TILEYARD EDUCATION

Student ID: 2104385

MA Music Business - Level 7 2021/2022

Live Music and Event Management - BMTY7005

Lecturer: Robert Guterman

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Introduction

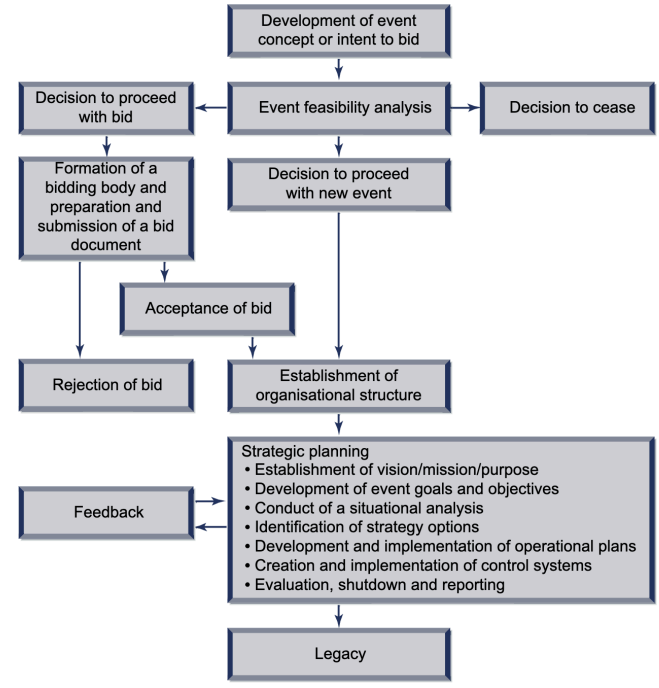
Demo Fest is a showcase-style festival due to be held in Tileyard on the 1st of June 2022. The one-day festival was briefed to the Music Business group, who worked together to organise and put in place the show.

During the pandemic, the live music industry suffered considerable losses, and it was one of the sectors within the industry that risked the most. According to UK Music (2021), a 46% decrease in revenues was reported in 2020. It is interesting to note how the case study highlights the fact that 75% of British adults said they are “proud of Britain’s music industry” (UK Music, 2021), and during the first lockdown 46% of the population reported wanting to go to shows. For this reason Demo Fest aims at bringing together live music and education, providing attendees with a full immersion in the music industry. In fact, the event will bring speakers from the music industry, the possibility to network, and two stages all within Tileyard.

Event Planning

According to Bowdin *et al* (2012, pp. 189-190), the event planning process involves a series of steps that need to be carefully followed to build sustainable and repeatable events. The table below shows the passages that the team followed before finalising the details.

FIGURE 6.1 The strategic event planning process



(Source: adapted from Grant, 2005)

Bowdin *et al* (2012, p. 190)

The concept of Demo Fest is based on a showcase of Tileyard talents, both from the Education department and the rest of the community. The event will in fact take place in the Tileyard buildings, utilising the Gallery as main stage and the Vinyl Cafe as support stage. Furthermore, the event aims to promote the Tileyard community by hosting music industry panels and talks aimed at inspiring prospective students. The audience profile therefore includes undergraduates, Tileyard Education students, and music industry workers. In order to reiterate Tileyard Education's efforts at tackling disparity in the music industry, a partnership with Small Green Shoots has been put in place. Small Green Shoots is a Tileyard-based charity aimed at providing young people from low incomes access to music industry careers through learning, internships, and grants (Small Green Shoots, 2022). Moreover, Ostereo will be supporting the event by incorporating one of their networking nights.

During the initial meeting (meeting minutes can be found in Appendix 1) the festival concept and structure has been laid out. While the plan was to host acoustic acts in the Campfire, talks with the Tileyard Education body had us move the site to the Vinyl Cafe to provide a more intimate space. Moreover, Vinyl Cafe proves to be a strategic location for its proximity to the Gallery.

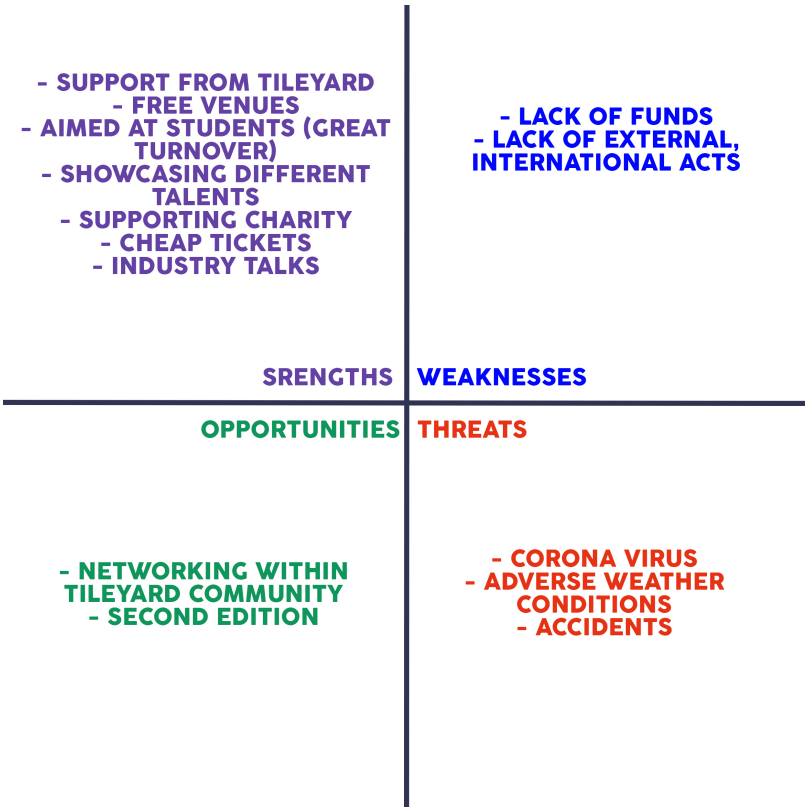
I conducted a SMART goals analysis and SWOT analysis were conducted to gauge the event's feasibility.

Specific GOAL	Measurable	Attainable	Relevant	Time-Bound
Host a one-day festival in Tileyard	By keeping track of progress and sticking to the schedule.	By partnership with Tileyard-based businesses and collaborating with other courses.	It will provide both the team and the performers with experience and will help establish new relationships within the Tileyard community.	It will take place on the 1st of June 2022.

