

MA Music Business (Level 7)
Live Music & Event Management
SBMTY7005
Discipline Tutor: Natalie Smith



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

ICG ARTS

Presents

THE

CREATIVE CLASH

at Tileyard Studios

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As a part of an assignment brief, we were asked to construct a 1-day cross media cultural live event at Tileyard Studios on a date of our choosing.

I designated a small group within *The Greatness Entertainment Agency* to tackle the task. The first area that we looked at was picking the name of the event and the concept. We wanted to utilise the 'text talk' feature that we have in our parent company name and branding *I C Greatness Arts Advocacy*. Where the word 'see' is replaced by a single letter that has the same sound 'C', to give the organisation a unique feel of familiarity, approachability and common ground between our young urban, up and coming talents and the creative industry professionals at large.

We wanted to really maximise on the use of that colloquial, urban imagery when we were approaching this project. We decided that the event would be a competition 'battle-style' format where creatives compete for a chance to get a job within a professional organisation in their specific creative discipline or prize money to further their creative careers. Still wanting to utilise the use of the letter 'C' in the branding for this event; we searched up words associated with a 'battle' and 'battling' that began with the letter 'C' and found words such as 'compet', 'conflict', 'collision', 'crash' 'clash'; and then words associated with the performance arts sector such as 'create', 'creative' 'choreograph', 'curate'. Suggested names included 'The Creative Battle', 'The Clash of the Creative', 'Creative Collision' and 'Compete for the Crown'. After a few brainstorming sessions we settled on the named 'The C Clash' short for 'The Creative Clash' a creative arts battle or exchange to give the 'up and coming creative' an outlet to showcase their best work on a level playing field; with a variety of winning prizes for the different creative disciplines: spoken word, rapping, singing and dance. The brainstorming and meeting notes can be seen in Appendix A.

We decided to put the event in the diary for May 2021 to give us sufficient time to plan and curate the event to a high standard as well as ensure venue, licenses and judges are available and confirmed for the event. We initially discussed holding the event this year April 25th 2020 or May, however with the coronavirus pandemic, it has proved challenging to guarantee venue availability with the UK government placing limits to the number of people that can congregate in venues for health and safety precautions. We were hoping to host the event on May day the 8th May, so that it will follow the week where popular Hip Hop Festival 'Breakin Convention' hosts their 2 day event (2-3rd May) in the theatre venue Sadlers Wells, in Angel then concluding the event with a 'Park Jam' usually held in a local park on 4th May. The hip-hop festival also being held in the London Borough of Islington was something members of Team Clash felt could really be maximised in our event promotion. As Breakin Convention tends to bring international audiences with creative interests that could engage in a battle style creative event such as The Creative Clash. We are in the process of arranging a meeting with founder and co-ordinator of the Festival Jonah D to see if the organisation could be involved in our event in some parameter; possibly collaborating to host their final day of their festival the 'Park Jam' at the Tileyard Studios. It was also suggested that we hold our event in the weeks leading up to Breakin' Convention in late April 2021 in order to potentially approach Breakin Convention to sponsor our event purchasing space on our posters to promote their upcoming festival and potentially, utilising the connection to build a professional relationship for future collaborations. Guest Performers for the festival

being judges for 'the Clash' competition, guest performers, hosting workshops or having their own stand at our event.

Similarly we are strongly considering a Collaboration with Jump-Off TV a company within the a Tileyard community as they have been able to accumulate and develop success in the commercial battle dynamic where in which we are trying to venture.

When we were deciding on a venue, It was discussed that the size of the venue whether we would require a raised platform, stage, the sound system and resources available in the venue should be considered and utilised where possible. Also the logistics of having an event with several activities planning of the programme and signage would play a crucial part in getting audiences members and participants to their required section of the event per time.

Collaborating with companies and organisations within the creative community at Tileyard such as Tileyard Impact, Urban Development, Jump-Off Tv, Moho Trust, to buy space on our fliers for sponsorship. Opening the promotion of the event to their platforms also to maximise reach. We made the decision to use the Gallery as well build a temporary staging next to it to give more space for the food vendors and the different creative battles that may happen at the same time, preliminaries. The big finals will happen in The Gallery, please see a site view of the plans in Appendix B and C.

