TILEYARD EDUCATION

Helena Loehner
1910981

BAX16
[MUSIC BUSINESS]
[LEVEL 7]
2019/2020

LIVE MUSIC & EVENT MANAGEMENT
SBTY7005
PORTFOLIO 2

Discipline Tutor: Natalie Smith

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Introduction

In this portfolio I will present the event “Augmented Networking”, explain its intention and how exactly it works, outline the planning and preparation process give some insight on the licensing, budgeting, staffing, programming, marketing and floor management procedures.

“Augmented Networking” is a networking event for professionals working within the Tileyard community combined with the elements of live music and augmented reality. Making connections is one of the most important things for members of the music industry from all backgrounds and fields. Through networking new opportunities and new relationships arise. These might be short-lasting for a temporary project or might remain for years and aid in future projects.

Unfortunately, meeting and starting conversation with other industry people can be a difficult challenge to some people. For one, it is not always easy to find the right place or time to talk to other industry people. Furthermore, social anxiety and lack of self-confidence can make it difficult to just walk up to a stranger and engage in conversation.

This is why we decided to put on “Augmented Networking”. The goal of the event is to bring people from all parts of the music industry together in a fun, exciting and casual environment. The unique part of the event is the introduction of the combination of augmented reality and live music. The event will be held on Friday September 25th 2020 at The Gallery at Tileyard which is a 150 (135 guests + staff) people venue with a fully licensed bar. (Hire Space, 2020) The car park in front of the gallery will also be used as an outdoor space. Furthermore, there will be a live band playing all night which is made up of Tileyard education musicians.

Ticket holders were asked to bring along a mobile device to the event. Instead of a normal event hand stamp, attendees will receive a stamp in the shape of a soundwave upon entry. They are then asked to download the free app Skin Motion. (Skin Motion, 2018) Free Wifi will be provided. These hand stamps are each 30-second vocal lines from songs which we designed together with a tattoo artist and registered within the app Skin Motion. Skin Motion is an app that scans a soundwave tattoo and then plays back the audio. Login details will be provided to all attendees for free. Each person receives an individual stamp and is asked to scan their stamp with the app to find out which song and artist it is of. There are 27 songs available and the soundwave each person receives will be chosen randomly. Five people will receive the same song and artist. The challenge of the evening is for every attendee to find the other four people with the same song and artist. When five people with the same song have successfully found one another, the group can register at an ‘info’ desk inside the venue. Songs of fully united groups will then be performed live by the house band which has prepared all 27 songs.

The introduction of augmented reality to sound is exciting and new to many people which will attract a lot of curious guests to buy tickets to the event. Furthermore, having a shared mission helps bond people. (Team Bonding, 2020) Taking away the pressure of having to only talk about

business and having to present oneself in a formal way makes it easier to connect with other people on a human level. In addition, experiencing a feeling of success as a team creates a shared memory and helps making a lasting connection.

Project Planning and Project Management

With the goal in mind to plan and organize a '1-day cross media cultural live event held at Tileyard Studios' in June 2020, our team started getting together 6 months prior to the event in January 2020. The first two group meetings were to brain storm ideas. We went into these sessions without any specific vision and came out with a clear idea of what the event would be like. We decided on the type and intention of the event, location, target audience, date and name as well as a rough plan of the event would be structured. The decision, to host a networking event was made uniformly, as networking is a crucial part of working within the music industry. We also created a list of all the important questions that need to be answered and of all the necessary steps that have to be taken in order to create a successful event. We distributed all tasks to different team members so they could be taken care of as soon as possible. To keep track of everything discussed in our meetings, we decided to write down the minutes of each of them (see Appendix 1) and share them with the group via GoogleDocs. (Google, 2020) Furthermore, we created a GANNT chart with individual deadlines for each task. (see Appendix 2)

The date we settled on was Friday June 19th 2020. People enjoy going out and being social during summer, when the evenings are warm and the days are long. That makes it the perfect time for a networking and music event. June also marks a suitable period for the many Tileyard education students involved in the event. There are no deadlines or classes in June which means the event does not interfere with the studies.

Unfortunately, due to the worldwide covid-19 outbreak in February/March 2020 and the cohesive cancellation of all cultural events and social gatherings for the following months, we decided to move the event date to Friday 25th September 2020.