Specific GOAL	Measurable	Attainable	Relevant	Time-Bound
Showcase Tileyard talents	By having a majority of Tileyard performers on stage.	Provide each of the performers with a set stage time and encourage ticket holders to attend.	It will help show potential new students and industry people the talents and possibilities based in Tileyard.	Each artist will be marketed on social media beforehand and the event will be promoted to the best of our abilities.
Provide educational content	By organising a series of panels at set times.	By communicating with relevant people and organising stage times.	It will educate attendees and also attract prospective students.	Panelists will be marketed on social media.
Raise funds for charity	By selling tickets and encouraging people to donate, tracking ticket sales.	By partnership with them and marketing the event.	It will raise awareness on the importance of diversifying the music industry and giving access to low-income households.	Open donations when tickets go live.
Promote Tileyard Education to future students	By marketing the event to undergraduates and tracking ticket sales.	Through collaborations with universities.	It will encourage Tileyard Education to give us funds.	Marketing in universities beforehand.

The main goals of “Demo Fest”, therefore, are to provide a variety of Tileyard Education and Tileyard community acts with access to a stage where they can perform their original material in front of an audience that includes both industry people, prospective students, and music fans. Showcasing Tileyard talents will both benefit the performers and the Tileyard Education department, as the event will be marketed in undergraduate courses to

attract potential new students. Moreover, the festival will also benefit local economy by having all food and drinks served in the Vinyl and Campfire kitchens.



SWOT Analysis

The Gallery
Vinyl Cafe



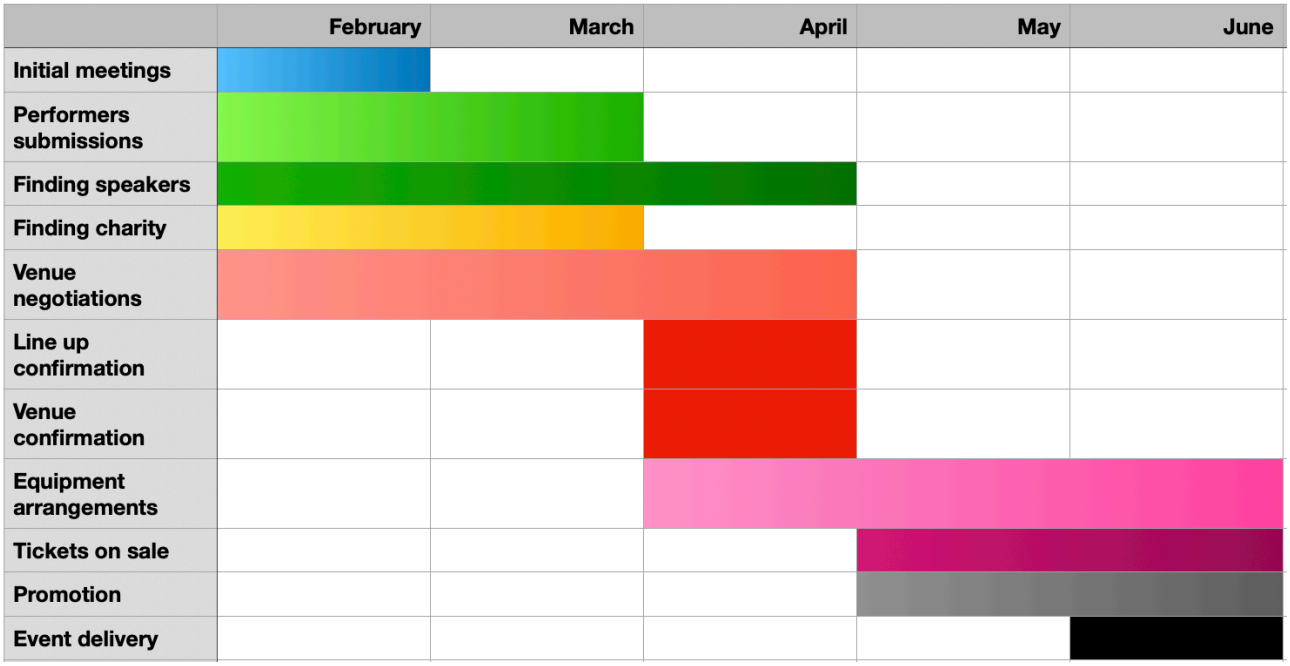
Site map

Stakeholders include people and organisations with a legitimate interest in the outcome of the event (Bowdin *et al*, 2012, p. 230). Defining key stakeholders helps with managing relationships and tasks; in the case of Demo Fest, the list of stakeholders include:

- Events organisation team (Music Business course)
- Artists
- Tileyard Education
- Vinyl Cafe and Gallery
- Small Green Shoots
- Ostereo
- Ticketing service
- Press
- Attendees

Depending on skills, motivation, and time, tasks were assigned to relevant people in the music business course. However, after the initial phase tasks had to be re-assigned as some of the people missed meetings and did not deliver what they were expected to. The team was able to overcome this issue by re-assigning roles and filling in for missing tasks.

A GANTT chart has also been created to define deadlines and help with project management.



Budgeting

According to Bowdin *et al* (2012, pp. 295-298), sourcing and allocating money is one of the key aspects of for-profit event management. In the case of Demo Fest, however, profit is not regarded as a primary objective, as most of the costs will be covered by Tileyard Education, and every income after break-even will be devolved to charity. A relevant budget and P&L summary has been delivered for organisational purposes.

Tickets will be sold through Weezevents, that was chosen after comparing it with similar platforms. Weezevents will allow the organisers to track ticket sales (as all tickets will be free to attract as many people as possible) and build a database that can be remarketed in future events. At the time of checkout, customers will be reminded to donate to Small Green Shoots, and donations will also be possible during the night.

