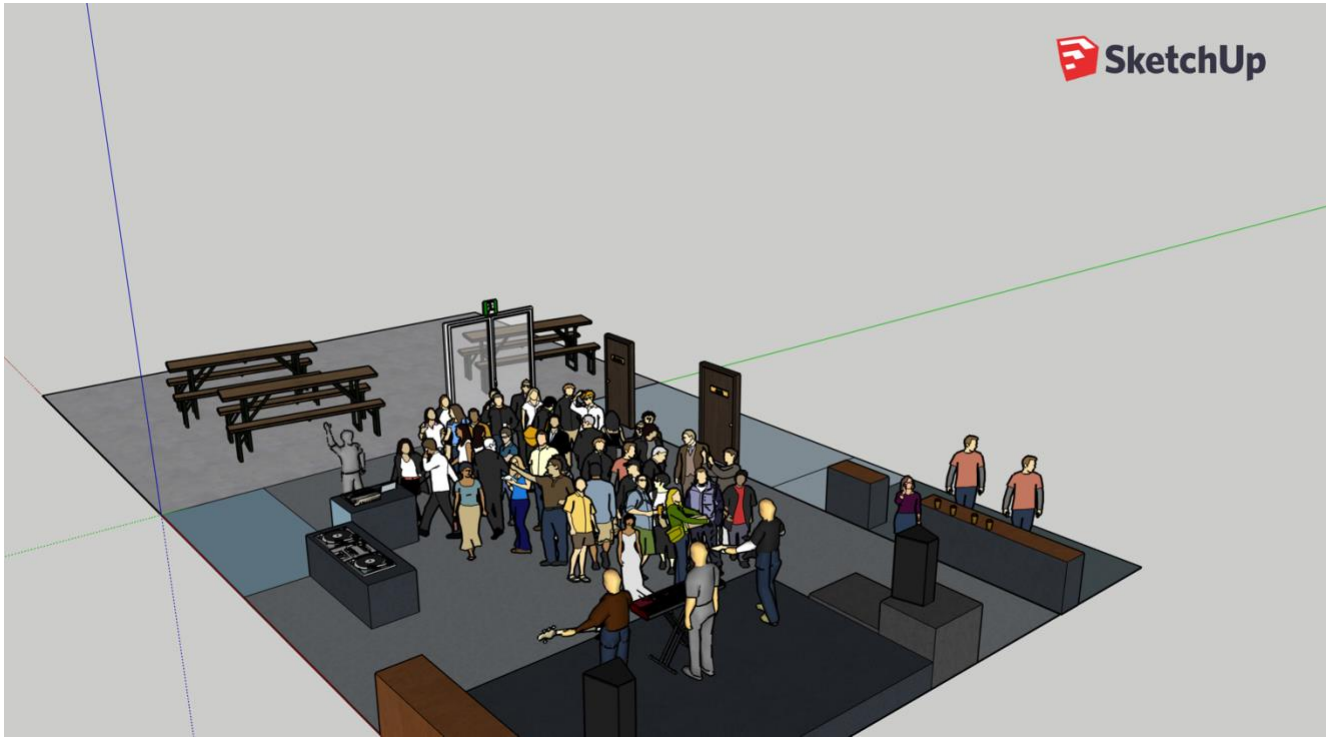
Unfortunately, I was only able to retrieve Tileyard Education's marketing analytics and therefore it does not show the full extent of our marketing push. As you can see below engagement was relatively low, indicating that the majority of people heard about the event directly through artist and organiser pages. We anticipated that this would happen, which is why we made it as easy as possible for the artists to post about the event and encourage them to post about it regularly in the lead up to the event. Artists were given all the necessary artworks and information as well as a short example post which is featured in meeting 4 of my meeting minutes.



Floor Management

Although I was unable to acquire the floor plan from TwoTribes I have made a rough demo of the venue in SketchUp. The blue areas represent a different room, either toilets or storage spaces and the benches are in the outside area. Although you can get very detailed with SketchUp I decided it was best not too as using the programme can become very time-consuming.

