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Module Title : **Live Entertainment Marketing**
Module Number : **BMTY7005**
Assignment Title : **Portfolio 2**
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TILEYARD EDUCATION

One Day Festival: *a 1-day cross media cultural live event held at Tileyard Studios.*

Word Count: 3090

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INTRODUCTION

This paper seeks to showcase the ideation, formation and planning of a one day event at Tileyard Studios. The group working on this project included; Thando Zulu, Florian Bel and Karl Gordon, all of whom are MA Music Business students at the time of writing.
This portfolio details the meetings the group had to formulate strategies and make decisions to execute the brief both from a creative and a financial standpoint. I believe the below shows the need for outdoor events and online options to engage with events within an industry that is emerging from the effects of the Covid 19 Pandemic. 2020 is a year in which the music industry suffered the impacts of the Covid 19 pandemic, where UK national lockdowns shifted the landscape of the music industry namely by hindering the live shows, tours and festivals. (Jones R, 2020) As restrictions in the UK ease throughout 2021, live events are being planned and tickets are being sold. The below outlines our plan for an event in the autumn of 2021 in the UK.

VISION AND CONCEPT

The Black TYE event is a cross-media cultural event that will be held at Tileyard London.
The mediums of expression include sound, visuals, for an in-person event with an online offering.
The purpose of BlackTYE is to highlight the need for increased ethic diversity within the music business. At present there are multiple statistics that point to the fact that Black music professionals are unrepresented at all levels of the industry especially within education and at executive level positions. Ethnic minorities often face problems with representation, this event is focussed on the story of Black ethnic minorities in the UK.
The UK Music 2020 Diversity report found that only 7.8% of the music industry workforce identifies as Black which is not proportionate to the amount of Black artists within the UK music scene.
With consistency and awareness we can be part of the change that is needed. Change often begins with education, so what better place to host this event than Tileyard Education - a place that educates the next generation of the music industry. The BlackTYE event.

What
A day of inspiration, music industry networking and ‘edutainment’ for a 200 person capacity street festival and conference with live music and talks from key Black figures from within the music industry. A wide selection of street food and drink from around the world available from vendors on-site.

When
Saturday, October, 2nd 2021, as Black History Month UK.
Black history month is an opportunity to honour the lives and contributions of black people in multiple industries.

Why
1. To increase visibility and enhance the image of Black Creators and industry professionals in the sector, and to amplify the success of Black professionals.
2. To explore and celebrate the influence of black music on the music industry.
3. To help diversify the music industry, particularly in executive positions.
4. To promote Tileyard as a fully inclusive company/community.

Where
Tileyard London, Tileyard Rd, Kings Cross, London N7 9AH

Who
Target audience of this event is students and young professionals already working in or aspiring to work within the music industry. Recent graduates from music-industry-leaning courses and young emerging artists are also part of the target demographic.
Age range: 18-35 years
Gender: All
Interests: Music Business, diversity, equality.

EVENT PLAN

The Team
Karl Gordon - Creative Director
Thando Zulu - Event Manager
Florian Bel - Marketing Director

Live Music
The artists that we intend to book are known to the team either directly or with 1 degree of separation and therefore are very realistic options for this event.
Ram1 - Male Reggae Artist UK based.
Joy Mumford - Female singer songwriter based in London
Jerub - Male singer songwriter from Nottingham.
Natalie Lindi - Acoustic Soul-singer
BEKA - Pop/Alt Pop emerging artist based in London
Laura Mvula - Known and respected figure in mainstream Pop/ Jazz in the UK and US.
Akala - UK hip hop artist, author and activist for equality.

Keynote Speakers
The BlackTYE event is intended to inform and educate as well as entertain. The aforementioned artists are part of the entertainment happening throughout the day and the following speakers are to be invited for the more educational and informative aspect of the vision.

We chose successful black music business professionals who have earnt the respect of the industry by merit. These guests include Ben Wynter, Jackie Davidson, Kwame Kwaten, Darcus Beese, Cookie Pryce and Michelle Escoffery.
Karl our creative director has worked closely with the majority of these speakers over the years and would be the one to make the initial ask for the event.

Food And Drink
The event will have two offerings for Food. The first being food trucks offering Food of afro-carribean origin. The second will be a sit-down meal offered to guests on a specific ticket that includes a VIP meal.
The Gallery and Vinyl Cafe will provide the bar for the event which will stock both alcoholic and non-alcoholic beverages.