In the planning of the 'The C Clash' I suggested to the team that we used an Entrepreneurerdy a start-up management software to organise and document meeting and brainstorming notes. However, Team Clash felt that Trello or Monday would be a better fit for the type of project we are planning. We used Monday and Smartsheet project management software in order to keep on track with the tasks that were in need of being completed.

To further the promotional and increase the making money from the event opportunities we are considering giving vending opportunities to rent space at the event at a small fee in order to sell their merchandising, in the decision to use the Gallery to host a segment of the event but in the consideration of use of a temporary space, we had to remember that there are some licenses that are needed in order for the borough of Islington to approve of the event. As well as, because there will be music; we also had to consider the use of noise management ideas, creating systems that do not disturb the working hours of the variety of companies that use the Tileyard community as their main hub.

Budgeting

Licenses selling alcohol?

Vendors, Food, Creative discipline specialists, Sports Massage -Dancer, Vocal Coaches - Singer,

Temporary Events Notice (TEN) application fee £21.00

We decided that the event would be ticketed, with a small fee attached, concessioned tickets for competitors at £5, £8 for spectators, £2 for creative professionals such as journalists, A&R heads etc to support the event intake of the event

Site Management

Layout of the Site

Tileyard has given us the opportunity to host our event on their campus. As Team Clash, we decided to split the event between two venues in the day. Live Music exchange held in The Gallery while. The Preliminary dance and rap battles and live vendors will be held in a gazebo set up in the Tileyard car park adjacent to the Vinyl Cafe.