Event Budget for Demo Fest — **EXPENSES**

TOTAL EXPENSES	Estimated	Actual
	£4,064.00	£345.00

Site	Estimated	Actual
Venue hire	£2,000.00	£0.00
Security	£200.00	£200.00
PA Equipment	£50.00	£0.00
Cables	£50.00	£0.00
Microphones Rental	£8.00	£0.00
Monitors	£40.00	£0.00
Mixing Boards	£80.00	£0.00
Total	£2,428.00	£200.00

Miscellaneous	Estimated	Actual
Transport	£125.00	£125.00
Lanyards	£10.00	£10.00
Total	£135.00	£135.00

Staff	Estimated	Actual
Host Room 1 - Gallery	£115.00	£0.00
Host Room 2 - Vinyl Café	£60.00	£0.00
Sound Engineer	£60.00	£0.00
Site Manager	£120.00	£0.00
First Aid Responder	£96.00	£0.00
Photographer	£150.00	£0.00
Ticket Checker	£115.00	£0.00
Total	£716.00	£0.00

Refreshments for staff	Estimated	Actual
Food	£300.00	£0.00
Drinks	£125.00	£0.00
Total	£425.00	£0.00

Programme	Estimated	Actual
Performers	£0.00	£0.00
Speakers	£250.00	£0.00
Total	£250.00	£0.00

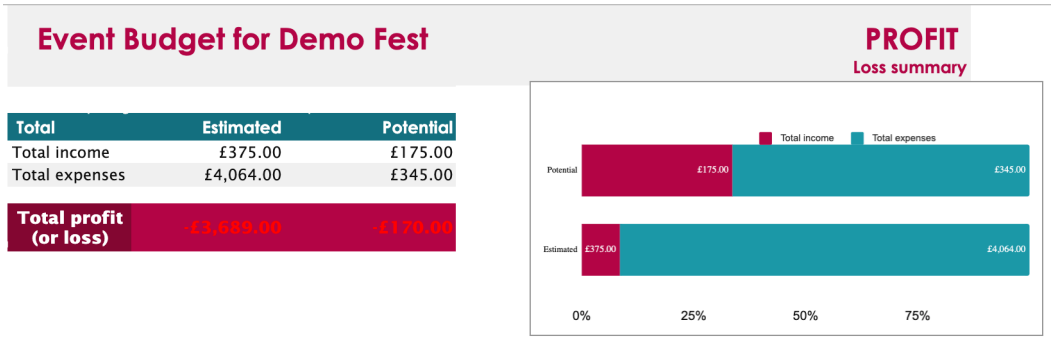
Creative Assets		
Graphics work	£50.00	£0.00
Stickers	£10.00	£10.00
Poster Printing	£60.00	£0.00
Total	£110.00	£10.00

Event Budget for Demo Fest — **INCOME**

TOTAL INCOME	Estimated	Potential
	£375.00	£175.00

ADMISSIONS

Estimated no.	Potential no.	Type	Voluntary Donation	Estimated income	Potential income
55	25	Adults @	£5.00	£275.00	£125.00
40	20	Students @	£2.50	£100.00	£50.00
0	0	Children @	£0.00	£0.00	£0.00
Total				£375.00	£175.00



The budget sheet includes all expenses to be taken into account before the organisation of the event. Estimated and actual expenses differ because venues, equipment, and riders will be provided by the sponsors, while the rest of the team will be working as engineers, graphic designers, and floor managers, and will fill in for the remaining roles. The profit and loss summary highlights the predicted sales. In the case of Demo Fest, expenses will be greater than income, as this is the first event organised by the group. However, sponsorships will be able to cover part of the costs, resulting in greater donations to be made to Small Green Shoots, which is one of the main goals of the festival.

The team will cover expenses for the security: according to the Security Industry Authority (gov.uk, 2018), manned security in the UK is necessary for door supervision (in this case, guarding licensed premises against unauthorised access). Other expenses to be taken in consideration are lanyards to recognise who is working, stickers to be used as marketing ploy, and transport for artists.

Risk Assessment

Demo Fest @ Tileyard

RISK ASSESSMENT

DATE: 1/06/2022	DEPT/LOCATION: Tileyard Education
EVENT SITE: Gallery, Vinyl Cafe ASSESSMENT TYPE: Risk Assessment	

Relevant Regulations, guidance and Codes of Practice:

Health & Safety At Work Act 1974
Management of Health & Safety At Work Regs 1999
RIDDOR 1995
COSHH regs 2002
Electricity at Work Regs 1989
Provision and Use of Work Equipment Regs 1998
Disability Discrimination Act 1995
Working At Height Regs 2005 Control of Noise at Work Regs 2005 (Noise Regulation)
Personal Protective Equipment at Work Regs 1992 (02)
Civil Contingencies Act 2004

Other Guidance used: The Event Safety Guide HSE Publications:

Managing Crowds Safely 1996
Technical Standards for Places of Entertainment

Risk Assessment Grading

Probable Likelihood	Severity
1 = Improbable	1 = Slight / superficial
2 = Remote	2 = Minor

3 = Possible	3 = Moderate
4 = Probable	4 = Major
5 = Frequent	5 = Fatal

Qualifying the Risks

RISK = LIKELIHOOD X SEVERITY

The resulting risks can be expressed as follows:

1-5	Very Low
6-10	Low
11-15	Moderate
16-20	High
21-25	Very High

KEY ROLES – Abbreviated Key

B: Bar Staff

S: Security

E: Event Manager

	Risk	Assessment of Risk (Assume NO controls in place)		Controls		Resources Required	Assessment of Residual Risk (Control measures in place)			Further Action	Owner(s)
		Likelihood	Severity	Risk Rating			Likelihood	Severity	Residual Risk Rating		

1	Intoxication	5	3	15	Check that the staff is trained, offer and display free tap water, keep the drink deals to a minimum. Work with security to understand how to react in front of intoxicated people. Spot intoxicated people and communicate with bar staff. Have medics on site.	Staff, water, medics	5	3	15	Make sure no intoxicated people get served.	B, S, E
2	Harassment / Exclusion	3	3	9	Provide disabled and gender neutral toilets. Make the lineup inclusive. Have security around to prevent crimes against protected categories.	Diverse lineup, toilets	2	3	6	Raise awareness on relevant campaigns.	S, E
3	Electrocution	2	4	8	Check all electrical equipment in the venue has passed security tests and is working properly. Check for cables and sockets that are not protected and take precautionary measures. Look out for spillages close to sockets or cables.	/	1	4	4	Report and/or fix electrical equipment straight away, check equipment beforehand.	E
4	Fire	2	5	10	Check all fire exits are working and get familiar with the layout of the venue. Check there's no inflammable equipment/ liquids next to electrical cables and avoid fireworks/fires if it's not safe. Ensure smoking is not allowed close to the stage. Make sure all fire exits are clear and visible.	/	1	5	5	Make sure appropriate fire extinguishers are on site. Check fire exits are open.	E, S
5	Terrorism	1	5	5	Work with security to ensure audience members are not conducting hostile behaviour / hostile reconnaissance.	Security, metal detectors	1	5	5	Have security conduct checks on audience. Make sure all exits are clear.	E, S