Information on the Food truck vendors can be found below:
Jerk and Juice
"This London based setup offers a secret homemade jerk sauce which gives their jerk dishes a distinctive flavour that customers love. Serving up a fusion of the Caribbean and British street food around London" (Jerk & Juice food truck - Truck Stop Today, 2021).

Ile Afrik
"The idea of Ile Afrik came from a genuine love of West African food, events and the intricacies of amazing catering but most especially promoting African food in a wrap or a bun" (About Us | Ile Afrik, 2019).

Production Requirements
The artists that we would be aiming to book for this event would all be able to run their sets with a 2-3 piece band and with the capacity at 200 in-person we plan to keep the production costs to a minimum.
An example of what will be needed for BEKA from an email between Florian, Thando and Daniel (BEKA's musical director) can be seen below;

Great to chat just now, here's a brief overview of what we discussed on the audio side of things:

Inputs

1/2 - Keys/Tracks - Stereo D.I
3 - Click - Mono D.I
4 - Vocal - Mono D.I

All lines will come from my interface rig, including vocal - I will receive the XLR from the vocal mic into my rig, process it, and send the line into the D.I to go to FOH.

From the Zoom meeting we will receive an audio line:

5 - Input from Zoom feed (for use in Q&A).

Mixes

All lines will go to the console to be mixed into the three auxes:

Aux 1 - BEKA Ears
Aux 2 - Daniel Ears
Aux 3 - Zoom/Broadcast Mix

The production manager/sound engineer on the day would then be provided with the following details.

ACT 1	BEKA	Tileyard London - 02/10/2021

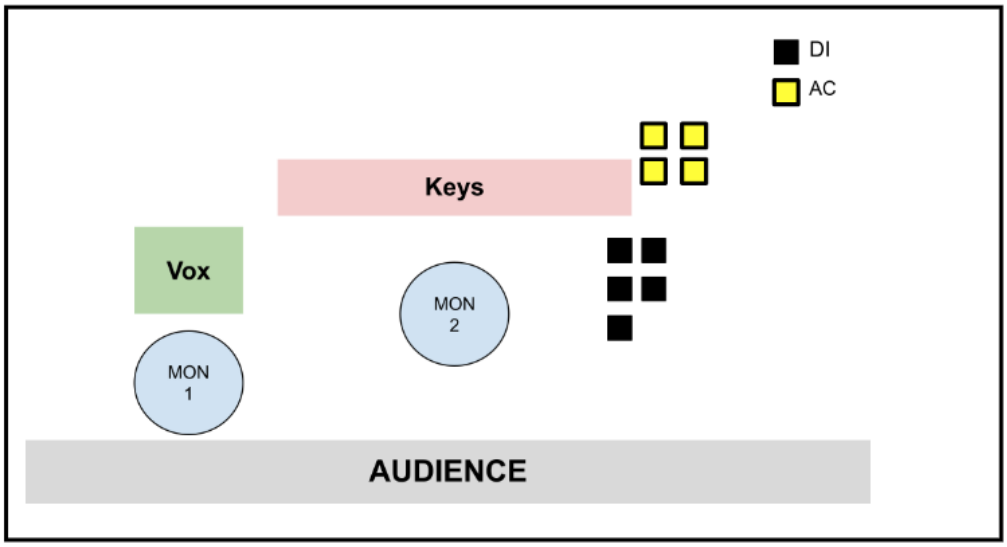
Personnel

Name	Instrument	Gear
Daniel	Keyboards and Tracks	Laptop + multi output audio interface
Beka	Vocals	Vox through Ableton, no processing

Backline provided	
	Nord Stage 3
	Keyboard stand
	Midi keyboard

Requirements	
	SM58 + straight stand
	Stereo DI x2
	Mono DI x1

Stage plan



Input list

Channel	Source	Notes
1	Track L	Processed by Dan's Ableton - keep clean
2	Track R	Processed by Dan's Ableton - keep clean
3	Nord L	Backup if laptop fails
4	Nord R	Backup if laptop fails
5	Vox	Via DI - processed by Dan's Ableton

MARKETING STRATEGY

The aim for the marketing of this event is twofold, firstly we would like as many people within the target demographic to be in attendance either online or in-person. The online version of the event will be available for a fee in the days following the event to increase the timeframe in which income can be generated.
The second aim in marketing this event is to highlight the need for events that illustrate the experience of black music industry professionals and by doing so we raise awareness.

