

Live Event Management Portofolio

Organisation of Event at Tileyard Studios



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1. INTRODUCTION

In this portfolio, I will analyse our group work of having to produce a “One-day cross media cultural event at Tileyard Studios”. We decided that our event will be held on 24th of July 2021 from 10:30AM to 10PM at Tileyard, King’s Cross in London. Our group is named “Tileyard Together” and consists of four of us. The group name was my idea as well as the events name where I came up with names such as “Tileyard Tomorrow”, “Tileyard Dreams”, “Breaking Down Barriers”, “Not Stopping Now”, however me and Lucy decided that at the end we will name it “Tileyard Presents 2021 (Music and Movies)”. We met on Zoom once a week since the assignment was handed out. Part of my team was Joe, Lucy and Giulia where Giulia also created a shared google drive folder, and I gave the idea of having a meeting every week and Lucy was the one to plan them out in Zoom as well as take notes. We decided that our event should be held in summer because when you hold an event in summer, the daylight and the weather gets everyone feeling more sociable. (Wilson, 2017). We ran a digital health check on the name to make sure that it has not been used before for any previous or that it will not be used for any up and coming events. The event will be an exploration of music and movies and our mission is to give young talent a spotlight right at the creative heart of London and to create a brighter future for all the talent showcased.

The theme of our event would set the overall tone, structure, goals and therefore we spend a lot of time thinking about our branding. The one-day Music and Film at Tileyard aims at showcasing the emerging talent of the entertainment industry and to encourage the network and collaborations between young creatives. In particular, the music line up will focus on the different genres of today’s pop (RnB, Alternative Rock and Electronic) while the film line-up will feature short movies by exciting new directors based around the country. My initial idea was to create an inspiring event with storytelling music and films that cover social issues so we could inspire our younger generation.

To host this event, the venue was kindly given by Tileyard London, precisely the event will take place around The Gallery, which the short inspirational movies by new directors will be screened as well as on the outside courtyard surrounding the gallery and the Vinyl Cafe. Tileyard’s mission is to champion and support independent artists and businesses by providing them with space and room to grow. The purpose is to set the stage and be part of the act, not the star of the show. (Tileyard, 2021). We are aiming for a young audience of 16-30s however the event is welcoming to all ages and demographics.

The team roles were divided by Lucy and Giulia. Joe took over the event management planning and marketing, Lucy took over minuting meetings and budgeting, Giulia took over licensing and programming while I took over staffing and floor management. However, down the line, I realised that since marketing is one of my strongest points, I also wanted to do it for this project therefore I asked Joey if I could swap the tasks with him and he approved.

SITE MAP CREATED BY GIULIA



EVENT POSTER CREATED BY GIULIA



2. MARKETING

The main stages of our event management were the planning of the event, the organising, the promotion and marketing, hosting and after the event. “Without guests, even the most impeccably planned event is doomed to fail”. (Billeto, 2021).

The marketing plan was created by me, Eva and will be broken down in the following stages:

Social Media and Hashtags

We will promote our event in Tileyard’s Instagram, Facebook and Twitter account since they already have a following base. However, we will use our own unique hashtag called #TileyardPresents2021. This hashtag will help us anchor our event so it can stay longer on top of people’s minds. We will be careful not to overdo it, so we do not come across as spammers. We will promote our events poster on Pinterest, Google+, We Heart it since we believe that these apps target a young audience and so does our event. We will kindly be asking our attendees to post content by submitting videos and pictures using our event’s hashtag so we can create a buzz around our it. Twitter will be used for real-time updates pre-event, during the event and post-event. We will also use the LinkedIn platform to invite down more music professionals as well as more artists and music business students so they can connect and network with each other so it can fulfil the main objective of the event. Pre-event, we will run some small competitions such as “Caption this photo” contest and the winner might get a discount on their ticket. We will also ask questions such as “Tag someone you would attend our event with” to keep the momentum going. On Facebook we will also have a calendar reminder once a week in the Facebook group community. Finally, we will create a unique highlight on Instagram as well constantly sharing great content on stories by recording snapshots of people talking about the event, Q&A sessions and so on.

