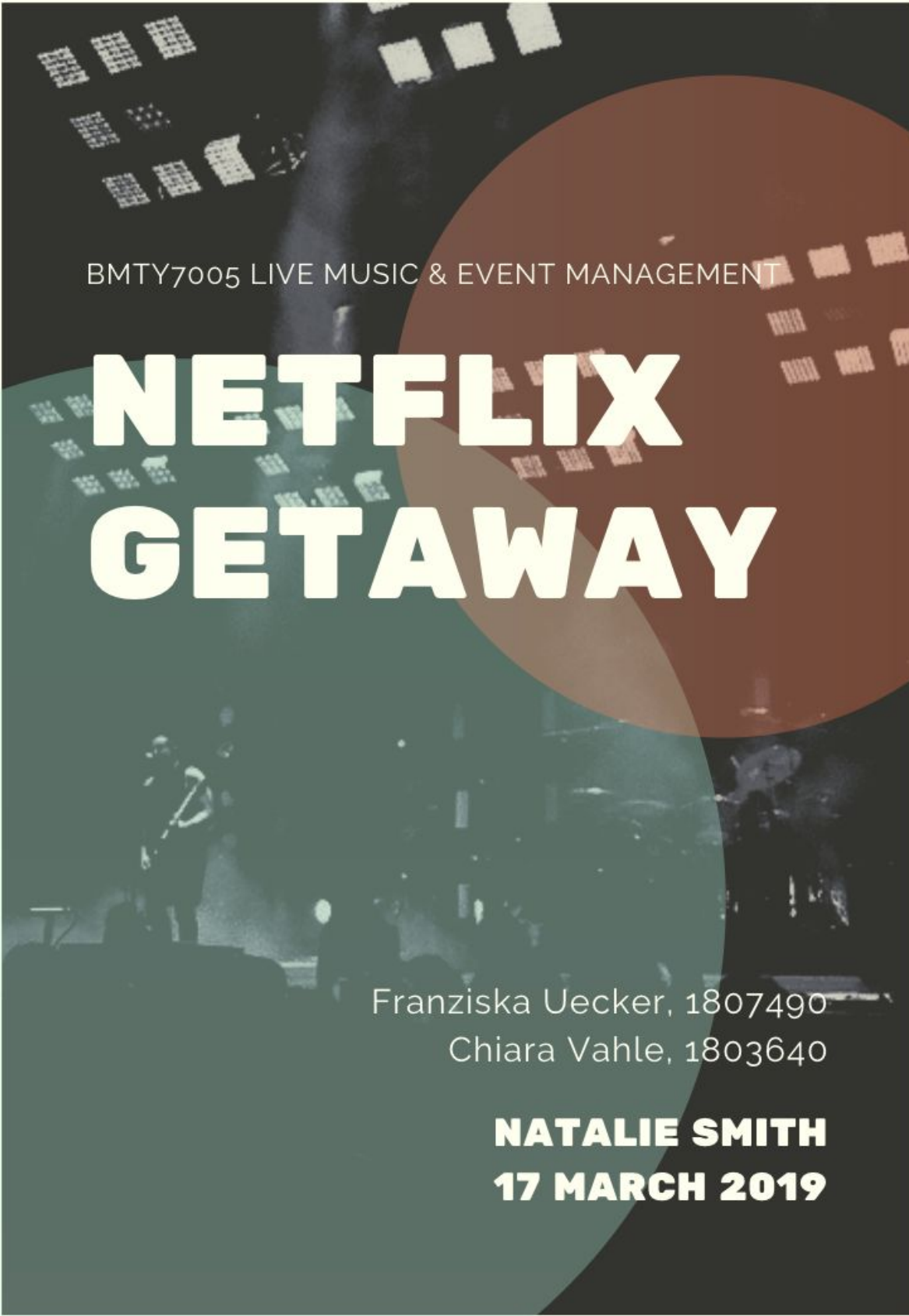


The background of the poster is a dark, grainy photograph of a live music performance on a stage. A large, semi-transparent circular graphic is overlaid on the right side, with a color gradient from dark brown at the top to a lighter, peachy-orange at the bottom. The text is white and bold, providing a high contrast against the dark background.

BMTY7005 LIVE MUSIC & EVENT MANAGEMENT

NETFLIX GETAWAY

Franziska Uecker, 1807490
Chiara Vahle, 1803640

NATALIE SMITH
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Table of Contents