Our marketing plan is largely focussed on digital marketing tools such as social media and online blogs and trade press. The events promotion will mainly take place on social media as our target audience is very active and digital savvy. The main platforms to explore will be Instagram, Twitter and the registration to the event will be via Eventbrite. Creatives for all social media platforms have been created and can be found in the master folder. Therefore, the social media strategy would include announcements of the different speakers, short videos of them introducing the panel or topic they will be treating during the event (which will have to be agreed upon contractually). Those will also be promoted as boosted posts and Facebook ads, targeted specifically towards a lookalike audience of individuals with a history of attending those events or who have actively been part of similar movements and collectives.

Rather than being confrontational in our approach we seek to create an environment of safety in which honest conversations can be had without fear of shaming or discrimination. Though this event focuses on the experience of Black people within the music business the target audience is not limited to a specific ethnic group.

The event is an edutainment event in that the audience will both be entertained and educated throughout the day. The theme BlackTYE also denotes the dress code as well as the focus of the content. We hope that as people dress up in suits and ball dresses the atmosphere will be sophisticated and celebratory.

In summary, the marketing strategy will be to:

- Identify our target audience using Facebook lookalike audiences and researching similar events
- Heavily feature our speakers and artists as their reach is realistically much more important than ours
- Leverage the connections Tileyard can offer
- Organise high quality pre-events in order to create social currency and build trust
- Nurture our leads via frequent interactions on social media and establish ourselves as an authority on the topics of equality, diversity and opportunity
- Advertise the different price points to the two target audiences as well as the online option to a third group - more international
- Accentuate the legacy side of the event: podcast, videos of the panels and potential for further events.

Budget Summary

		EVENT BUDGET							
Budget ID	Name	Expected Expenditure	Actual Expenditure	Remaining Amount	Expected Income	Expected Loss	Actual Income	Income Shortfall	Actual Loss
1	Speakers	£3,000.00	£0.00	£3,000.00	£0.00	£3,000.00	£0.00	£0.00	£0.00
2	Artists	£4,000.00	£0.00	£4,000.00	£0.00	£4,000.00	£0.00	£0.00	£0.00
3	Production	£2,000.00	£0.00	£2,000.00	£0.00	£2,000.00	£0.00	£0.00	£0.00
4	Misc	£1,000.00	£0.00	£1,000.00	£0.00	£1,000.00	£0.00	£0.00	£0.00
5	Staffing	£1,500.00	£0.00	£1,500.00	£0.00	£1,500.00	£0.00	£0.00	£0.00
6	Merch	£900.00	£0.00	-£1,100.00	£2,000.00	-£1,100.00	£0.00	-£2,000.00	£0.00
7	Marketing	£100.00	£0.00	£100.00	£0.00	£100.00	£0.00	£0.00	£0.00
8	Tickets	£200.00	£0.00	-£3,800.00	£4,000.00	-£3,800.00	£0.00	-£4,000.00	£0.00
9	Food	£1,000.00	£0.00	£1,000.00	£0.00	£1,000.00	£0.00	£0.00	£0.00
10	Funding Pots	£0.00	£0.00	-£8,000.00	£8,000.00	-£8,000.00	£0.00	-£8,000.00	£0.00
TOTALS		£13,700.00	£0.00	-£300.00	£14,000.00	-£300.00	£0.00		£0.00

Tickets

The event will be ticketed and tickets will be available to the general public with the marketing campaign targeting the specific demographics aforementioned. The tickets will be sold in 3 tiers that will provide access to the event in the following ways. The cheapest option will allow for limited access to the event; either the afternoon slot or the evening slot. The general admission will give access to the entire day including all the entertainment available at the event. The third ticket type 'the Golden Ticket' will include VIP access to a meal with the speakers and artists in between the afternoon and evening entertainment. The costs for the general admission and half-day access will have a student concession option that will hopefully attract our target demographic. The Golden Ticket will not have any concessions as to not cheapen the VIP experience. We hope to sell 200 tickets in total for the in person events and another 50 for the online live experience. The breakdown of ticket sales would be; 20 x Golden Tickets at £100 per ticket = £2000 and 180 tickets that will include some afternoon/evening only sales allowing us to keep to the capacity limitations of the inside venue. With limited access tickets at £10, concessions at £5 and full day tickets at £15 we would expect to make approximately £1500 in sales for limited access and general admission tickets. Including the revenue from the online sale we have calculated that we should expect £4000 of income from ticket sales.