SEO

We need to make sure that our event stays on top of Google ranking when people search it up as more steps people have to go through nowadays, the quicker they lose interest and patience. We will publish a blog post and put out a press release so we can also pitch to different bloggers. Our key words that we will use for our SEO will be Tileyard, Tileyard Presents, Tileyard Events, Music and Movies, Events in London, Events in 2021, Networking Events, Places to Network, etc. To plan these keywords, we will use the Keyword Planner by Google.

Ticket Selling

We have decided to use DICE to sell our tickets so we can make it easy for our audience to buy and navigate. DICE is the world’s leading live-streaming service for music and cultural events. Their mission is as simple as to get people out more. It was created in 2014 as a platform to connect fans, quickly and easily, to the best shows in the world. (Dice, 2021). We will also have our own website so people could join the mailing list with a “Get Tickets” call to action. The tickets will be separated in 3 different groups which are the Early Bird Tickets that will get a discount and also will run in a limited number, the Group Tickets for someone who wants to bring someone else along and as a group we can get them a 20% discount and a Student Ticket who gets £10 off.

Email Marketing

As mentioned above, pre-event we will have a mailing list on our website that people could join, and we will then focus on making these emails very personalised to contact them for further information regarding our event. We will also use a marketing strategy that 30 first people to sign up will get 20% discount for our event. We will also use some other offers in our email marketing such a "Tell a friend" so they can get the Group tickets at a discounted rate. We will be announcing when special tickets go on sale and remind them of competitions and giveaways on other social media channels. We will send them exclusives previews of our guests, performers, directors and different activities throughout the day as well as we will use this email list to ask for feedback post event or send surveys to our attendees. We will add a 'Share' button to help them forward the email since word of mouth is very powerful marketing tool.

Blogging

A great way to market your event is to write an engaging article and link some of your content to your upcoming offers. (Eventbrite, 2021). We will publish a blog on our website as well as share the article on our socials to promote the event. We will also aim to promote it and add it on listing sites such as Evvnt since they already have a customer base.

Sponsors

We will be using some sponsors to market our event where we can add their logo to our promotional materials in exchange to spread the word. The brands that we have chosen to partner with are Beats, Redbull and CocaCola.

Word of Mouth

Word of mouth still remains an unbeatable way of marketing and we will encourage people to share the word as much as possible by telling their friends, colleagues and relatives. We will also try to tell people via phone calls to sell as many tickets as possible.

3. FLOOR MANAGEMENT (By Eva)

- In total we will have 20 staff including 5 security and us four will work as volunteers to keep the event running.
- Security will be split in different areas of Tileyard, one inside and 4 patrolling outside.
- At the end, everything will be taken down by staff and volunteers.
- For the security we will hire Mitie Company as they bring their own radios and equipments.
- They will come to do their own risk assessment and currently, Mitie is number one company in the UK.