During the months leading up to the event we scheduled monthly online meetings to discuss the project in person as well as weekly updates via GoogleDocs and Whatsapp on the progress of the different tasks.

Location

According to the brief, the event has to be held on Tileyard grounds. Once we decided on the type of the event, we realized that we need a venue with a stage, a bar, toilet facilities and most importantly enough space for more than 100 people. Also, an already existing sound and light system would be very helpful. After researching all the event spaces at Tileyard, we

decided to hold the event at The Gallery as it fulfills all the important criteria. It is a 150-people venue with a fully licensed bar, toilet facilities, disabled toilet facilities, a stage, sound system, lighting system and parking space available right in front of it. (Hire Spaces, 2020) The parking space is extremely helpful during the building phase of the event as loading vans can be parked right in front of the door. During the show phase of the event, the parking space can be transformed into an outdoor space for people to get fresh air, smoke and chat.

Staffing

As our budget is relatively low, we unfortunately cannot afford to spend a lot on staff and entertainment. This is why we decided to involve other master students from Tileyard Education. The band is solely made up of Tileyard musicians. This gives artists from the community an opportunity to showcase their skills in front of industry people. As there is a lot of practice and preparation involved, they will be paid £100 each. Sheet music for all of the soundwave songs will also be provided. A student from the production course will work as the sound technician. They will be paid £50. There will also be a Tileyard producer to play music in between band breaks. They will also be paid £50.

The floor and bar staff will be made up of volunteers from Tileyard master students. The event tickets are only available to industry professionals and not to students. However, volunteers will be granted entry to the event and given a 45 min break each during which they are invited to network. Volunteers will also receive access to the soundwaves and login details the day after the event to experiment with the augmented reality experience. Furthermore, they will be provided with free drinks and snacks.

Licensing

To host a public event in the borough of Islington a Temporary Even Notice (TEN) must be given at least 10 days before the event date. A TEN is required for any event with up to 499 attendees if there is sale of alcohol, supply of alcohol to members of a registered club, provision of late-night refreshment - hot food or hot drink between 11pm - 5am and/or entertainment defined as a performance of a play, an exhibition of a film, an indoor sporting event, boxing or wrestling entertainment, a performance of live music, any playing of recorded music, or a performance of dance. (Islington.gov.uk, 2020)

Limitations as stated by the Islington Council are:

- there can be no more than 499 people at the event at any one time, which must last no more than 168 hours (seven days)

- if you are expecting 500 people or more then you will need to apply for a premises licence
- one premises can only be used for 15 temporary events per year, up to a total maximum of 21 days per year
- an event that starts before and ends after midnight counts as two days
- one person may only make five TEN applications per year, or 50 if they hold a personal licence
- 15 TENs per premises per year limit applies, regardless of whether the applicant holds a personal licence
- there must be a minimum of 24 hours between TENs at the same premises.

(Islington.gov.uk, 2020)

To ensure that we would receive all licenses in time for the scheduled event, our personal application deadline as stated on the GANNT chart (see Appendix 2) is May 4th, more than three months prior to the event. This allows enough time in case the council needs further documentation and proof or in case there is an objection to the TEN application and we need to object. The TEN includes the contact information of the organizer and of the location, answers questions regarding already existing licenses, specifies operating times, explains the nature of the event, the location and the type of entertainment. The completed TEN application form for "Augmented Networking" can be found in Appendix 3. The application process costs £21 per claim.

The TEN must also be submitted to the local police and the Environmental Health Department. Since we are submitting the application online on https://www.gov.uk/apply-for-a-licence/temporary-event-notice/islington/apply-1 our application will automatically be submitted to the two institutions.

Besides a premise license and a license to sell alcohol, we also require a license issued by PPL and PRS to give us permission to showcase live music (band) as well as recorded music (producer/dj) to the public. The license is called TheMusicLicense. (PPL PRS, 2020) The tariff under which this event falls is "Popular Music Concerts LP". PPL PRS charge 4-4.2% for the use of music. The license must be submitted at least 30 days before the event and can be amended until no later than 14 days before the event. Since we also have background music playing which falls into a different category, we need to get in touch with PPL PRS to get a custom quote. Since this might take a while, we will apply for TheMusicLicense on or before May 4th 2020. This means that all of the entertainment needs to be decided by then.