Food

For the day there will be two options for food. The first is available to every in-person ticket holder to purchase hot food from a food truck that we will invite to the event. The deal with the providers will be to exchange definite sales of food for them, in exchange for being present at our event and providing food and drink to the crew and staff of the event for no extra charge.

The second food option is only available to 'Golden Ticket' holders who have the option to buy from the food trucks in the afternoon should they wish. The main intensive for the Golden Ticket holders is the VIP meal with the speakers and artists of note. This meal will be charged to us at

£50 per head for 20 people = £1000. This includes two courses with wine on the tables. The VIP meal will happen in the Vinyl Cafe during the break between the afternoon and evening shows.

Speakers/Artists
The speaker and artists will be the highest expense for this event. As this event has a clear aim to raise awareness and highlight the excellence of people of colour within the music industry we are seeking to find artists and speakers that embody these values. As Karl Gordon has strong individual relationships with many of the speakers and Thando Zulu manages some of the artists we believe that the line up is both desirable and realistic. We have budgeted £7000 for speakers and artists combined.

Production & Marketing
Usually the production costs and marketing costs would take a large portion of the budget for an event with 2 two stages and an online offering. However Florian Bel owns a production/marketing company and has agreed to supply the event with gear at cost price and to gift the event with a comprehensive marketing campaign to achieve maximum impact. This has made the aim of this event incredibly achievable.

Staffing
Two adequately cater for the needs of the event we will need a minimum of 2 security personnel though we will opt for 3 or 4 depending on the availability of expected income.
We will also need bar staff throughout the day of which we have allocated 2 people.
The budget for staffing is set at £1500 for the event.
The production and catering staff's time is included in the budget lines for production and food respectively.

Merch
Merch is an area that we expect to make a profit on the sales. We will front the upfront cost required to get the stock and expect to sell out on the day of the event. Merch will also become a form of marketing and advertising for future events that BlackTYE put on in due course.

Miscellaneous
As events are often unpredictable, we have a contingency pot of £1000 should an issue arise that requires additional budget.

Funding Pots
Various grants and schemes are also available to help fund events that focus on minority groups with the music industry. Examples of funding bodies include; Help Musicians UK, PRS for Music Foundation, Art Council Creative Industry Finance, Music Export Growth Scheme and more grants can be found using a simple internet search. For this event the PRS foundation Powerup programme is the first point of call. This programme is designed to power up black music creators and industry professionals, and tackle anti-black racism in the UK music industry.

The co-founder is Ben Wynter who is also a speaker at the event and a good friend of Karl Gordon's. To make this event viable we will look for a funding contribution of £8000.

REFLECTIVE ESSAY

Planning and organising this event has been an enjoyable experience for me. The concept and vision of the event is something that is close to my heart and part of my lived experience as a young black music professional.
Working with Karl and Florian has worked well in that both of them are highly capable in their fields. Karl Gordon has a wealth of knowledge and expertise in the music industry and his address book is full of high profile names that made the premise of this event feasible.
Florian Bel has recently launched a multi-discipled creative agency called JMNI. JMNI has been a key part of various online live streamed music events and conferences in the last year and therefore his wealth of experience in marketing and online events made for a well executed event marketing plan.

This project has highlighted the necessity of teamwork. Through this process I believe that we have created an event that not only seeks to meet the formal assessment criteria but is the blueprint of a much needed event considering the present issues the music industry face in regards to equality and diversity. As a team I believe that we brought together our core competencies to create a well thought through event. The team chemistry and shared vision made for an enjoyable working environment of trust and communication. This is a huge testament to both Karl and Florian's character which I have experienced to be hard working and diligent.

The main challenge of this project was working with Natasja who seemed very enthusiastic during the more conceptual stages of the planning but quickly became unavailable and uncommunicative. This made the allocation of roles difficult and an on-going task and added stress to the group dynamic. This issue was unable to be resolved at the time of writing and in reality I believe that Natajsa would have to have been asked to leave the core team had this event been executed.

In terms of the event itself, during a pandemic year in the UK it felt like a risk to organise an event in the knowledge that there could be another national lockdown that means the event would have to be either cancelled or postponed. For events like BlackTYE where the theme is intrinsically linked to the date of the event this would be a huge inconvenience and would result in a full year postponement.

Should this event ever go ahead I believe the impact of the day will outlast the end of the event. The aim of this event still remains a cause very close to my heart; an increase in equality and diversity within the music industry. Regardless of the real world outcome of the plans above, this cause will continue through the lives and actions of the organisers; Karl Gordon, Florian Bel and myself - Thando Zulu.