1. Mission Statement	2
2. Event Outline	2
3. Health and Safety	3
3.1 Medical Provision	3
3.2 Stewarding Provision	3
3.3 Emergency Procedures	3
3.4 Sanitary Provisions	3
4. Marketing	4
4.1 Product	4
4.2 Price	4
4.3 Place	4
4.4 Promotion	4
4.5 Process	5
4.6 People	5
4.7 Physical Evidence	6
5. Programming	6
6. Site Plan	7
6.1 Event Area	8
6.2 Parking Area	9
6.3 Information Point	10
6.4 Public Access to Event	10
6.4 Residents	10
7. Environmental Considerations	10
7.1 Waste / Litter	10
7.2 Recycling	10
7.3 Noise Pollution	11
8. Budget	11
8.1 Sponsor	11
8.2 Location and Equipment	11
8.3 Budget Plan	11
9. Floor Management	13
10. Pre-Production Timetable	13
11. Timetable on the day of the event	14
12. Licences	15
12.1 Premises	15
12.2 Music Licence	15
13. Insurances	15
14. Risk Assessment	16
15. Reflective Summary	21
16. Bibliography	25
17. Appendixes	27

Event Management Plan

Netflix Getaway

1. Mission Statement

We aim to provide the community of Tileyard an unforgettable experience after a long day at work. To make this possible, an event called 'Netflix Getaway' will happen on Friday, the 5th of April 2019 from 17:00 to 22:00. 'Netflix Getaway' will take place on the ground of Tileyard at the yard outside of the bar Two Tribes, which is located next to the studios of Tileyard. This enables the people at Tileyard to easily reach the place after work. However, the event does not only appeal to the workforce but also to the students of Tileyard Education. The date was chosen carefully because on April 5th the second trimester of all the students ends and therefore it will be assumed that students will come to this event to celebrate their second term. 'Netflix Getaway' should enable people to have a completely new experience by transforming themselves into Netflix series characters in order to slip into another role and a new world. This makes it easier to forget stress and to enter the weekend more relaxed.

The event will be supported by live music from Tileyard Education students and this will take place in the bar called Two Tribes plus outside of it. There will be drinks to buy in Two Tribes and on the outdoor site will be three different food trucks with various themes from Netflix series. As a tribute to the Friends series, one food truck called 'Central Perk' will be available with coffee and sweet snacks. Another food truck which will be there is called 'MacLaren's' and will remind one of the series 'How I Met Your Mother'. This food truck will feature various burgers, fries, and other American snacks. The third and last food truck is supposed to remind one of the series 'Big Bang Theory' and for this reason, the food truck will be called 'The Cheesecake Factory'. Pasta, sandwiches as well as cakes will be sold at this food truck.

'Netflix Getaway' should provide an event to network, enjoy live music, eat and drink and have fun with colleagues post work.

2. Event Outline

The festival will take place on Friday, the 5th of April 2019. It will be placed on the yard outside of Tileyard Studios and the bar Two Tribes.

The opening of the event will be at 17:00 where the following entertainment elements will take place:

- Live Music
- Food trucks
- Photo booth
- Networking

The end of the event will be 22:00.

3. Health and Safety

3.1 Medical Provision

In the event of a medical emergency, it is necessary to provide one small first aid post with a total of two first aiders for 200 people, according to West Somerset Council (n.d.). In the case, a higher medical provision is needed the closest hospital to the location of the event is St. Pancras Hospital, which is approximately a 6 minutes drive away. For the 'Netflix Getaway', the Red Cross will provide the event with two of their first aiders.

3.2 Stewarding Provision

In order to make the event a safe and secure gathering, it is necessary to provide the right amount of stewards. Therefore, for 'Netflix Getaway' event a total of 4 stewards will be needed to control the celebration. Two of those will be placed at the entrance of the site to have an overview of people entering the place as well as check tickets and examine holders to ensure the highest security for the event.

3.3 Emergency Procedures

In the case of an emergency either within the event area or outside the festival area, the event manager will have to take suitable precautions in order to provide a high standard of security for public and staff. The event staff such as stewards, stall personnel and bartender will have to act according to the instructions given by the event manager.

3.4 Sanitary Provisions

In terms of sanitary provisions, a total of 3 toilets are required for this event and the number (200) of people attending, according to Tardis Environment (2019). However, for 'Netflix Getaway' an extra toilet will be provided which will add up to a total amount of 4. Two toilets are located in the bar area which will be provided by Two Tribes (bar). One of them is for female as well as disabled people and the other one is for male attendees. Two additional portable toilets will be rented from Tardis Environment which will be placed next to the waste area and opposite the bar entrance as can be seen on the site plan.

4. Marketing

According to Kotler et al (2013), 'a successful marketing organisation requires much more than just a good idea'. Indeed, the marketing concept does not only concentrate on the great idea to offer a completely new event in this area but also wants to leave a good impression by comfort during the event. In addition to the completely new concept, it is for a good cause as well. Plus 'Netflix Getaway' differs in that the event has a complete theme, from disguised guests to themed food trucks.

4.1 Product

As mentioned above the event distinguishes itself from other events by the topic that is crucial for this event. One can hear in every corner how people talk about series, just as one might have talked about the weather in former times but today one simply talks about series in general. Say many people love series and simply identify themselves with characters from such TV shows. At this event, such people will be able to transform into their favourite character and to be like such a character for an evening.

Branding

For this event, it is anticipated to try to establish a new brand and make the event a regular thing which happens at least once a year.