6	Crushing	2	3	6	Ensure stage is protected by barriers and that moshing / crowd surfing is protected by security staff. Have security observe the gig at all times.	Barriers	1	3	3	Brief security on the issue.	E, S
7	Falling	3	2	6	Ensure no equipment is out of place and there's no spillages on the floor. Report spillages straight away and work with security to prevent falling in the pit.		2	2	4	Brief security on the issue / make sure cleaning products are available on the bars.	E

Licensing

Licenses will not be needed for Demo Fest. According to the borough of Islington (2022), a Temporary Event Notice (TEN) is needed to carry out a licensable activity on unlicensed premises in England or Wales. However, the premises (Vinyl Cafe and the Gallery) already have a license, therefore they do not require new ones. In case the premises did not already have a license, specific criteria need to be followed to successfully apply for a TEN:

- Have fewer than 500 people at all times (including staff and performers);
- Last no more than 168 hours;
- Be 18 years old of age at the time the application is made;
- Pay a fee of £21.

Programming and Floor Management

Performers were scouted through a form (Appendix 2) that was sent out to the Tileyard community. As the festival is meant to showcase Tileyard talents, it was decided to pick a majority of current students. Stripped-back sets will be performed in the Vinyl Cafe, while full-bands will be playing in the Gallery.

Guest speakers for the afternoon talks in the Gallery were also chosen among suitable candidates that could provide meaningful additions to the festival. It was important to choose a diverse pool of speakers that would inspire prospective students.

The speakers programme includes:

12.15 - 1.00pm	Dominic 'Ski' Oakenfull Musician, Producer Head of curriculum at Point Blank Music School	'Song Deconstruction' LIVE With Valerie Etienne (MA Music Business)
1.15 - 2.15pm	Gilles Peterson DJ, Broadcaster, Label Owner Founder of Brownswood Records, Worldwide FM, and We Out Here.	Chat /Interview Q & A (Interviewed by Valerie Etienne)
2.30 - 3.30pm	Yolanda Charles MBE World Renowned Bassist, Band leader Session Musician , Educator	Talk / Interview 'Women in Music' Q & A (interviewed by Valerie Etienne)
3.45 - 4.00pm	TBC	TBC
4.15 - 5.30PM	Paul Weller Musician The Jam , The Style Council	Performance/Chat/Interview '50 years of Music ' 'Magic: A Journal of Song' (Interviewed by Dylan Jones) TBC

Tasks were also divided among the group to manage the different activities going on during the day.

ROLE	NAME
Event Managers	Fanchon, Róisín
Licensing and Risk Assessment	Marta, Kieran, Fanchon

Finance and Ticketing	Tom, Jan, Adam
Marketing and Social Media	Justine, Jan, Marta
Programming and Artist Relations	Valerie, Róisín, Fanchon, Craig
Sponsorships and Partners	Róisín
Venue Liaison	Róisín, Kieran
ON THE DAY	
Event Managers	Fanchon, Róisín
Social Media	Justine
Hosting / Interviewing Speakers	Valerie, Craig
MC in The Gallery	Adam
MC in Vinyl	Valerie
Artist Liaison	Róisín, Valerie
Ticketing	Tom
Floor Manager	Marta
Floor Manager Assistants	Kieran, Jan, Craig

ARTIST PROGRAMME

The first act will go on stage at 5.30pm after the talks. Each act in the Gallery will be allocated a 35 minutes slot, with 10 minutes turnover in-between acts. Artists performing in the Vinyl Cafe will be allocated a 20 minutes set time with 5 minutes turnover in-between. The team will work to finish the performances in the Vinyl Cafe early so that people will naturally flow towards the Gallery where music will still be playing.

	Act Name	**Location**	**Set Time**	**Equipment Required**	**Relation to Tileyard**

1	Zanotti	The Gallery	5.30pm - 6pm (35 minutes)	1 vocal and backing tracks	Music Business MA
break			6pm - 6.10pm (10 minutes)		
2	The Confederate Dead		6.10pm - 6.45pm (35 minutes)	Band - drum kit, bass amp, two vocals	Vittorio (guitarist) from the Production MA
break			6.45pm - 6.55pm (10 minutes)		
3	Robbinson's Village		6.55pm - 7.30pm (35 minutes)	Mixer and DI box	James from Production MA
break			7.30pm - 7.40pm (10 minutes)		
4	Giack Bazz		7.40pm - 8.15pm (35 minutes)	Band - drum kit, 2 amps, keyboard stand, one vocal	Managed by Marta from Business MA
break			8.15pm - 8.25pm (10 minutes)		

5	Gender Warfare		8.25pm - 9pm (35 minutes)	Band - drum kit, guitar cabinet, bass amp, _ vocals ?	Mia (guitarist) from Level 6 Production
break			9pm - 9.10pm (10 minutes)		
6	Fanchon		9.10pm - 9.45pm (35 minutes)	Band - drum kit, 2 guitar amps, bass amp, one vocal	Music Business MA
break			9.45pm - 9.55pm (10 minutes)		
7	Tamareibi		9.55pm - 10.30 pm (35 minutes)	Band - equipment requirements to be confirmed	Autonomy Music
1	Molly Roberts	Vinyl Café	5.30pm 5.50pm (20 minutes)	Piano and 1 vocal	Songwriting MA
break			5.50pm -5.55pm (5 minutes)		

2	Ydea		5.55pm - 6.15pm (20 minutes)	Piano and 1 vocal	Josephine from Songwriting MA
break			6.15pm - 6.20pm (5 minutes)		
3	Rachel Hill		6.20pm - 6.50pm (20 minutes)	Guitar amp and 1 Vocal, jack leads for her pedal	Songwriting MA
break			6.50pm - 6.55pm (5 minutes)		
4	George Bone		6.55pm - 7.15pm (20 minutes)	Piano and 1 vocal	Songwriting MA
break			7.15pm - 7.20pm (5 minutes)		
5	Madra Rua		7.20pm - 7.45pm (20 minutes)	1 vocal and backing tracks	James Reidy from Songwriting MA
break			7.45pm - 7.50pm (5 minutes)		