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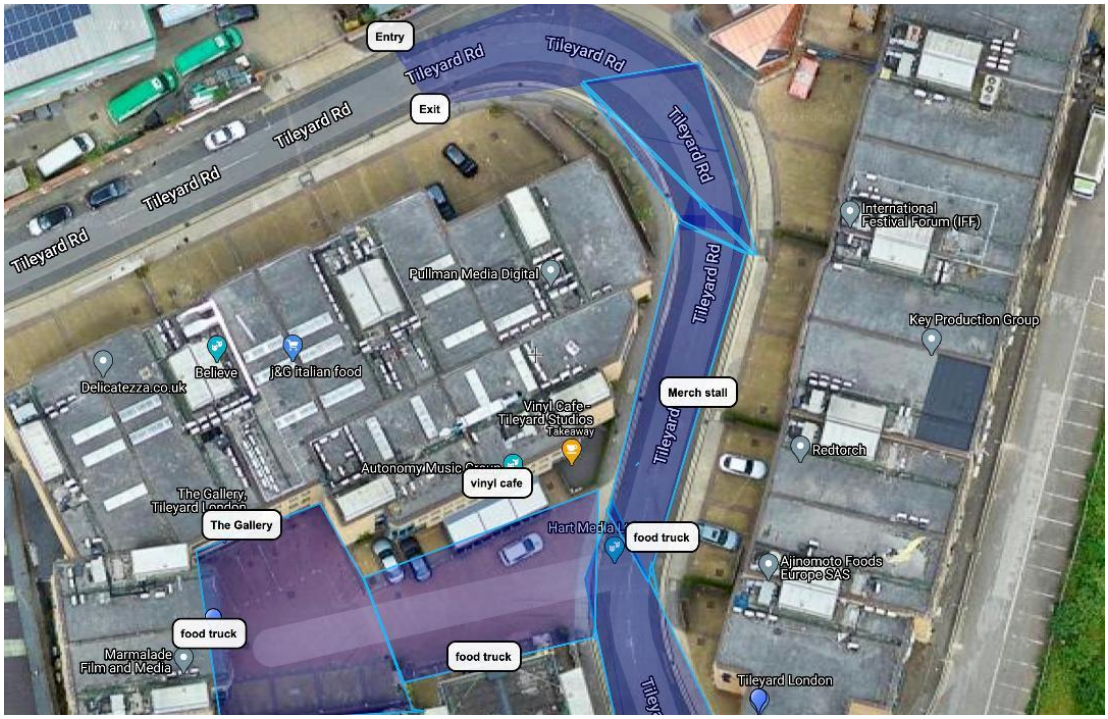
Appendix
Site Maps



Meeting Minutes

Meeting 1
Date: Thursday 4 Feb 2021 7pm
Attendees: Karl Gordon, florian Bel, Thando Zulu, Natasja Taylor
TZ - Writing minutes

Meeting Agenda

- Meet the team
- Choose the type of event

Meeting Notes
KG - culture event focusing on diversity and equality for POC within the music industry: TYE students, Music industry gatekeepers, Tileyard directors.

NT - Networking event, due to a lack of networking over the past year : TYE students and TYLondon business owners

General Discussion - Have live acts with black artists that don't fit in the urban category.
Film music video
Plan to do a real life event at Tileyard in the gallery

What
Master Classes in the day + Afterparty
12pm-10pm

Why: Celebrating Diversity
Highlighting black potential.
Raise awareness and mark the contribution of black music to the industry, promote tiltyard as a full inclusive company. Encourage black leadership within the senior management of the music industry, especially black females within the industry.

Who
Panelists: Kwame Kwaten, Ben Wynter, Darcus, Stromzy, Mary mcgovrn,
Artists: Jerub, Jake Isaac, Laura Mvula

Marketing ideas
Use virtual events as part of the marketing campaign.
Get student journalists to do write ups

Meeting 2
Date: Wednesday 10th Feb 2021
Attendees: Karl Gordon, Florian Bel, Thando Zulu,
TZ - Writing minutes
Apologies : Natasja Taylor (working)

Meeting Agenda

- Confirm Name / logo
- Decide on Date
- Format of the event, locations, timings,
- Capacity/Ticket Goals
- Start Budget conversation

Meeting Notes

- Confirm Name / logo

FB - Presented design for 'Black TYE" Event.
KG - ideation of the Name Black TYE, playing on the tiltyard education

- Decide on Date
- First Saturday of October (UK Black History Month)