Promotion

As our primary audience are the members of the Tileyard community, we decided to focus our marketing strategy only on them. To do so we decided to design posters and flyers with the main event information (see Appendix 4) and hang and scatter them all around the Tileyard grounds. Two very important sites to hang posters and hand out flyers are The Vinyl Café and the Two Tribes Brewery at which many Tileyard locals spend time during breakfast and lunch hours or after work.

The poster does not give away too much information. Instead, it gives a few clues as to what the evening holds and recommends bringing along a mobile device. The aim is to spark curiosity while still providing some information as to what to expect.

Promotion is scheduled to begin two months prior to the event.

To inform master students about the event and get them involved, we will create posts with the same artwork in the official Tileyard Education 19/20 Facebook Group, which most students are a member of and encourage them to get in touch with us. We will also have a meeting with Lucy Macieira from Tileyard Education to tell her about the upcoming event and ask her to feature our post in the Tileyard Newsletter which is sent to all Tileyard students every Friday.

Budgeting

We were given a budget of £ 5,000 to put on the event. This is a very doable budget for an event of this size. However, we still had to prioritize the most important areas and try to find free options for less important elements to not overspend as the creation of the soundwave stamps takes up a large part of the budget. To keep close track of all of our expenditures and income and get an overview of our budget use we created a budget list. (see Appendices 5-7) Our initial estimated profit and loss analysis showed a minus so we had to try to cut some of our expenses. Usually, it costs £1,500 to rent The Gallery for a day plus £1,000 minimum spend. As we are Tileyard students, thankfully we were granted a 50% discount of the rent as well as no minimum spend. With this discount, as well as some other prices that were cheaper than expected, we managed to get our profit and loss analysis to show a plus of more than £1,000 after all expenses.

Our income will come from tickets as well as beverage sales. There will be 135 tickets available online via Eventbrite.com for £ 8.00 + fees or on the door for £ 10. (Eventbrite, 2020) We expect the event to sell out. If all tickets are sold online, we will have a ticket income of £1.080. This is our minimum income if the event sells out. If all tickets are sold on the door, we will earn £1,350. Most likely tickets will be sold using both methods. Therefore, the income from ticket sales will be somewhere between £1,080 and £1,350.

Conclusion

Planning this networking event from beginning until end, I have learned the importance of teamwork in event planning. Especially important are establishing a shared goal and then distributing tasks well, sticking to deadlines and managing a team to make sure everything gets done to a high standard and on time. There are many different areas that need to be covered from budgeting, to booking and promotion to team management and things get done much quicker and better if every team member works on their area of expertise.

The biggest lesson I have learned though is that flexibility is extremely important. We encountered out of the ordinary circumstances by the world wide Covid-19 pandemic which affected all music and entertainment industries. The team stuck together and we managed to move the event to a later date. Furthermore, we could no longer do in person meetings and had to do online meetings instead. We still managed to collaborate well and get all of our tasks done in time. Moving forward we will keep close track of the developments to see if everything can go according to plan and we can hold “Augmented Networking” in September.