4. BUDGETING

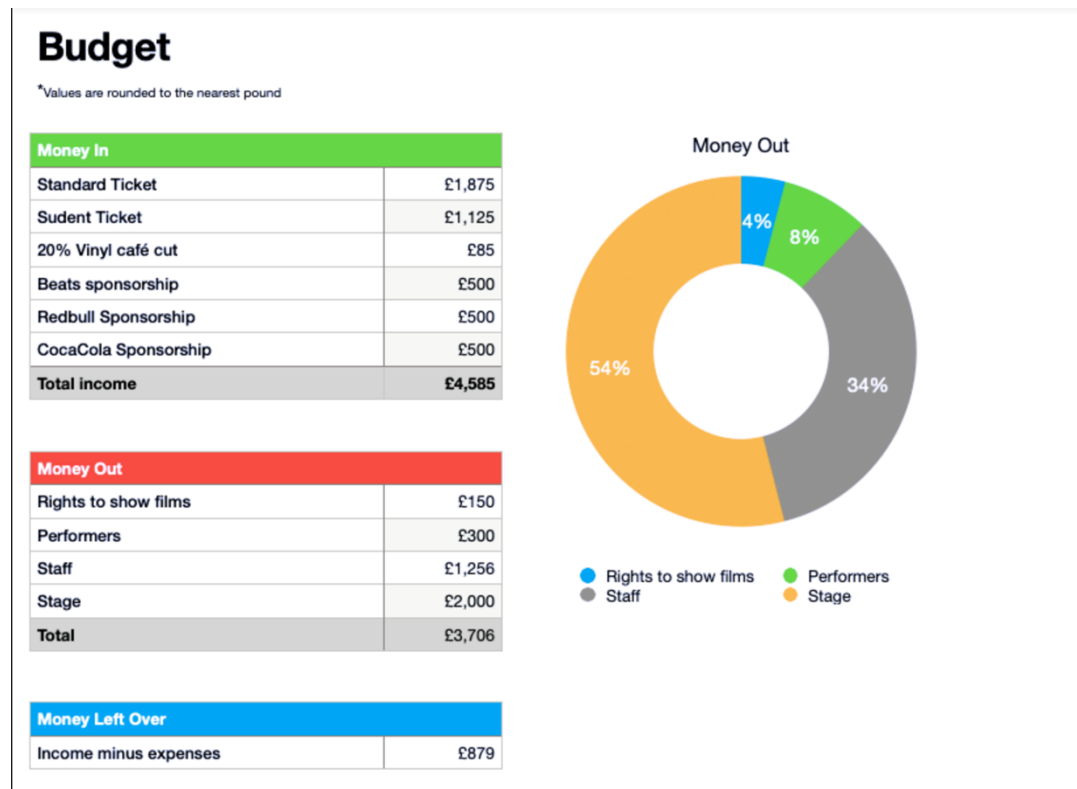
The budgeting was done by Lucy and we decided that the ticket pricing should be:

Standard ticket: £25

Student ticket: £15

We plan to spend approximately £550 total on hiring the artists to perform, to pay for the rights to show the film and the cost of people for stage setup. The stage will cost us £2000

and staff will cost us approximately £1,256. With a capacity of 150 people and an estimate of them being split fairly and evenly between students and non-students, and we expect to make a profit of £4,585. We would then have a 20% split with the Vinyl Café's taking on the day. Excluding the Vinyl Café's earnings we would expect to turn a profit of £1,850.



5. LINE UP

The line-up was created by Giulia

TIME	EVENT
11.00 AM	DOORS OPEN
11.20 - 12.50 AM	MOVIE: LUCY + LYNN
12.50 - 1.30 PM	BREAK
1.40 - 2.20 PM	MUSIC SHOWCASE: KILLOWEN
2.40 - 3.10 PM	SHORT MOVIE: STEP BACK
3.10 - 4.00 PM	BREAK
4.00 - 4.40 PM	MUSIC SHOWCASE: BABY QUEEN
5.10 - 6.30	MOVIE: THE LEVELLING
7.00 - 8.00 PM	MUSIC SHOWCASE: INDIA JORDAN

6. LICENSING (By Giulia)

**Islington**
Application for a premises licence
Licensing Act 2003

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

* required information

Form errors

Some data entered into this form is invalid. Please resolve before continuing.

Section 1 of 21

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

Giulia

* Family name

Fontana

* E-mail

giuliafontana0001@gmail.com

Main telephone number

+393450433131

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.

Some data entered into this form is invalid. Please resolve before continuing.