4.2 Price

In order to attend this event, it is best to get tickets in advance. In case one has not purchased a ticket beforehand, there will be a possibility to buy tickets at the event itself. The ticket in advance will cost £5 and at the box office it will be £10. However, it should not be forgotten that 200 people are entitled to attend this event and no more tickets will be sold.

4.3 Place

The event takes place in the middle of London, in an area that is currently very much establishing itself and belongs to an ever-growing community (Tileyard Education 2019). The city of London is perfectly suited for a new event like this to gain an international foothold. Nevertheless, tickets for the event will be sold on Eventbrite.com due to the reason of a very simple registration process for events and the purchasing of tickets, as claimed by Wilson (2018). The ticketing service also allows customers to have a digital copy of their ticket.

4.4 Promotion

Through the sponsorship with Netflix, there will be close cooperation with the brand. This means that with the name of Netflix people could be easier attracted to come to the event. The event will be promoted by various promotion tools such as social media ads, flyers, and posters. In

addition, there will be special offers like at the entrance one gets free stickers with various series characters on it and further, there will be a raffle in the run-up by the use of the hashtag #NetflixGetaway. If people post a picture in advance with this hashtag, they have the opportunity to win 10x2 tickets to the event. This lottery through the hashtag will only take place on Facebook since the target group uses Facebook more than Instagram. The people to be addressed are from 20 years old to open end and work or study at Tileyard. Moreover, the event will be additionally promoted in Tileyard's newsletter in order to reach as many people as possible and win them as customers.



With the flyer, one can see at a glance that it is a cooperation with Netflix through the color selection of black and red and obviously through the event's name 'Netflix Getaway'. About 500 flyers and 200 posters will get printed in this design in order to win as many people as possible with this advertisement. The flyers and posters will be distributed throughout London but with a focus on the area around Tileyard.

Figure 1: Netflix Getaway Poster/Flyer

4.5 Process

The process of the service will be designed to be consumed directly by the customers on the day of the event. The interested parties can read about it on the different social media channels and inform themselves about it, however, the actual service will take place on the day of the event.

4.6 People

There are two main people who will organize the event and then hire additional people, which are required for the event. These two people, Chiara and Franziska, will work closely with Netflix

through the Sponsor Partnership. Regarding customer service, inquiries can be sent directly via social media channels or via e-mail address. This event is very customer oriented and aims to give guests the best experience possible. For this reason, it will be significant to get constructive feedback from the audience afterward and possibly improve the event in order to create a regular event.

4.7 Physical Evidence

'Netflix Getaway' is organised by professionals and in general, it is essential to send the right message with this event. For this reason, a part of the profit will be donated to the Mental Health Foundation in order to raise awareness. But apart from that, it is essential that the guests feel comfortable during the event and therefore different seating options are available, as well as several tables, free water plus food and drinks can be enjoyed as well.

5. Programming

The idea behind the musical design of this event is to give new artists a platform to present themselves, meaning only newcomers are going to perform at this event. The stage will be set up inside the bar Two Tribes but there will be speakers on the outside in order to hear the music on the whole event site. In total, it is planned that three various live acts will perform and further two different DJs will play their sets. In the plan below it can be seen that there is always a quarter of an hour break planned in between, just to set up and prepare everything for the new acts. The artists will mainly perform their own music in order to present themselves as uprising artists to the audience. The songs that are performed must be submitted beforehand by the artists. In order to register, one needs to fill out a PRS form, which is available to download directly from their website or one needs to get the Music Licence as that is easier now since PRS and PPL started a partnership. (PPL PRS 2019) In addition, there will be a Photo Booth for the whole event, which can be used for free and there will be fun equipment to take creative photos as well.

Artist	Performing Time	Performing Songs
Live act 1	5 pm - 5.45 pm	TBA
Live act 2	6 pm - 6.45 pm	TBA
Live act 3	7 pm - 7.45 pm	TBA
DJ 1	8 pm - 8.45 pm	TBA
DJ 2	9 pm - 10 pm	TBA

Figure 2: Programming Overview

6. Site Plan

Red = Event Area
Pink = Information Point
Yellow = Public Access to Event (Bus Station)
Green = Parking Area
Orange = Entry/Exit



Figure 3: Site Plan 1

Red = Event Area	Purple = Seating Area with Tables
Orange = Entry/Exit	Grey = Standing Area for the stage
White/ Red = Medical Provision	Green = Toilets
Turquoise = Food Trucks	Blue = Bar from Two Tribes
Lila = Standing Area with Tables	Black = Stage
Rosa = Comfortable Seating Area	White = Rubbish, additional space if needed



Figure 4: Site Plan 2

6.1 Event Area

Outdoor Site

The red marked area on the upper picture shows how big the outdoor area will be. There is going to be enough space to set up different seating options, several food trucks, quiz areas, a photo booth section and standing areas. The two areas marked in white are for recycling but this subject will be discussed later.