- Format of the event, locations, timings,

Evening will be DJ, live music, food trucks. 6-11pm
In the day, networking and conference day with keynote speakers 2-5:30pm
With short song/performances between speakers.
Karl Gordon to link with industry

- Darcus
- Ben Wynter
- Kwame Kwaten
- Michelle Escoffrey
- Cookie Pryce
- Jackie Davidson
- Akala

Artists

- Jerub
- Ram1
- Akala
- Laura Mvula

Djay
Jaguar (BBC Dance)

Capacity Goals
200 people? - need to check capacity of the gallery

Start Budget conversation
~10K total budget

Team - Discussed the the possibilities of funding to make the event free in light of the event aim being to raise awareness, Or should people pay to pay to be involved to help us know amount of people that will attend.

Sponsored
Power Up, PRS, Tileyard, Arts Council, MOBO Awards,
Raffle idea - win studio time

Charity Partner
Tileyard Ed Scholarship black student.

Actions
TZ - Next Meeting agenda - Creative direction, and theme,
TZ - look at Budget
TZ - organise date
Florian - send over notes on marketing from previous events
Karl - conversions with friends in events industry
Karl - write up the Why?
Florian - Set up google Drive

Assigning Roles

-Creative - Karl
-Ops - Thando
-Marketing - Flo

Temporary Event License

ISLINGTON

Temporary Event Notice

Before completing this notice, please read the guidance notes at the end of the notice. If you are completing this notice by hand, please write legibly in block capitals. In all cases, ensure that your answers are inside the boxes and written in black ink or typed. Use additional sheets if necessary. You should keep a copy of the completed notice for your records. You must send at least one copy of this notice to the licensing authority and additional copies must be sent to the chief officer of police and the local authority exercising environmental health functions for the area in which the premises are situated. The licensing authority will give to you written acknowledgement of the receipt of the notice.

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

1. The personal details of premises user (Please read note 1)			
1. Your name			
Title	Mr X ☐ Mrs ☐ Miss☐ Ms ☐ Other (please state)		
Surname	Zulu		
Forenames	Thandolwenkosi		
2. Previous names (Please enter details of any previous names or maiden names, if applicable. Please continue on a separate sheet if necessary)			
Title	Mr X ☐ Mrs ☐ Miss☐ Ms☐ Other (please state)		
Surname			
Forenames			
3. Your date of birth	Day 14	Month 02	Year 1993
4. Your place of birth	U.K		
5. National Insurance Number	NS 378987 3772827		
6. Your current address (We will use this address to correspond with you unless you complete the separate correspondence box below)			
22 pinehill close nottingham			
Post town Nottingham	Postcode Ng5 9da		
7. Other contact details			
Telephone numbers Daytime	0208 964 527		
Evening (optional)			
Mobile (optional)	07736 2222222		
Fax number (optional)			
E-Mail address	zuluthando@gmail.com		

(if available)	

8. Alternative address for correspondence (If you complete the details below, we will use this address to correspond with you)
n/a

Post town	Postcode

9. Alternative contact details (if applicable)	
Telephone numbers: Daytime Evening (optional) Mobile (optional)	
Fax number (optional)	
E-Mail address (if available)	

2. The premises
Please 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) (Please read note 2)
The Gallery, Tileyard rd, London N7 9AH
Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)? If so, please enter the licence or certificate number below.

Premises licence number	01001 2323
Club premises certificate number	

If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, please give a description and details below. (Please read note 3)
We will be using the Tileyard complex including the stretch of rd from approximately 15 Tileyard rd to the corner of Tileyard and Vale Rd, which will be cordoned off with barriers to stop the flow of traffic, and incorporating The Vinyl Cafe 6a Tileyard Rd &The Gallery Unit 5 Main Carpark Tileyard Rd London N7. We hope to utilise both buildings and the car park space situated directly outside both premises.
Please describe the nature of the premises below. (Please read note 4)
Tileyard is a large complex of businesses involved in the music industry. The Gallery is used as a conference hall and also doubles as a live music venue with a bar. The Vinyl café serves food and

also alcohol. Both The Gallery and the Vinyl Café have premises licenses and both buildings have a large parking area directly outside which we will use as part of the event.
Please describe the nature of the event below. (Please read note 5)
The event will be held on sat 2nd October which coincides with Black History month. It will be a cross media cultural event to raise awareness and to keep the dialogue and action pertaining to diversity, inclusion and equal opportunity alive. There will be talks and discussion during the day from 2pm – 5pm after which the music festival part of the event begins, with DJ's and live music.