Section 2 of 21

PREMISES DETAILS

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

☒ Address ☐ OS map reference ☐ Description

Postal Address Of Premises

Building number or name

The Gallery (Tileyard London) + Courtyard

Street

Tileyard Road

District

City or town

London

County or administrative area

London

Postcode

N79AH

Country

United Kingdom

Further Details

Telephone number

+44 20 3725 6104

Non-domestic rateable value of premises (£)

Enter non-domestic rateable value of premises

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Section 3 of 21**APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- ☒ An individual or individuals
- ☐ A limited company / limited liability partnership
- ☐ A partnership (other than limited liability)
- ☐ An unincorporated association
- ☐ Other (for example a statutory corporation)
- ☐ A recognised club
- ☐ A charity
- ☐ The proprietor of an educational establishment
- ☐ A health service body
- ☐ A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- ☐ A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- ☐ The chief officer of police of a police force in England and Wales

Confirm The Following

- ☒ I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- ☐ I am making the application pursuant to a statutory function
- ☐ I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

Section 5 of 21**OPERATING SCHEDULE**

When do you want the premises licence to start? / /
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end / /
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

We want to host a one-day event where young UK creatives are showcased. in particular, there will be three live shows and three movie/short-movies screenings. On the site alcohol and food will be sold by the Vinyl Caf  . We expect 120 people to be there.

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

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Section 4 of 21**INDIVIDUAL APPLICANT DETAILS****Applicant Name**

Is the name the same as (or similar to) the details 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.

First name

Family name

Is the applicant 18 years of age or older?

☒ Yes ☐ No

Current Residential Address

Is the address the same as (or similar to) the address given in section one?

☒ Yes ☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Applicant 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 Select if the contact details are different from those provided in section one

Telephone number

Other telephone number

Section 7 of 21

PROVISION OF FILMS

[See guidance on regulated entertainment](#)

Will you be providing films?

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

Continued from previous page...

Will the exhibition of films take place indoors or outdoors or both?

☒ Indoors ☐ Outdoors ☐ Both

Where taking place in a building or other
structure tick as appropriate. Indoors may
include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not
exclusively) whether or not music will be amplified or unamplified.

Movie exhibitions will take place inside The Gallery.

State any seasonal variations for the exhibition of film

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where the premises will be used for the exhibition of film at different times from those listed in the
column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 10 of 21

PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will you be providing live music?

☒ Yes
☐ No

Standard Days And Timings

MONDAY	Start	End	Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.
	Start	End	
TUESDAY	Start	End	
	Start	End	
WEDNESDAY	Start	End	
	Start	End	
THURSDAY	Start	End	Enter Wednesday end time 2
	Start	End	
FRIDAY	Start	End	
	Start	End	
SATURDAY	Start 13:40	End 20:00	
	Start	End	
SUNDAY	Start	End	
	Start	End	

Continued from previous page...

Will the performance of live music take place indoors or outdoors or both?

☐ Indoors
☒ Outdoors
☐ Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Live shows will take place outside the Gallery, where a stage will be set up in Tileyard's courtyard.

State any seasonal variations for the performance of live music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the performance of live music at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

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SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Continued from previous page...

Will the sale of alcohol be for consumption:

☐ On the premises ☐ Off the premises ☒ Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

The sale of alcohol will be managed by The Vinyl Café.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 17 of 21		
HOURS PREMISES ARE OPEN TO THE PUBLIC		
Standard Days And Timings		
MONDAY	Start	End Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.
	Start	End
TUESDAY	Start	End
	Start	End
WEDNESDAY	Start	End
	Start	End
THURSDAY	Start	End
	Start	End
FRIDAY	Start	End
	Start	End
SATURDAY	Start 11:00	End 20:00
	Start	End
SUNDAY	Start	End
	Start	End
State any seasonal variations		