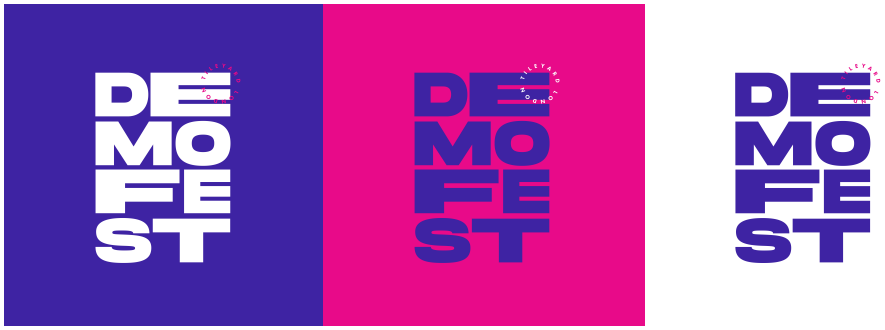
6	Valerie Etienne		7.50pm 8.20pm (20 minutes)	Small Keyboard 1Mic & Stand 1 Guitar amp Percussion (various)	Music Business MA
break			8.20pm - 8.25pm (5 minutes)		
7	Nox		8.25pm 8.45pm (20 minutes)	Equipment requirements to be confirmed	Basak from Songwriting MA
break			8.45pm - 8.50pm (5 minutes)		
8	Gaby Duboisjolie		8.50pm - 9.20pm (20 minutes)	1 vocal and backing tracks	Songwriting MA
break			9.25pm - 9.30pm (5 minutes)		
9	Darcy Blue		9.30pm - 9.50pm (20 minutes)	1 vocal, keys, guitar player	Production MA

Marketing

In order to facilitate operations, tasks were split among the marketing team:

- Logo and flyer design: Jan
- Posts template: Justine
- Facebook event: Marta
- Instagram page: Justine

The key assets for branding are the logo, promotional flyers and a template for social media posts. Colours were chosen to represent the DIY style of the festival as well as our sponsors. A relevant Instagram profile was opened to start promoting the event, while Facebook promotion was focussed on an events page.



Marketing activities were split among promotion and on-the-day.

Since the event is in partnership with both Tileyard and Small Green Shoots, most of the advertisement will be supported by their pages, which can confidently attract a big pool of people thanks to their following. We decided to open an Instagram profile to advertise the artists and activities going on on the day, post stories during the event, and post pictures after the festival in which people can be tagged, amplifying the message and encouraging them to come back for the next edition.



A bespoke Instagram post for each artist will be created and posted on Instagram in the run-up to the event. A template has been created for this purpose. The template features the logos of supporting organisations, with a colour palette that fits with both the pre-existing logos and the summer-themed vibes the group is going for. As opposed to featuring clean shots of the artists it was decided to roughly cut them out to fit with the "demo" narrative. More over, artists who do not have access to industry-standard press shots will not be singled out.



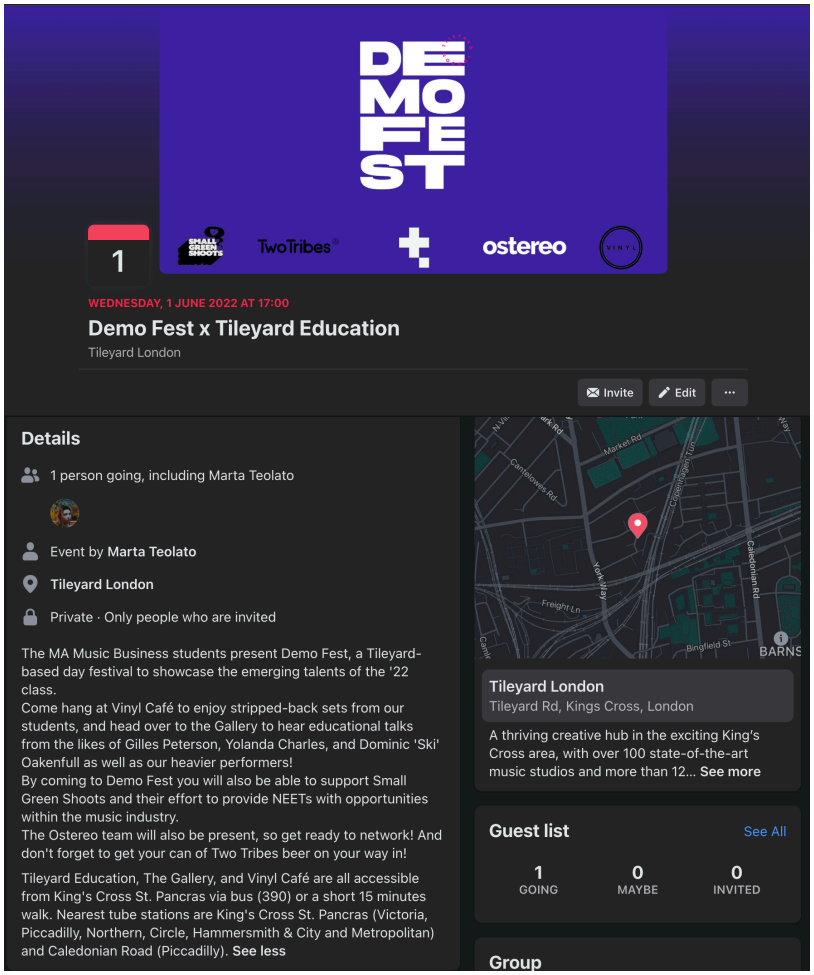
As well as digital marketing, it was decided to use some traditional marketing in the form of stickers and flyers that will be hung in landmark locations within the Tileyard buildings (Vinyl Cafe, Gallery, Campfire, Reception, Classrooms and other communal areas); flyers will also be distributed in universities (such as BIMM, ACCM, and other local universities) and local venues (such as the Water Rats, Scala, Camden Chapel). All promotional material will feature a QR code that redirects customers to a Linktree where they will find more information about the event, sponsors, and tickets. QR codes help bring offline and online marketing together (Square Media, 2020): scans can be tracked, and people who access the data on the QR codes can then be re-marketed for advertisement purposes.



A giveaway will also be put in place on Instagram to have people share the profile for the chance of winning free tickets. Giveaways not only incentivise people to follow the account (thus increasing engagement and boosting the algorithm), but they also build awareness on the brand and create a community feeling that will ultimately benefit the event (Lee, 2021).