Indoor Site

As an indoor site, the Bar Two Tribes is meant, which has a bar, a stage, a standing area and two toilets of which one is for disabled people. As shown in figure 2, the bar is demonstrated as the colour blue, the toilets as green and the stage as black. The grey area represents the area for the spectators.

Public Entry/Exit

There will be only one entrance, wide enough to divide the guests into 2 queues. In contrast to the entrance, there will be two exits - one where the entrance is located as well and the other exit will be on the other side, marked on the site plan in orange. For both areas, securities are

required to ensure that no people without tickets attend the event and to guarantee that at the second exit only people go out and not get in.

Emergency Access

The two exits act simultaneously as emergency exits since the second exit actually acts only as exit and not as an entry. Further, this exit will not be so heavily visited and a safe emptying of the place should be guaranteed.

Safety Barriers

A total of 5 safety barriers will be rented in order to make the event safer for staff and the public. It is anticipated to set them up at the entrance of the location to mark this as the point where ticket holders will be checked and controlled for the event by stewards. The safety barriers will be rented from Be Furniture Hire.

Staging/Structures

The plan from the site has to be reviewed and approved by a risk manager. Since there will be many different areas, such as seating areas, standing areas, bar areas, stage areas and more. This means it is important to go through all possible risks in advance and plan them through.

Staff Safety

Tileyard Studios, which is located right next to Two Tribes, is used as the crew lounge. There are 4 toilets and a large room for clothes and valuables.

Fire Fighting/First Aid Provision

In the staff lounge at Tileyard Studios, there will be medical staff and firefighters to be able to intervene quickly in an emergency.

Water

In front of the Tileyard Education building, there will be a water dispenser to provide guests with free drinking water. Everyone will be able to serve it themselves and furthermore, it will be such a water dispenser to drink directly to avoid additional garbage like cups.

Electricity

Electricity for food trucks and stalls as well as the photo booth will be provided from Tileyard Studios. Here one should mention briefly that only electricity is offered by the organiser, meaning that for example, the food stalls/trucks owners have to provide gas themselves if needed.

6.2 Parking Area

In figure 1, the parking facilities can be seen as green area. Since the whole event is organised by Tileyard Education students, Tileyard generally offers parking facilities to support the event. However, this is limited and can be used as long as there is space.

6.3 Information Point

The pink-marked area is normally Tileyard's reception but will function on the day of the event as an information point. Here it is possible to go if one has general questions or if one has lost valuables.

6.4 Public Access to Event

The event is considered to be an after-work event for people working and studying on the site of Tileyard. However, the event will not be limited to the Tileyard community solely. For those who are coming from outside the closest underground station is King's Cross with an 18-minute walk or an 11-minute bus ride to Agar Grove Maden Lane where it is a 5-minute walk to the location. People arriving by Overground or national rail can use the stop Caledonian Road followed by a 15-minute walk.

6.5 Residents

Since this area is more an industrial area, there are not really many residents or neighbors to be aware of. In addition, the event takes place during the day and ends at 10 pm, so there should be no big noise pollution.

7. Environmental Considerations

Since the environment is a very big topic when organizing events it is significant to consider sustainability at the 'Netflix Getaway' as well. According to Sorokina (2014), "there is a need for sustainable event management, to mitigate the negative impacts of the events and to promote a change towards more sustainable behaviour". Further, as event managers are supposed to be the pioneers here, great importance is attached to being a role model for other organizers.

7.1 Waste / Litter

For the garbage, the plan shows two extra areas to demonstrate that there will be enough space to sort the garbage directly at the place and further to dispose of it properly. There will be several rubbish bins all over the site in order for everyone to be able to dispose of their rubbish directly and no unnecessary dirt on the ground will be created. The garbage containers are then sent to recycling, where the garbage is separated precisely.

7.2 Recycling

As mentioned above a waste separation will take place directly at the event. There is a general attempt to avoid a lot of garbage, however, it is not completely possible to eliminate this issue to 100 percent at such events. Jones (2018) suggested "recycling, producing biodegradable waste and waste prevention' and further 'being environmentally friendly, with minor emphasis on the

social and economic aspects as strategies to ensure sustainability of events”. In this favour, the following waste is going to be separated: organic, plastic, paper, residual waste, bottles, and cans.

7.3 Noise Pollution

Since the place where the event takes place is surrounded by buildings, there will not be too much noise pollution. Furthermore, it should be mentioned that the area is generally an industrial area and therefore should not be a big problem with noise pollution in general. In addition, the event will end at 10 pm, which should prevent problems as well. However, in order to avoid problems completely, one will go around the area a month before the event to distribute flyers and leave a phone number of the site manager. The contact will be shared to get a direct call for potential noise nuisance at the event and further to prevent the police from coming.