As you can see the two-bar staff (orange tops) and the mixing engineer (grey with a hand up) are in this Sketchup as they were the key members of staff needed during the event for it to run smoothly.



Made using SketchUp

Programming

Each artist was given a 20-minute time slot, allowing for a 10-minute gap for the next artist to get ready and come on. This also provided enough contingency time in the event of a delay. On the day of the event, Archana was ill, therefore Maella filled in for her. Maella is another Tileyard Education artist who was asked to fill in on the day of the event. If we had been unable to find a suitable replacement, we would have given the two remaining NYU artists a larger timeslot to perform their music, an idea that NYU representative Deenah Bassiouny suggested.

19:00 - 19:20
1. TYE - Emily Craig

19:30 - 19:50
2. NYU - Lindsey Ferguson

20:00 - 20:20
3. TYE - Chiara Oldano

20:30 - 20:50
4. NYU – Maella (Filling in for Archana)

21:00 - 21:20
5. TYE - Arieleno

21:30 - 21:50
6. NYU – Abhilasha Sinha

Technical Rider

Elliot collected all the information required for the technical rider for Manny the sound engineer and presented it to him in the format that he requested and was submitted the day before the event. Maella, our back up was not included as she only brought in on the day of the event. This didn't cause any issues though as she played a relatively stripped back acoustic set. Manny and Elliot borrowed equipment from Tileyard Education for the artists to use.

1. TYE - Emily Craig
1x Guitar
1x Bass
1x Drums
1x Saxophone
1x Keys
3x Vox
Bringing all own stuff except drums and keys

2. NYU - Lindsey Ferguson
1x KEYS mono stereo
1x Vox

3. TYE - Chiara Oldano
1x Drums
1x Bass guitar
1x Guitar
1x Keys
4x Vox
"We are bringing our own keyboard but is it possible to use the keyboard stand of Tileyard? We are also bringing our own guitar and bass.
We would need:

A guitar amp
A bass guitar amp
Stereo DI for keys
4 mic stands
The drummer is bringing breakables (is there 3 cymbal stands at Tileyard?)" - Chiara

4. NYU - Archana
1 x Keys
1 x Vox

5. TYE - Arieleno
1x Drums
1x Bass
1x Guitar
1x Keys
3x Vox

"We are bringing a keyboard and bass guitar, but we need an amp for bass - the Keyboard a DI - and the drummer will bring breakables" - Arieleno
(I've asked Arieleno to clarify if he needs a guitar)

6. NYU – Abhilasha Sinha
1 x Acoustic guitar w/pickup
1 x Vocal processor (TC Helicon Harmony G-XT)
1 x Vox / 3 x XLR cables
2 x Quarter inch cables
1 x Extension board
3 x DI boxes

Reflective Summary

The event was a success, we achieved all the goals we set ourselves and made sure we had enough time to complete them. We were especially happy with the quality of the performers and the turnout, especially as the marketing had all been organic. Despite this, there were a few things that in my opinion as project manager could have been done better.

Firstly, there was an issue with being very close to overcapacity. The poor weather made this issue worse as people preferred to stay indoors. The main issues that this caused were that the bartenders were unable to collect empty glasses from the room, nearly causing a shortage of clean glasses. Communication between the team was difficult, for example when the sound engineer needed a project manager for whatever reason it was very difficult to find one in the crowd. In addition to this if an artist was not keeping track of the time and was delaying the event, it became a race to find them. If we had placed a marquee in the outdoor smoking area to provide attendees with better cover from the weather the crowd would be more willing to disperse outside, allowing for more space in the venue.

Secondly, we would have liked to have given artists more time to perform, perhaps limiting it to 4 artists total would have made for a more cohesive event with fewer changeovers breaking up the music.

Thirdly, there was little communication after the event. It would have been great to have had a team meeting, perhaps the week after to go over how things went and what could have been done better.

Bibliography

Government, U., 2003. *Licensing Act 2003.* [Online]
Available at: http://www.legislation.gov.uk/ukpga/2003/17/contents
[Accessed 9 March 2020].