Demo Fest stickers



Facebook Event

Event Proposal

Introduction / description:

The MA Music Business Class ‘22 are proposing a Tileyard based event that aims to showcase the musical talent, inspiring minds, and educational facilities available at Tileyard. Our event will be all about networking, educating, and showcasing. We aim to collect donations on the night both to fund the event and with 50% of proceeds going to a music charity as opposed to charging for entry.

We propose an all-day event whereby we host discussions/interviews during the day in The Gallery (12-5pm), with a music showcase from 5pm onwards taking place in both Vinyl Café and The Gallery. Music played in the Gallery aims to be ‘heavier’ performances, i.e. DJ sets, Rap, Hip-Hop, Punk Rock, Pop etc. Vinyl will be more focused on acoustic live performances in the back room, with the front room acting as a place for people to network and socialise freely with the live music in the background.

Proposed date/time: May 26th (Thursday). Talks/interviews from 12-5pm, music from 5/6-11pm.

Location: Gallery, Vinyl Café, Car park out front

Performers / Speakers:

We intend to encourage students in Tileyard Education to get involved and perform (including students with particular expertise such as sound engineering, production, marketing etc.).

Headliners will be reached out to by the programming / artist relation team, some of which have connections with established artists inside and outside of the Tileyard community. We will be in touch with Tileyard Music and other teams for contacts.

We intend to reach out to some of our mentors and other prominent Tileyard community members to be guest speakers for daytime discussions. They will be interviewed by members of the music business class hosting the event.

Suggested partnerships / sponsorships

Charities:

- Collecting donations for a chosen music charity
- Gain a wider audience with their reach
- Potential options: Music Declares Emergency, Music in Mind, Power Up

TYX / Tileyard / Tileyard Education

- Funding and location in return for providing this service and advertising the vast Tileyard community, particularly for Tileyard Education incoming / aspiring future students

Ostereo

- Run an established monthly networking event at Campfire

- May be interested in sponsoring or linking with our team to run the networking aspect of our event

Two Tribes / Campfire / Vinyl

- A limited edition Two Tribes beer can (with custom name and brand logo). This would bring with it a symbiotic marketing plan with Two Tribes.

- Food provided by Campfire and Vinyl catering

- Looking into the potentiality of food trucks in the carpark at Vinyl café

- They retain food / drink revenue

Equipment / resources needed

- Chairs, mic, and set up for daytime talks

- Mics etc. for live performances in Vinyl

- DJ decks (preferably CDJs or XDJs) for Gallery

- Lighting setup with different coloured lights for Gallery

- Stocked bar and bartenders (potential extra work for students) in Gallery and Vinyl

- Security

- Soundsystem

Elevator Pitch

Demofest is a Tileyard based day-long event put together by the Music Business MA to showcase the emerging Talent of the ‘22 class. Educational talks and a music showcase will take place between The Gallery and Vinyl Café. The targeted audience is Tileyard based professionals, students and their guests. By sponsoring our event, you will be

exposing your brand to this wide demographic rich in key music industry members and eager live music supporters.

Hi, we're hosting DemoFest, a dynamic event at the Tileyard Complex, to showcase our musical talents, inspiring minds and our facilities for aspiring and like-minded music enthusiasts. We have artists performing songs ranging from DJ sets, acoustic to hip-hop at Vinyl and The Gallery, who will attract the Tileyard community and external guests as well. This is a great opportunity to show Tileyard's potential and promote our members to a wide audience. Here you'll come into play: we'd like to offer you to join our event as an official sponsor to engage with new customers and expose your brand.

Reflective Summary

Working as a group with the rest of the course proved to be both an inspiring activity and a challenge. Managing meetings with 10 students with different schedules in short time was definitely not easy. I made sure to attend as many meetings as possible and contribute with ideas that would enhance the festival as per my live event organiser experience. I was able to meet the deadlines and produce the artefacts quickly, as my priority was to get everything done in order to proceed with the event plan.

Most of my tasks were done in collaboration with other students, however the risk assessment was my responsibility. In order to get it done I conducted inspections in both the Gallery and the Vinyl Cafe. In this way I was able to spot possible hazards and to find controls in order to mitigate eventual risks. The impeccable organisation of the two venues helped contain the hazards to a minimum.

Most of the setbacks we had were due to lack of communication and the notoriously slow response times of music venues. While awaiting to know wether the two venues would be accessible to us, we focussed on finalising the rest of the details, so that when time would come everything would be ready. Another challenge that was presented to the group was communication with some of the team members, that proved to be hard to deal with for lack of investment. The reactions of the group have not been the best at times, as we all felt frustrated: while some of us were working hard towards the event, others did not put as much time in but still pretended to be part of the project. In the end we managed to split the tasks once more, although we were still missing some parts two days before the deadline. I successfully remained calm at all times to mitigate the reactions of the group, although I did not find it fair to see some work harder than others.

I found myself involved in the organisation at all levels, although I could have spent more time micro-managing with the other students. Future improvements I should make include spending more time with the team to understand each other and form more meaningful connections that help increase productivity (Churchill, 2022).

Reference List

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Appendix 1 - Meeting Minutes

Minutes: In-Class Meeting

22 February 2022

Assignment outline: Portfolio 2- 40%

1st April - 2000 words

- Hosting an actual event, but have the details ready by April
- Decide: split into two groups or one big group
- One day cross media live event held in Tileyard
- What is the event going to be?
    - Outdoor event at Campfire or Gallery
    - Using MA Songwriting students
    - Need permission from Campfire / Gallery
    - Need to appoint roles
    - Licensing issues - temporary event notice
        - Curfew, alcohol, etc.
        - They shouldn't charge us if they're getting revenue from food and bar

Our Objective

To plan a Tileyard based event with details in place by early April.