8. Budget

8.1 Sponsor

The sponsor of this one-day festival will be Netflix. Netflix is the world's leading Internet entertainment service with 139 million paid memberships in over 190 countries and furthermore, various TV series, documentaries or films can be viewed in a variety of genres and languages (Netflix 2019). Netflix will support the event financially but also with branded things such as napkins, stickers and more. This way it is possible to save money on these things and the sponsor is able to promote their brand easily.

8.2 Location and Equipment

A part of the event will be held inside of the bar Two Tribes. The bar agreed to host ‘Netflix Getaway’ for free in return to keep all bar incomes. Furthermore, Two Tribes will provide the event with all technical equipment that is needed for the live performances.

8.3 Budget Plan

Category	Cost per unit	Quantity	Subtotal	Notes
Venue			£300	
Location Rental (TwoTribes)	N/A	N/A	N/A	The bar will host the event for free in return to keep all incomes from the bar
Tech Equipment Rental	N/A	N/A	N/A	All technical equipment

				will be provided by Two Tribes for no extra charge
Security/Stewards	£15	20	£300	
Food/Beverage			£600	
Food Stalls/Trucks	£200	3	£600	
Décor			£1018	
Deck chairs	£6	25	£150	
Beanbags	15	10	£150	
Additional Signage	£41	3	£123	Decorations for the food trucks
Additional Decorative Items	£10	10	£100	Photo Booth Props
Additional Equipment	£495	1	£495	Selfie Camera (photo booth) incl. additional equipment
Print Promotion			£66.85	
Flyers A6	£0.0339	500	£16.95	
Posters A3	£0.1497	200	£29.95	
Stickers 37mm	£0.0178	1120	£19.95	
Social Media Ads			£40	
Facebook	£8	5	£40	
Other			£276.50	
Portable Toilets	£90	2	£180	Incl. transport
Licences	£21	1	£21	Temporary Events Notice: application fee
Insurance	£60	1	£60	All insurance will come in a package
Safety Barriers	£3.10	5	£15.50	
Total			£1,401.35	

9. Floor Management

Role	Responsibilities
Event Managers	• The safety of all staff and visitors to the event • Manage staff and assign roles and responsibilities to each one of them • Overall control of the event • Event control on the day of the event

10. Pre-Production Timetable

Task	Allocated to	Target Date	Completed
2 months to go			
Work out budget	Chiara and Franziska	8th February	
Organise structure for managing the event	Chiara	15th February	
Book site venue	Franziska	11th February	
Apply for the licences	Chiara	22nd February	
Write risk assessments	Franziska and Chiara	28th February	
Approach sponsor (Netflix)	Chiara	15th February	
Planning of the event publicity	Franziska	28th February	
Approach live acts	Chiara and Franziska	21st February	
Book equipment (photo booth)	Franziska	19th February	
Book food stalls/trucks and caterers	Chiara	28th February	
1 month/2 weeks to go			

Produce posters/leaflets	Franziska	6th March	
Check live acts are booked	Chiara	18th March	
Draw up a site plan for food stalls/trucks	Franziska	11th March	
Notify emergency services	Chiara	13th March	
Book first aid providers	Chiara	8th March	
Book stewards	Chiara	8th March 2019	
Plan emergency vehicle access	Franziska	25th March	

11. Timetable on the day of the event

Actions	Start	End	Person in charge	Info
General Construction seating area, decorations, toilets, barriers, water station	10:00	12:00	Chiara, Franziska	
Stage Construction PA, technical equipment for bands, stage raising	14:00	15:00	Franziska	Audio engineer
Food Trucks Arrival	14:00	15:00	Chiara	
Food Trucks Supplies electricity, water	14:00	15:00	Chiara	
Last minute briefings	15:00	15:30	Chiara, Franziska	
Sound Check	15:30	16:30	Franziska	Audio engineer
Check all emergency equipment	16:00	16:15	Chiara	
Check all stewards in place	16:45	17:00	Franziska	
Cash handlers in place	16:45	17:00	Chiara	
Open doors	17:00	-	Franziska	

12. Licences

12.1 Premises

For this particular event a Temporary Event Notice has to be applied for which is specifically for events with 499 or fewer persons attending including staff, performers, and the public, according to West Somerset Council (n.d.). Furthermore, due to the set up of food stalls a Street Trading Consent will be required for the event.

12.2 Music Licence

In order to be able to play live music, it is necessary to apply for a music licence which is PRS for Music.

13. Insurances

For the 'Netflix Getaway', a public liability insurance is needed which will cover the organisers from extra costs in the case a member of the public will be injured or third-party damages will occur. In addition, an employers liability insurance is necessary to protect the organisers from any costs due to an injury by any type of staff. For the coverage of damages or losses of hired equipment for the event, an event equipment insurance will be required. In the unwanted case of a cancellation, abandonment or postponement of the festival the event will need a cover for these things as well. The insurance company that will be used for all insurances is an Event Insurance which offers packages to cover all insurances required for this event.