3. The licensable activities		
Please state the licensable activities that you intend to carry on at the premises (please tick all licensable activities you intend to carry on). (Please read note 6)		
The sale by retail of alcohol		☐X
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		☐X
The provision of late night refreshment		☐X
Are you giving a late temporary event notice? (Please read note 7)		☐ 02/10/21
Please state the dates on which you intend to use these premises for licensable activities. (Please read note 8)		02/10/21
Please state the times during the event period that you propose to carry on licensable activities (please give times in 24 hour clock). (Please read note 9)		
12.00 – 23.PM		
Please 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. (Please read note 10)		499
If the licensable activities will include the supply of alcohol, please state whether the supplies will be for consumption on or off the premises, or both (please tick as appropriate). (Please read note 11)	On the premises only	X☐
	Off the premises only	☐

	Both	☐

Please state if the licensable activities will include the provision of relevant entertainment. If so, please state the times during the event period that you propose to provide relevant entertainment. (Please read note 12) Entertainment in the form of DJ's and live peformance will proceed from 17.00 – 23.00

4. Personal licence holders (Please read note 13)		
Do you currently hold a valid personal licence? (Please tick)	Yes ☐	No X☐
If "Yes" please provide the details of your personal licence below.		
Issuing licensing authority		
Licence number Date of issue Date of expiry Any further relevant details		

5. Previous temporary event notices you have given (Please read note 13 and tick the boxes that apply to you)		
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 X☐
If answering yes, please state the number of temporary event notices (including the number of late temporary event notices, if any) you have given for events in that same calendar year		
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 X☐

6. Associates and business colleagues (Please read note 14 and tick the boxes that apply to you)		
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 X☐

If answering yes, please state the total number of temporary event notices (including the number of late temporary event notices, if any) your associate(s) have given for events in the same calendar year.		
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 X☐
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 X☐
If answering yes, please state the total number of temporary event notices (including the number of late temporary event notices, if any) your business colleague(s) have given for events in the same calendar year.		
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 ☐X

7. Checklist (Please read note 15)	
I have: (Please tick the appropriate boxes)	
Sent at least one copy of this notice to the licensing authority for the area in which the premises are situated	☐X
Sent a copy of this notice to the chief officer of police for the area in which the premises are situated	☐X
Sent a copy of this notice to the local authority exercising environmental health functions for the area in which the premises are situated	☐ X
If the premises are situated in one or more licensing authority areas, sent at least one copy of this notice to each additional licensing authority	☐X
If the premises are situated in one or more police areas, sent a copy of this notice to each additional chief officer of police	☐X
If the premises are situated in one or more local authority areas, sent a copy of this notice to each additional local authority exercising environmental health functions	☐ X
Made or enclosed payment of the fee for the application	☐X
Signed the declaration in Section 9 below	☐X

8. Condition (Please read note 16)
It is a condition of this temporary event notice that where the relevant licensable activities described in Section 3 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.

9. Declarations (Please read note 17)

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 or in connection with this temporary event notice and that a person is liable on summary conviction for such an offence to a fine not exceeding 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 summary 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.	
Signature	THANDO ZULU
Date	23/03/21
Name of Person signing	THANDO ZULU

For completion by the licensing authority

10. Acknowledgement (Please read note 18)	
I acknowledge receipt of this temporary event notice.	
Signature	On behalf of the licensing authority
Date	
Name of Officer signing	

EVENT BROCHURE

EVENT GUIDE

BLACK TYE

LEARN. INSPIRE. CELEBRATE.

02.10.2021 - Tileyard, London

Ram1

INSPIRING THE NEXT GENERATION OF EXECUTIVES AND ENTREPRENEURS IN THE MUSIC BUSINESS

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THE TEAM

KARL GORDON

Karl is a producer and writer of Jamaican/English descent with over 10M records sold worldwide, credited on six platinum albums, and six top 10 singles. His commitment to diversity in the industry was the starting point of Black TYE.

THANDO ZULU

Born in Zimbabwe, Thando grew up in Nottingham with roots and origins in Zulu culture. Manager of BEKA, JERUB and Joel Baker with a rich history in event planning as well as African culture, he embodies the aims of the Black TYE vision.

FLORIAN BEL

Bass player, videographer and entrepreneur, Flo was born in Madagascar and raised in France. Combining experience in events promotion , content creation and digital marketing, he is a versatile asset for the team.