Section 18 of 21
LICENSING OBJECTIVES
Describe the steps you intend to take to promote the four licensing objectives:
a) General – all four licensing objectives (b,c,d,e)
List here steps you will take to promote all four licensing objectives together.
MUSIC AND MOVIES lists as an absolute priority the safety of its audience, its staff and its performers. The organisers and the staff will act accordingly to the government policies to assure that the event happens in all safety.
b) The prevention of crime and disorder
There will be bag checks at the event entrance. Only tickets holders will be permitted entrance. None of these items will be allowed on site: weapons of any kind, alcohol (only possible to buy it from the Vinyl Caf��), drugs and illegal substances, explosives. The staff will monitor the audience behaviour in order to prevent dangerous events.
c) Public safety
The event will be strictly monitored by our staff and volunteers. The numbers of tickets on sale is 120, which matches with the maximum capacity of the indoor venue, The Gallery. We believe that keeping a low capacity would prevent overcrowding. Crowd flows will in any case be managed by our staff.
d) The prevention of public nuisance
The event will follow a noise curfew, so the amplified sounds from the live shows will stop around 8 PM. The movie screenings won't cause any noise because it will be held inside The Gallery. We believe that the small capacity of the event (120 people) could not represent a possible case of disorderly conduct.
e) The protection of children from harm
The event is targeted to an audience of 18-40 years old. Therefore we do not expect any children to be present at the event.
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7. EVENT MANAGEMENT PLAN

The event management plan was created by Joey and the main objectives are:

- to provide a successful, safe, enjoyable event
- to consider and plan for possible problems
- to identify trigger points for implementation of emergency procedures

The team behind the scenes will be:

- Event Manager
- Site Manager and Deputy Event Manager
- Stewarding Coordinator
- Safety Officer
- Medical and First Aid Provision

Major Incident Emergency Management Team

- Event manager
- Site Manager and Deputy Event Manager
- Stewarding Team

If the event management team consider that an emergency is to be declared, instructions will be given to the event visitors by the Event Manager using the PA system or a megaphone. If the Major Incident Emergency Management Team decide that a controlled evacuation of the main event area is required, then the following procedure will apply that Stewards will take positions and on-stage announcement made by the event manager. Using the Met office weather report, weather forecast will be checked a week prior to ensure no severe weather is due. The Event manager will make the final decision if the event should be cancelled or postponed. We will have 2 trained first aid personnel at the event. There will be an easy to find first aid point situated by the Vinyl Café. Two water type extinguishers, one dry powder extinguisher on each side of the stage, one light duty fire blanket. The Event management team will ensure that the stewards are fully conversant with the relevant fire and safety procedures for any events that may occur across the site.

The event management team stewards, first aid and event staff will have access to either handheld radios or mobile phones. The stage PA will be used for safety announcements and may be used for emergency announcements if needed. A back-up system utilising a battery powered megaphone will be used if the main PA system fails. For this event we will require 10 stewards, 10 event staff, 5 SIA trained security. The Vinyl Café can provide their own staff. Stalls are permitted to have up to 4 staff each. The event area will be inspected before and after the event and large litter items will be removed. Additional rubbish bins will be provided. 4 additional portable toilets will be brought onto the site to accompany the existing toilets at the Vinyl Café and The Gallery. Food and drinks will be available from the Vinyl Café and several other stalls onsite. No additional lighting should be required. The site has some lighting that may be used in event of low lighting but at peak summer with a 9pm finish it should not be required. Minimizing the noise pollution from the music performance is crucial. Whilst the site is set away from private residences, we do not wish to disturb anyone nearby.

8. CONCLUSION

Reflecting back on this team-work, I genuinely believe that we worked effectively together. We understood each-other's strength and weaknesses and made sure they were used as well as offered help when needed. All of our zoom meeting were always attended on time and the team came fresh, prepared and full of new creative ideas. Crucial to what we did was that by recognising each-other's strengths and bringing them together, we planned to create something powerful and inspiring for our young generation and creatives. An important learning point that we might have taken from this is that not to rush into the task and to firstly evaluate it fully and I believe that in our next group projects something that has to change is that the team members must challenge each other more to bring the best outcome.

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