14. Risk Assessment

EVENT NAME	Netflix Getaway	
EVENT DATE	5 th of April 2019	
EVENT TIME	17:00 – 22:00	
EVENT ADDRESS	Tileyard London, Tileyard Road, Kings Cross, London N7 9AH	
NAMES OF PERSONS IN CHARGE	Franziska Uecker and Chiara Vahle	
MOBILE NUMBER	+44 7426 123456	
AREAS OF ASSESSMENT – potential · ENVIRONMENT AND HEALTH · WORKING AT HEIGHT · SLIPS/TRIPS · LIFTING OPERATIONS INC. MANUAL – HANDLING · COSHH · SITE/CROWD MANAGEMENT · ELECTRICITY · VEHICLE MOVEMENT INC. LOADING & UNLOADING	PERSONS AT RISK	QUANTITY
	ATTENDEES	200
	STAFF	10
	CONTRACTORS	N/A
	PUBLIC to include · Visitors/Guests · OAP's · Children · Disabled People	
ACTIVITIES COVERED • PRODUCTION • EVENT BUILD/BREAKDOWN • WORKING AT THE EVENT	NOTES:	

Risk Assessment Explanatory Notes

1. Minor injury = Abrasions, bruising, minor burns (reddening of the skin).
2. Significant injury = Lacerations leading to blood loss, second degree burns (leading to blistering), sprains & strains, muscle & ligament injury, minor head injuries. Acute representations of underlying conditions i.e. asthma, epilepsy, bronchitic illness, diabetes. Hyper Hypothermia.
3. Serious injury = Fractures, trauma leading to significant blood loss, head injuries leading to periods of unconsciousness. Acute representations of underlying conditions such as angina.
4. Major injury = Multiple fractures, spinal or cervical injury, multiple trauma, injury affecting respiratory system, head injuries leading to significant period of unconsciousness. Myocardial infarction, status epilepticus/asthmaticus
5. Major incident/Fatality = Single or multiple fatality or large numbers of injuries in cat 3-4.

Risk x Probability Values

Severity	Probability
1 Minor Injury	1 Unlikely
2 Significant Injury	2 Possible
3 Serious Injury	3 Highly Possible
4 Major Injury	4 Probable
5 Major Injury/Fatality	5 Certainty

Risk x Probability	1	2	3	4	5
1	1	2	3	4	5
2	2	4	6	8	10
3	3	6	9	12	15
4	4	8	12	16	20
5	5	10	15	20	25

The probability and severity rating associated with each individual hazard, is calculated before controls are put into place. Once the controls are in place, the hazard and its severity may not change, but the probability will be reduced to a maximum of 'Unlikely'.

THE RISK ASSESSMENT IS A WORKING DOCUMENT AND IS SUBJECT TO CHANGE AT ANY TIME TO ADAPT TO NEW HAZARDS PRESENTED OR CHANGES TO CONDITIONS TO HAZARDS ALREADY IDENTIFIED

Area of Assessment: HEALTH AND SAFETY IN THE WORKPLACE

Hazards	Control Measures	Severity rating x Likelihood = Residual Risk S x L = R			Action required where risks are not adequately controlled and other comments
Full capacity audience expected – 200 on the day of the event Arriving at the site from 17:00 and later departing at 22:00	Event visitors are free to move between the area of the bar and the inside stage and the food and drink stalls. All attendees will have to buy a ticket before being admitted to the area in order to make sure that the site does not exceed its capacity. Due to the low capacity of the inside stage area at TwoTribes crowd control measures has to be taken in order to prevent unwanted incidents	1	2	2	A total of 4 stewards will be hired to provide safety. 2 of them will be positioned at the entrance of the event, 1 will be placed at the exit, 1 will be taking control of the floor.
Public Disorder – Audience members and staff are at risk of injury if assaulted or caught up in an incident	Steward personnel are trained to spot potential troublemakers, defuse tension and ensure a smooth running of the event. Stewards will be instructed in procedures for controlling tickets, re-entry, queuing, searching at the entrance and	2	2	4	No glass at the event.

	crowd flow management				
Food Poisoning – food prepared in unhygienic conditions could cause staff and audience members to fall ill	Reputable food businesses will be hired to minimise of potential food poisoning. Vendors must display compliance documents and food safety certificates in their stalls	1	2	2	Food stalls will have fridges and freezers for food storage.
Faulty of electrical equipment or installation	All electrical equipment that is used on site is tested once a year and should be maintained in a condition suitable for use outdoors and will be protected by circuit breakers as necessary. Power sources and production areas to be barred off and hidden away from the event visitors. The set up and all electrical installations have to be undertaken by a qualified person. The certificate should be available at all times. External electrical equipment has to be PAT tested.	3	1	3	All equipment that will be used on site has to be PAT tested.
Gas Safety – Catering staff and others are at risk of serious injury due to gas explosions if equipment is improperly maintained	Event organisers are responsible for the maintenance of the catering facilities at all times. This includes ensuring that gas installation and a 'Gas Safety Register' approved contractor has checked equipment, in the last 12 months. It also has to be ensured that gas equipment is suitable for outside use.	3	1	3	Vendors have to display compliance certificates. Arrangements with food vendors (food stalls) have to be made to check those are complying with gas safety requirements.