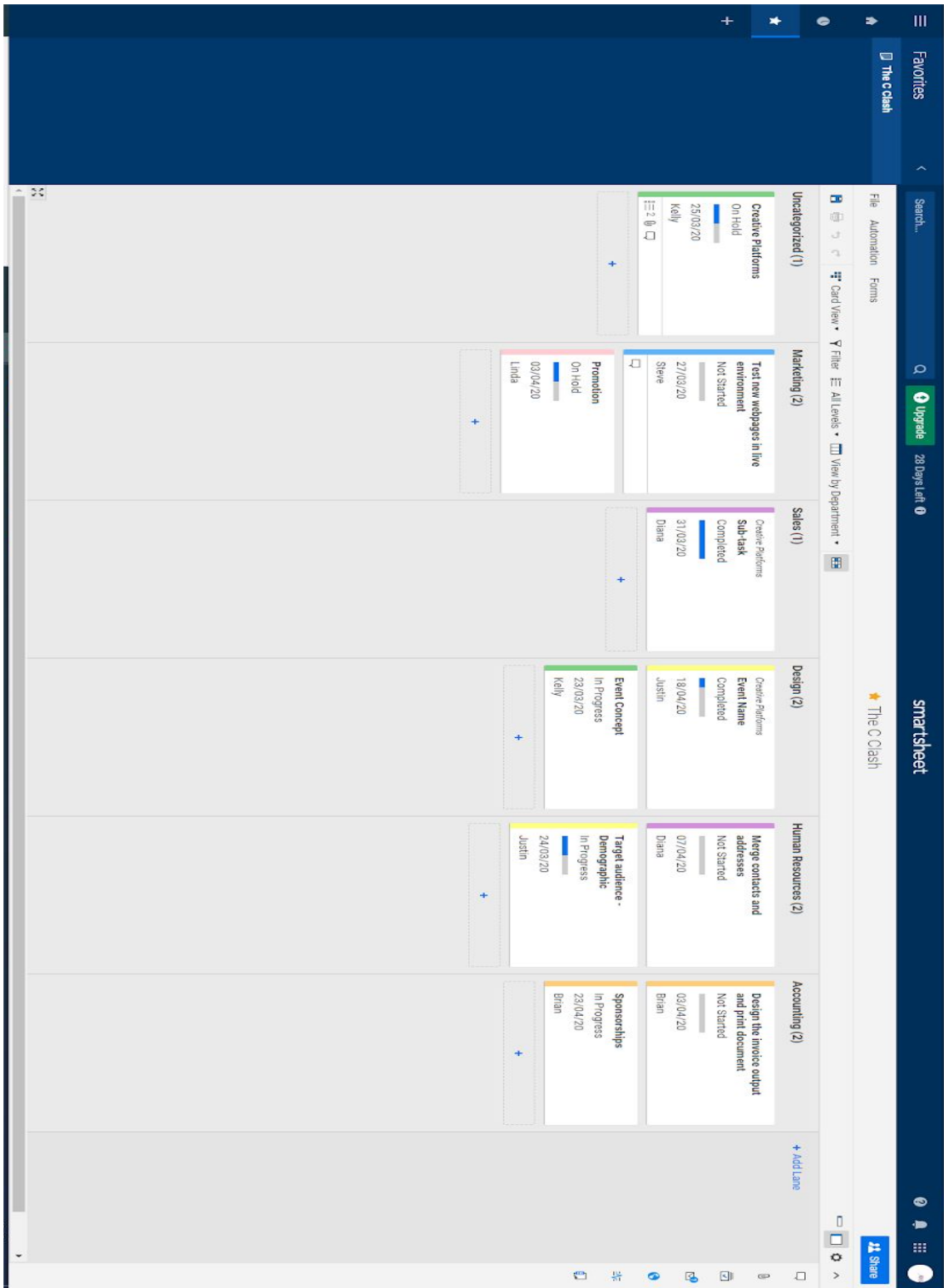
Personal Reflective Summary

Due to the current climate of COVID-19, It altered our plans as a team in the preparation for 'The C Clash', as the possibilities of liaising, planning and finalising on the details for live events have proved to be difficult (*COVID-19 - STATEMENT - SPECIAL SUPPORT FOR SMALL LIVE MUSIC ORGANISATIONS - Live DMA*, 2020). The pandemic saw live events being cancelled such as Coachella 2020, Glastonbury 2020 and Breakin' Convention 2020 - the international festival of hip hop theatre held annually and was due to be held on 2-3 May this year (*Breakin' Convention 2020 Update — Breakin' Convention*, 2020). The current circumstances have forced us to take a more creative approach to the management and preventative measure in the planning of live events, we are strongly considering the utilization of online streaming facilities and developing event features where creative battles or exchanges could happen virtually, with competitors having avatars that will represent them online in the battle and the audience viewing of the event happening live in real-time on the virtual online hub. Audiences are also being able to vote for the winners via the online streaming. This was an idea that one of our team members had and especially in this time I think it would be very useful for C Clash to have more reach particularly within this digital age.

Appendix A

[illegible]

Appendix B



Appendix C



Islington

Temporary Event Notice

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 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

THE C CLASH

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

Emmanuella

* Family name

Idris

* E-mail

icgreatnessarts@gmail.com

Main telephone number

07590098447

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

A sole trader is a business owned by one person without any special legal structure.

Appendix D

IC Greatness Entertainment Agency

The Greatness Festival: The Creative Clash 02/07

07 FEBRUARY 2020 / 4:30 PM / THE VINYL CAFE - TILEYARD STUDIOS

ATTENDEES

Emmanuel, Brian, Dianna, Justin, Lydia

AGENDA

Last Meeting Follow-up

1. Settled on the working name for the event 'THE CREATIVE CLASH' shortened to 'THE C CLASH' - to match colloquial slang in the branding of ICG ARTS.
2. Final idea - creative exchange between:
 - Spoken Word Artists
 - Rap
 - Singers
 - Dancers

Potential Collaborators/Sponsors

- Breakin' Convention
- Tileyard Impact
- Jump Off
- Urban Development
- Amplified Academy - founded by Hillsong - share the Christian Ethos

NOTES

- Amplified Academy - founded by Hillsong - shares the Christian Ethos

Bibliography

COVID-19 - STATEMENT - SPECIAL SUPPORT FOR SMALL LIVE MUSIC

ORGANISATIONS - Live DMA (2020). Available at:

<http://www.live-dma.eu/covid-19-statement-special-support-for-small-live-music-organisations/> (Accessed: 24 March 2020).

Breakin' Convention 2020 Update — Breakin' Convention (2020). Available at:

<https://www.breakinconvention.com/breakin-convention-2020-update> (Accessed: 23 March 2020).