Appendices

Appendix 1) Meeting Minutes 04

MINUTES OF MEETING **Meeting - 041**

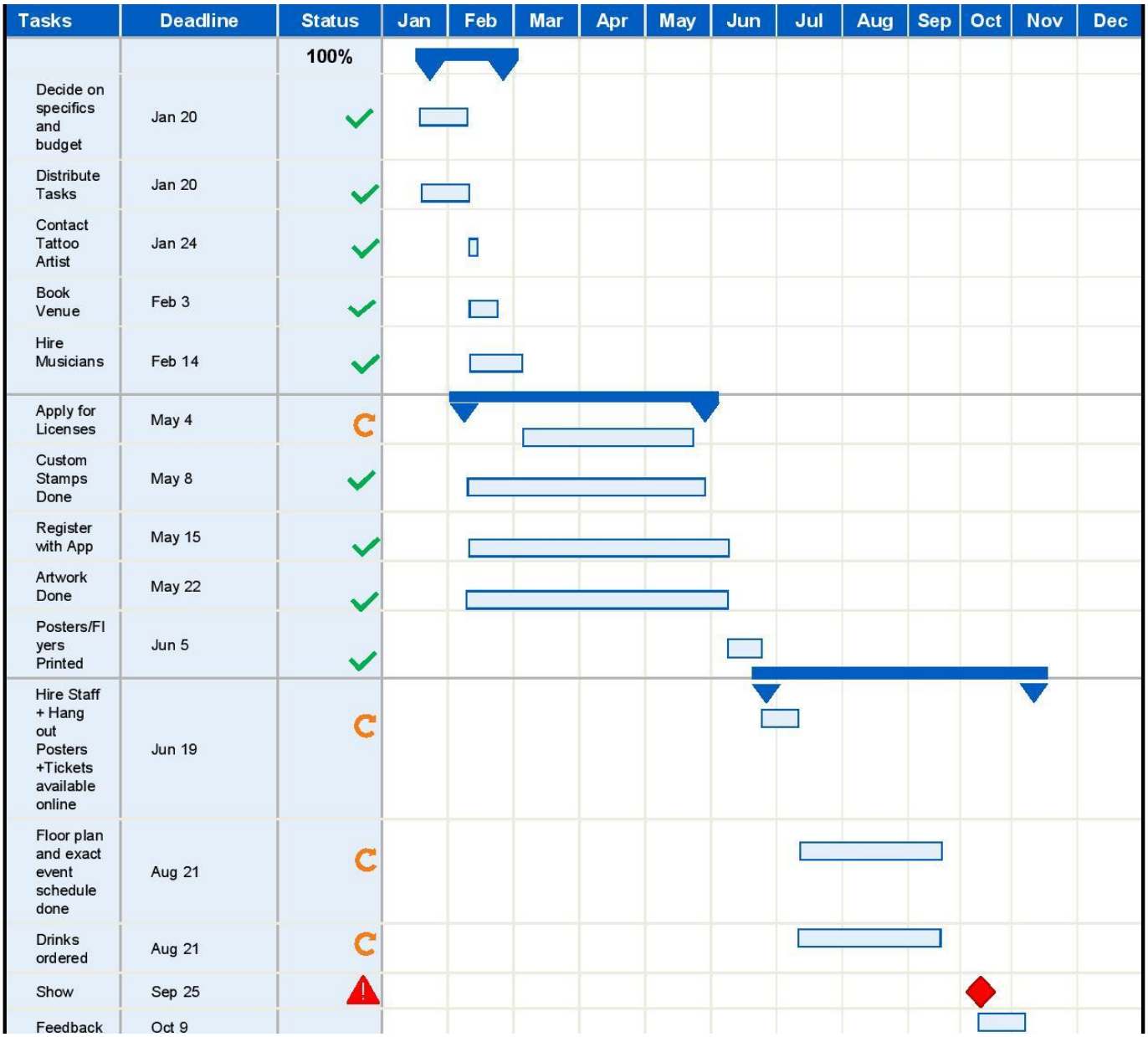
Date : 16/03/20 Venue : Tye 8a

Attendees:**Person A,B and C** Absent: **Person D** Minutes Taken By : **Helena(A)**

Issues	By	Discussion & Decision	Responsible	Deadline
Covid-19	Helena	- Health and Safety Risk - All events being cancelled - Decided to move event date to 25th September	Everyone	Urgent
Licenses	Helena	- Need a Temporary Event Notice (TEN) - Established that no one has pre-existing personal license - Open funds for TEN fee - Person A is in charge of application	Person A	04/05/20
Custom Stamps	Person B	- Meeting with Tattoo Artist went well, cheaper then expected - Custom Stamps have been ordered and will arrive within 14 days	Person B	05/05/20
Artwork	Person C	- Have talked to friend who will do artwork for free - Showed first ideas - Decided on design	Person C + Everyone	22/05/20

minutes 2

Appendix 2) GANNT Chart



Appendix 3) TEN Application Form

ISLINGTON

Islington
Temporary Event Notice
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 1 of 9

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference		You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

○ Yes ◉ No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name	Helena	
* Family name	Loehner	
* E-mail	helena.loehner@hotmail.com	
Main telephone number	+447776919076	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.