Fire Safety Risk of serious injury due to poor crowd management Crowd control in an emergency evacuation situation	A strategy for a potential emergency evacuation has to be established.	3	1	3	Stewards are responsible to check fire exits before and during the event and keep those clear during Event staff has to be trained in how to operate in the event of an emergency evacuation situation. Emergency exits are clearly marked.
Slips and Trips – serious injury can occur if staff and festival attendees trip; even on a level surface	Electrical cables and other trip hazards have to be cleared from the stage and audience area. Excellent Housekeeping – Stewards have to be trained to see things whenever necessary. All spillages have to be dealt with immediately.	1	3	3	Event organisers have to check all trips and slips hazards are hidden as good as possible and marked correctly for the public before the start of the event to prevent injuries. Cleaning material and hazard sign are located behind the bar and the food stalls.
Lifting operations + manual handling: staff are at risk of musculoskeletal injury from application of improper lifting techniques on heavy and/or awkward objects	Staff members will be provided with manual handling training and will be shown to use manual handling aids. Aids to manual handling are available including heavy-duty trolleys and pallet trucks.	1	3	3	Only staff trained in lifting techniques will be involved in activities involving manual handling.

15. Reflective Statement

This work is about the fictitiously planned event 'Netflix Getaway' in the Bar Two Tribes, although in detail this reflective statement will be about my part of the work and further about the amount of work and time involved. In addition, topics are taken from the project and explained and analysed precisely. With such a realistic project it is even more essential to make a reflective summary afterward in order to be able to carefully examine what was good and what was not so good. In general, this work was useful to improve you own skills for the future and to gain new perspectives for other projects

A very close cooperation took place in this project with Chiara Vahle to achieve the best possible result. This does not mean, of course, that there was no specific division of responsibilities, quite the opposite. Before we went to work, the whole project was divided into different chapters which we had to discuss and in addition we immediately decided who was in charge of which specific subject. However, when collaborating closely, it was meant that we often worked together on the project, in other words we often met and worked together independently on the project. Since the division of labour took place from the very beginning, it was immediately clear who was responsible for what and this made it easier and much more targeted to work separately. If something was not clear for one it could be quickly clarified together through the simple communication that took place. In terms of this, working in a team was an advantage because then one could immediately settle problems in person, which made things much simpler.

Here a short overview of the points I was responsible for:

- Mission Statement & Event Outline
- Marketing
- Programming
- Site Plan
- Environmental considerations
- Timetable on the day of the event

The points mentioned above will be explained in more detail in the following. Moreover, the thoughts behind those points will be explained in order to better comprehend and understand the procedure.

Mission Statement & Event Outline

This point is mainly about answering the 5 W-questions like What, When, Where, Who and Why and to explain them in more depth. It should serve to create an impression and to make it easier to imagine a bit under the event 'Netflix Getaway'. On the matter on what this event was about, it was explained that it is a Netflix themed event and with the name 'Netflix Getaway' a specific topic runs through the whole event from themed food trucks to decorations. Additionally, it was explained which series will be used for the food trucks in order to go into more detail. Of course it was written when exactly the event will take place and it was explained where the event will take place. From the question where the event is going to happen the question who was answered directly because there are a lot of people at Tileyard anyway. Through that the goal was to address exactly these people with this event. In the end, when developing this event, we thought it would be a fun way for busy people to get out of the daily routine and find fun in living a new character for a few hours. Finally, these questions were clarified in the Mission Statement and even discussed in more detail. The Event Outline should provide a short overview of the event at first sight and also briefly describe which entertainment points are going to be offered.

Marketing

At the event 'Netflix Getaway' marketing is an indispensable element to promote the event properly and effectively. Beside the extraordinary idea, certain techniques are used to win people for this event. As already mentioned in the project a good idea alone is not enough for a successful marketing organisation (Kotler et al 2013). A very high value is placed on the comfort at the event, so that all guests feel relaxed and can enjoy the evening. On the one hand, the fact that a Netflix theme runs through the whole event (in almost all areas) it already differs itself from other events in this area and on the other hand, it also collects money for a good cause, in particular for the Mental Health Foundation. According to APMS (2014, cited by Mental Health Foundation 2019) has one person out of six a common mental health problem, which just shows how important this topic generally is. Under those common problems are anxiety and depression the most common ones (Mental Health Foundation 2019). Organising a Netflix Themed event was the best solution to win Netflix as a sponsor. Winning Netflix as a sponsor has several advantages, such as being financially more independent and being able to attract more people to the event plus awaken their interest. As Netflix is such a powerful company, the support for this project would only be an advantage. That's why the flyer was designed to match Netflix with the color combination of red and black.