Deadlines/Milestones

Roles to be decided:

- Event manager
    - Writing event management plan
    - Health & Safety
    - Venue finder
- Accountant / Finance manager
    - Sponsorship and crowdfunding
    - Ticket sales
- Programmer
    - What *is* the event
- Licenser
- Marketer
- Floor Manager
- Artist relations

Venue key points to address:

- Capacity
- Licensing restrictions
    - Timings
    - Age
- Price, rental cost
- Bar deal

Project Update Roundtable

Provisional roles Assigned:

- Finance and ticketing
    - Tom
    - Jan
    - Zanotti
- Marketing, Promo, and Branding
    - Justine

    - Jan

Programming / artist relations

- Val
- Róisín
- Craig
- Event managers
    - Fanchon
    - Kieran
    - Marta
- Venue management
    - Kieran
    - Róisín
- Floor manager
    - Zanotti
- Licensing and H&S

- Justine
- Event managers

Ideas and tips

- Pin as an open day / showcase for future students
- Festival day type thing, campus wide
- More likely to come if they've purchased a ticket
- Charity fundraiser
    - Power Up, Jamal Edwards honoured, Music in Mind, London Music Fund,Love Music Hate Racism.
- Engaging local community
- Women in Jazz
- H&S: security, insurance, drug policies and testing

Minutes: Class Meeting Discussion

3 March 2022

Target audience

- Creatives

- Students
- Drinks people (sponsors)
- Catering / hospitality

Students (post grad and level 6)

- Broke! Limited funds
- Love music / musicians
- Socialites

Tileyard residents

- Industry professionals
- Wide age- 18-70
- Creative industries
- More money than students, young professionals with disposable income (double income no kids yet- DINKYS)
- Seniors and industry leaders

Outsiders

- Music lovers
- Aspiring students
- Aspiring Tileyard residents

Main modes of sharing:

- Posters
- LinkedIn
- Instagram
- Facebook

Minutes: Project Check-In Meeting

23 March 2022

Members present: Róisín Doyle-Bakare, Justine Perret, Fanchon Dehillotte, Marta Teolato, Tom Parke, Jan Dittrich.

Project Update Roundtable

Updates from team

Justine

- Made an instagram- demofest22
- Facebook event incoming
- Photoshop template underway
- Marketing promotion plan complete
- Awaiting logo from Jan
- Planning to use QR codes, Eventbrite ticketing
- Will specify advertisements - not planning on using social media adverts
- Sticking with the demo ‘theme’ to make a messy / rough style in marketing

Fanchon

- Starting to organise who would play where for a setlist
- Multiple additions of acts by Valerie need to be clarified
- Awaiting to meet with Kieran and Marta tomorrow to do licensing
- Made a template on staffing for the event
- Added elevator pitch to event proposal

Róisín

- Created a Google Drive to contain assets. A second folder with essential assets was created that everyone would have access to once they submitted their portion of the workload as was deemed fair by the group.

- Monitoring answers from the performer submissions - will get in touch with successful applicants with more details and arrange a meeting with team to decide who should play

- Following up with Harry and Steve to confirm date and venue

- Will confirm and reach out to sponsors and charity

- Will reach out to Val to confirm artists and speakers that she has arranged

Tom

- Uploaded the budget to Google Drive

- Added lanyards to finances

- Will add digital marketing to budget as a free expense

Marta

- Site map and health & safety have been uploaded

- Awaiting to meet with Kieran and Fanchon tomorrow to do licensing

Jan

- Working on the poster
- Working on the logo- will send to Justine soon
- Warm orange tones chosen for branding
- Added elevator pitch to event proposal

Next Steps

- Going ahead with Small Green Shoots- will contact in due course
- Ostereo- we will reach out to them to see if they are interested in sponsorship
- Need updates from Val, Zanotti, Kieran, Craig
- Need to confirm that we are all on the same page about the event itself
- Need to assign official staffing roles - Fanchon uploading updated staffing info in drive- has changed from initial meeting. Anyone who has not contributed / agreed to a role has not been added to this sheet. Roughly:
- Justine and Jan- social media marketing (videos, photos etc.)
- Zanotti- host / presenting artists in Gallery

- Róisin and Val- artist liaison
- Tom- ticketing
- Marta, Kieran, Fanchon- Floor manager and assistants

Minutes: Project Check-In Meeting

24 March 2022

Members present: Róisín Doyle-Bakare, Fanchon Dehillotte, Valerie Etienne, Jan Dittrich, Tom Parke, Marta Teolato.

Discussion and Next Steps

Questions for Robert:

- Ticket pricing
    - Valerie- want to attract people there
    - Fanchon- freedom of movement, let's Tileyard residents just pop in
    - Robert- reasons for ticket: funding the event, database of people interested
    - Donations on the night and at the time of getting free tickets
    - Decision made: free tickets on Eventbrite for a database, an idea of numbers, an option to donate at the time of getting tickets, and donations with a card

machine on the night

- Check out Weezevents for ticketing

Clarifying

- The two Google Drive folders have now been merged and organised.
- Acts and speakers
  - Val added document to drive outlining confirmed and interested speakers
  - Need to reach out to others (potentially two slots) of our mentors etc.
  - We are having the end say in who plays in what venue
  - Fanchon has made a document to map out who plays where and set times etc.
  - Need to confirm who will be interviewing people
  - Tileyard Music / residents that could perform:
    - Georgia Meek
    - Tamaraebi (signed with Autonomy)
- Vibe

- Vinyl and Gallery will have clashing times which is ok cause different environments

- There'll be 20 mins between acts with checks etc.

- Vinyl- networking, drinking, eating in front, acoustic acts in back

- Gallery- gig environment

- Steve

  - Get a hire fee and details directly from the Gallery and Vinyl Cafe and send this onto Steve and Harry. See what's possible

  - See if they'll give it for free

  - He will talk to them directly and mention that they'll be approached next week

  - Agrees with the rationale of the date of June 1st

  - What is the contingency plan?

    - If the venues aren't free / too expensive etc.

    - Just add a line or two that mentions where your second choice might be- e.g. Campfire, local pubs

    - Consider: At what point would you cancel or postpone if a problem occurred? How do you inform everyone?