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FACTS

63% of chief executives from eleven music industry boards are men.
Source: MusicBusiness, Worldwide

0% of CEOs and chairpersons out of 11 UK music trade bodies are black women.
Source: MusicBusiness, Worldwide

2/3 of the dominant music genres have originated from black culture.
Source: YouGov

65K playlists called "BLM" or "Black Lives Matter" on Spotify in 2020.
Source: Spotify

5/5 top streaming artists on Spotify, in 2020 are from an ethnic minority.
Source: Spotify

80% of the UK's senior music executives are white and male.
Source: Ipsogen

78% of women agreed that they had been treated differently within the industry.
Source: Deniseo

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BLACK TYE?

BLACK TYE is a cross-media cultural event held in the music industry hub that is Tileyard London.

Combining performances and conferences by key black executives from the music industry, Black TYE's mission is to raise awareness and to continue the conversation and action surrounding diversity, inclusion and equality of opportunity in the music industry.

Throughout the day, you can expect talks from influential music executives interspersed with spoken word and short acoustic sets from local artists. Meanwhile, our food trucks will deliver flavours from all around the world while you get ready to celebrate with DJ sets until late.
At Black TYE, there's a message in the music and soul in the food.

Overall, Black TYE is a platform for the under-represented minorities, an initiative for gender equality and a celebration of the diversity of individuals who made the music business what it is today and still advocate for it to change.

Join the conversation. Learn. Inspire. Celebrate.

BLACK TYE

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**" POP MUSIC IS BLACK MUSIC, WE NEED THE OFFICES TO REFLECT THE CHARTS.
IT'S REAL SIMPLE"**

Anonymous.

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SCHEDULE

2PM - JACKIE DAVIDSON AND DARCUS BEESE
2.45PM - RAM1
3PM - KWAME KWATEN & COOKIE PRYCE
3.45PM - JOY MUMFORD
4PM - BEN WYNTER & MICHELLE ESCOFFERY
4.45PM - JERUB
5PM - DJ SET
6.30PM - FOOD BREAK
7PM - NATALIE LINDI
8PM - BEKA
9PM - AKALA
10PM - DJ SET
11PM - GO HOME

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SPEAKERS

BEN WYNTER

JACKIE DAVIDSON

KWAME KWATEN

DARCUS BEESE

MICHELLE ESCOFFERY

COOKIE PRYCE

**" I COULD NOT FIND ONE BLACK EXECUTIVE FROM PANDORA, LIVE NATION, APPLE, SPOTIFY, AEG, OR SXSW [...].
THAT DOESN'T MEAN THEY DON'T EXIST, BUT FOR THE MOST PART, THEY ARE NOT PROMINENT "**

MAKESOMENOISE

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MERCH

Our merchandise is sustainably souced, climate neutral, made with organic cotton and vegan approved.

BLACK TYE FACE MASK £20

BLACK TYE T-SHIRT £20

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Ben Wynter - Host
Ben oversees the management of Hitmaker, Momentum Music Fund and the International Showcase Fund at PRS Foundation.

Jackie Davidson -
Jackie is the founder and director of JD management. She received an MBE in 2019 for her services to music, The Ivors Academy's Gold Badge and sits on the Music Publishers Association Board.

Kwame Kwaten - The New Wave of Managers
Over his 30+ year career in the music industry, Kwame has been a musician, manager, producer, consultant and A&R. He is also currently a Trustee at The Brits Trust, and Vice-Chair of the UK's Music Managers Forum.

Darcus Beese - Q&A
Former president and CEO of Island Records, Darcus is no stranger to the big prizes, with several BRITs, Mercury Prizes, Grammys and was named European Executive Of The Year in 2016.

Cookie Pryce - From Artist to Exec - 2pm
Since her career with the Cookie Crew, one of the UK's most successful rap acts, Pryce is now senior label manager at The Orchard, a music distributor providing label services based in New-York.

Michelle Escoffery - Know your Rights and Royalties
An ward-winning singer songwriter and composer, Michelle was inducted into the Music Week Women in Music 2020 Roll of Honour. She is now President of PRS' member councils and advocates for the songwriter, composer and publisher community

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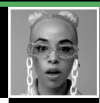
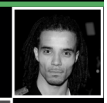
ARTISTS

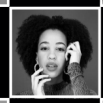
BEKA



AKALA

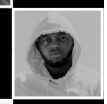


NATALIE LINDI



JERUB

RAM1



JOY MUMFORD