Programming

Programming is a very relevant point for an event since it could be crucial whether people come to an event or not. It is mainly intended to entertain guests during an event such as playing live music or offering various games. Therefore the selection of artists should reflect the event itself, either the genre or the message behind it. Netflix Getaway' is more about the message behind it because as mentioned in the work itself, the event should support independent artists from Tileyard Education and offer them a platform to perform. So, for this event the message was specifically chosen over the genre since the people who should be addressed to with this event are general music lovers and interested in upcoming artists. In order to be able to offer a wide

range, we decided to have three different live acts performed and then two additional DJs played. Besides live music there will be a photo booth section where guests can take pictures for free. Various items will be offered to the photo booth in order to create funny and entraining pictures. Such photographs are always a good memory of special events and people appreciate them very much.

Site Plan

A site plan should give a good overview of the event to be able to see immediately where what is. The first site map is intended to show the area in general and illustrate how to get from the bus stop to the event. In addition, it should also show where the parking spaces are and how far they are from the event location. It further illustrates where to find the Information Point and where the entrance and the two exits are located. The second plan should demonstrate the location in more detail and explain what will happen at the event. For example where the food trucks or the stage will be. It should be possible for the readers to better imagine the event through this site plan. Another support will be the Mood Board (attached to the Appendices) because with the Mood Board it will be even easier to imagine what this event will ultimately look like. What is very advantageous about this location is that it is almost completely surrounded by buildings and thereby a lot of money for the barriers can be saved. Only a small part of the entrance will have to be locked.

Environmental considerations

As Jones (2018) mentions it is significant to “balance available natural resources with a growing global population”, meaning that at the ‘Netflix Getaway’ we try to use as much natural resources as possible. For example, recyclable cups and paper straws will be used and further it will be tried to avoid the usage of plastic decorations. There are already many alternative products to plastic that can be purchased for a fair price. For instance there are coffee mugs which “disappear to carbon dioxide and water within three months” created by Biome Bioplastics (Blunden 2017). One can see here that way more actions than garbage separation will happen at this event in order to be a great supporter of the environment or rather to prevent issues considering the environment.

Timetable on the day of the event

A timetable for the day of the event should be created in any case of organising an event as it is a major help to keep an overview of all the things that should happen. As planning is the most important part of arranging events, a good structured plan is advantageous. Additionally one should always include a buffer time if anything does not work as planned so, there is enough time to work on a problem and sort things out.

Overall, this project was a good experience in order to develop myself further and gaining a more detailed insight of the industry. In general, it was the first time for me personally to plan such an event entirely but it was a good learning process, which is absolutely helpful for the future and always applicable in real practice. Even though I have never completely planned such an event, I have already gained experience in individual areas beforehand, such as writing

schedules for an opening ceremony and being the coordinator between stage manager and artists. In addition, I have been responsible for more than 200 actors as contact person, organiser and manager. These experiences were definitely helpful to me for this project and I was able to contribute my already gained experiences to this project. Finally, in my opinion the outcome of this project is a generally good result. Besides that I could consider the event to be authenticated since I believe that there would be interest for such an event. Moreover, this project made it much easier for me to create such an event management plan in the future as the components are now more than lucid to me.

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17. Appendices

Figure 1: Netflix Getaway Poster/Flyer

Figure 2: Programming Overview

Figure 3: Site Plan 1

Figure 4: Site Plan 2

Mood Board for the Event



Performing Right Society Limited

Representing Music Creators and Publishers of Music

Registered Office: 2 Pancras Square, London, N1C 4AG

Telephone: 0845 300 60 33

Website: <http://www.prsformusic.com>

PRS for Music is the trading name of the Performing Right Society Ltd.



Set List - LIVE EVENTS - Popular Music

The venue
Name and address
Postcode
Tel No.

Promoter
Name and address
Postcode
Tel No.

Date of performance

List of acts in order of appearance

To the venue manager or promoter

Please complete this side of the form and ensure that one of the set lists on the other side is completed for each act playing.

You or one of your staff must sign the declaration at the end of the form.

Please send completed forms for the address below.

Thank you.

To the performer

Please complete the other side of this form and list every title played, even if you are not sure who the writers or publishers are.

Thank you for your help. It is only by collecting this sort of information that *PRS for Music* can pay out royalties accurately.

Completing this form does not make you a member of *PRS for Music*. To find out more about joining please call Writer Admissions on **020 7306 4805**.

DECLARATION: I confirm that, to the best of my knowledge, the details entered on this form are correct.	
Signature:	Name (BLOCK CAPITALS):
Position (Manager/Promoter etc):	Telephone:

PP/LSL 09

For PRS for Music use only

EN T R PF VS

Name of Artist/Band/Performer

Billing

Headline ☐

Support ☐

Approximate duration of set

Is this performance part of tour?

Yes ☐

No ☐

List of titles performed (BLOCK CAPITALS)

If more than 20 works are performed, please continue on separate form

Item	Title of Work	Composer/Author/Arranger	Publisher (if known)	Duration
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

PP/LSL 09