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Your Address

Address official correspondence should be sent to.

* Building number or name	Unit 5
* Street	Tileyard Road
District	
* City or town	London
County or administrative area	
* Postcode	N7 9AH
* Country	United Kingdom

Section 2 of 9

APPLICATION DETAILS (See also guidance on completing the form, general notes and note 1)

Have you had any previous or maiden names?

○ Yes ◉ No

* Your date of birth	18 / 08 / 1997 (dd mm yyyy)
National Insurance number	SZ612370C
Place of birth	Munich, Germany

Applicant must be 18 years of age or older

This box need not be completed if you are an individual not liable to pay UK national insurance.

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	10
Street	Elm Road
District	East Sheen
City or town	London
County or administrative area	London
Postcode	SW14 7JQ
Country	United Kingdom

Continued from previous page...

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	helena.loehner@hotmail.com
Telephone number	+447776919076
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	Unit 5
* Street	Tileyard Road
District	
* City or town	London
County or administrative area	
* Postcode	N7 9AH
* Country	United Kingdom

* 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

* Premises licence number	?

Location Details

* Provide further details about the location of the event

The Gallery is a 150 capacity space based at Tileyard London. Designed to be highly versatile to cater for the niche requirements of the top tier in both the creative and corporate industries.

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We're here for music events, panel discussions, art exhibitions, community workshops, strategy meetings, corporate away days, private parties and team building workshops. Previous clients include Apple, BHF, Amazon, BBC and AEG.

We have a fully licensed bar with bespoke catering offering, high spec sound and AV facilities and a dedicated team to bring your event from conception to completion.

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

Describe the nature of the premises below (see also guidance on completing the form, note 4)

An event room with a stage and fully equipped bar, toilets and disabled toilets as well as cloakroom are present. Parking space right in front of the venue will be used for outdoor entertainment instead of parking.

Describe the nature of the event below (see also guidance on completing the form, note 5)

A ticketed live music concert with an augmented reality application experience. Alcohol will be served.

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)

Continued from previous page...

Event start date: 01 / 08 / 2020 (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: 01 / 08 / 2020 (dd mm yyyy)

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock) (see also guidance on completing the form, note 10): 18:00-23:00

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 (see also guidance on completing the form, note 11): 200

Note that the maximum number of people cannot exceed 499.

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

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

No

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

Section 7 of 9

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

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Continued from previous page...

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

Section 8 of 9

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

Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	○ Yes	◉ No
Has any associate of yours already given a temporary event notice for the same premises in which the event period: a) Ends 24 hours or less before; or b) Begins 24 hours or less after the event period proposed in this notice?	○ Yes	◉ No
Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	○ Yes	◉ No

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Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period:
a) Ends 24 hours or less before; or
b) Begins 24 hours or less after the event period proposed in this notice?

○ Yes ◉ No

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

ATTACHMENTS

AUTHORITY POSTAL ADDRESS

Address

Building number or name	222 UP
Street	UPPER STREET
District	ISLINGTON
City or town	LONDON
County or administrative area	
Postcode	N1 1XR
Country	United Kingdom

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?"

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* Full name	HELENA LOEHNER
* Capacity	200
Date (dd/mm/yyyy)	10/03/2020

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.

Appendix 4) Poster

Appendix 5-7) Budget List Expenses, Income, Profit-Loss Analysis

Augmented Networking

Event Budget for *Augmented Networking:* EXPENSES

Site	Estimated	Actual
Room and hall fees	£ 1,500.00	£ 750.00
Minimum Spend	£ 1,000.00	£ -
Total	**£ 2,500.00**	**£ 750.00**

Stamps and App	Estimated	Actual
Sound Wave Stamps	£ 500.00	£ 500.00
Skin Motion App	£ 900.00	£ 945.00
Tattoo Artist	£ 450.00	£ 300.00
Total	**£ 1,850.00**	**£ 1,745.00**

Publicity	Estimated	Actual
Artwork and Posters	£ 100.00	£ -
Printing Poster	£ 100.00	£ 90.00
Printing Flyer	£ 60.00	£ 70.00
Total	**£ 260.00**	**£ 160.00**

Licenses	Estimated	Actual
TEN	£ 21.00	£ 21.00
TheMusicLicense	£ 200.00	£ 400.00
Total	**£ 221.00**	**£ 421.00**

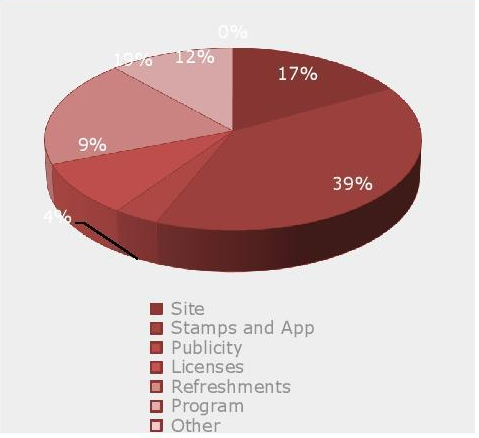
Refreshments	Estimated	Actual
Drinks	£ 650.00	£ 700.00
Food for Staff	£ 100.00	£ 150.00
Total	**£ 750.00**	**£ 850.00**

Program	Estimated	Actual
Musicians	£ 400.00	£ 400.00
Sound Technician	£ 50.00	£ 50.00
Producer/DJ	£ 50.00	£ 50.00
Sheet Music	£ 50.00	£ 20.00
Total	**£ 550.00**	**£ 520.00**

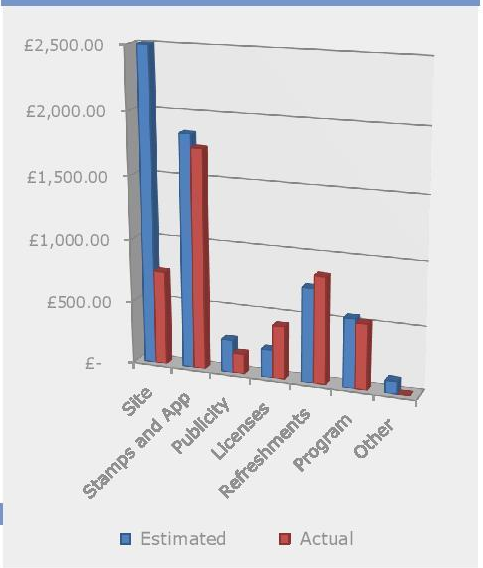
Other	Estimated	Actual
Unexpected expenses	£ 100.00	£ -
Total	**£ 100.00**	**£ -**

Total Expenses	Estimated	Actual
	£ 5,931.00	£ 4,446.00

Actual Cost Breakdown



Estimated vs. Actual



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Augmented Networking

Event Budget for *Augmented Networking* : INCOME

Admissions							
Estimated	Actual				Estimated		Actual
80	80	Online @	£ 8.00	£	640.00	£	640.00
55	55	On the door @	£ 10.00	£	550.00	£	550.00
				£	**1,190.00**	**£**	**1,190.00**

Sale of Drinks							
Estimated	Actual				Estimated		Actual
300	300	Beer @	£ 5.00	£	1,500.00	£	1,500.00
240	200	Wine @	£ 6.50	£	1,560.00	£	1,300.00
200	300	Single Shot	£ 5.00	£	1,000.00	£	1,500.00
50	30	Double Shot	£ 8.00				
180	270	Mixer	£ 2.50	£	450.00	£	675.00
				£	**4,510.00**	**£**	**4,975.00**

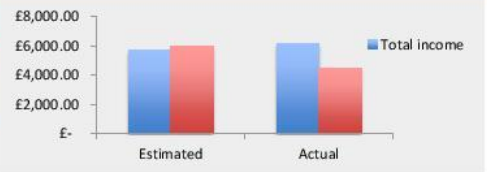
Total Income	Estimated	Actual
	£ 5,700.00	**£ 6,165.00**

Augmented Networking

Event Budget for *Augmented Networking* : PROFIT/LOSS SUMMARY

	Estimated	Actual
Total income	£ 5,700.00	£ 6,165.00
Total expenses	£ 5,931.00	£ 4,446.00
Total profit (or loss)	**-£ 231.00**	**£ 1,719.00**

Profit vs. Loss



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