- Make it as real as possible

Minutes: Project Check-In Meeting

28th March 2022

Members present: Róisín Doyle-Bakare, Fanchon Dehillotte, Justine Perret, Valerie Etienne, Tom Parke, Kieran Sienko

Via Zoom: Marta Teolato, Adam Zanotti

Discussion and Next Steps

Used the agenda created prior to meeting to address following issues:

1. Asset evaluation

- Confirmed that everyone in the group has access to all assets in the Google Drive
- Programme needs re-doing
- Kieran has added licensing to the drive

2. Budget and ticketing clarification

- Ticketing comparison to be uploaded today by Zanotti
- Confirmed tickets will be free with voluntary donation

- Confirmed all donations will be given to charity and not for recoupment- this will be covered by Tileyard Education

- Confirmed that budget decisions have been researched by the team, with choices updated

- Addressing issues in budget

    - Potential expenses

        - Covering travel expenses for non-student artists and speakers- highest expense scenario for transport worked out as £125

        - Security - approx. £200

        - Flyers, stickers, and lanyards

    - Performers do not need to be paid as it is a charity fundraiser

    - Video production not needed, covered by social media team

    - Estimated vs. actual

        - How much it will cost roughly if we were paying for the service vs. what we are actually paying

3. Programme and scheduling

- Confirmed: 9 acts for Vinyl, 7 for Gallery

- Confirmed that Fanchon has created a ‘flow’ unity to the order of the programming

- Equipment

    - Equipment lists gathered by info collected in performer submission form

    - Likely to be provided by Tileyard

    - Will still need two keyboards for each venue

    - Craig assigned programming

    - Craig was to insert a start time and end time and to figure out how long to give people. Team decided that 15 minutes per person will not work. This now needs to be fixed by Fanchon.

- Timings confirmed

    - 10:15-30pm end time aim to allow for overtime, plan to finish by 11pm

    - Set up with start at 5:30pm

    - 35 minute sets in The Gallery

    - 20 minute sets in Vinyl

- Interviews

    - Val and Craig to gather questions

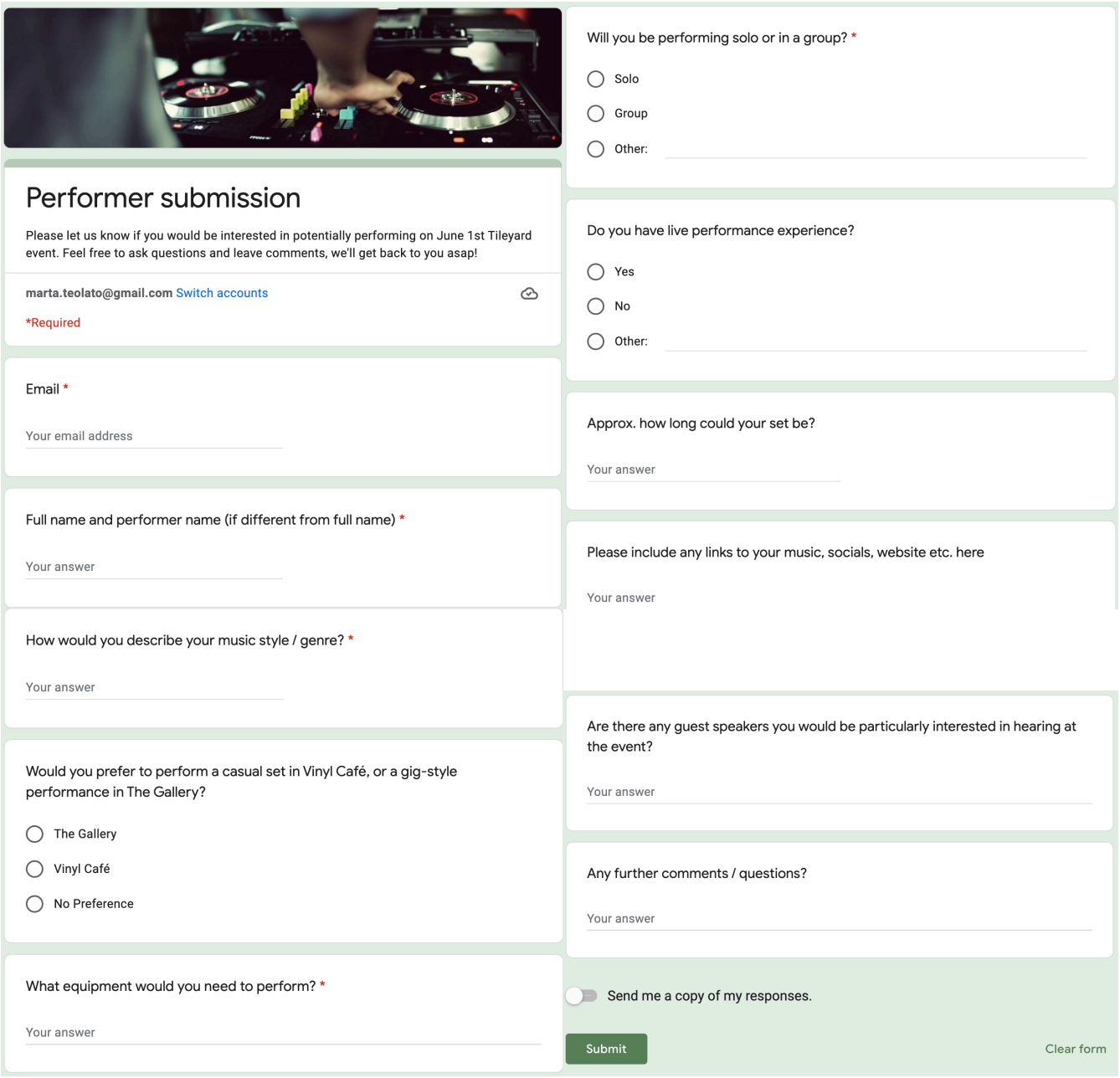
- Val to conduct interviews

4. Marketing decisions

- Colours fit with aesthetic with rough demo and summer vibes
- Social media
  - Instagram focus
  - Not venturing into TikTok
- Physical flyers and stickers around the community
- The use of QR codes
  - One for posters and stickers to bring you to the website for ticketing
  - Using dynamic QR codes that change which link they lead to and monitoring who is scanning them etc.
  - One on the night at the entrance that take you to a web page that has info on the performers and programme
- Marketing to target audience
  - Utilising partners and sponsors existing audiences
  - Internally pushing it with promotion, basic hashtags etc.

- Reaching out to our own friends etc.

Appendix 2 - Performers Submission Form and Responses



Performer submission

Please let us know if you would be interested in potentially performing on June 1st Tileyard event. Feel free to ask questions and leave comments, we'll get back to you asap!

marta.teolato@gmail.com Switch accounts

*Required

Email *

Your email address

Full name and performer name (if different from full name) *

Your answer

How would you describe your music style / genre? *

Your answer

Would you prefer to perform a casual set in Vinyl Café, or a gig-style performance in The Gallery?

- The Gallery
- Vinyl Café
- No Preference

What equipment would you need to perform? *

Your answer

Will you be performing solo or in a group? *

- Solo
- Group
- Other:

Do you have live performance experience?

- Yes
- No
- Other:

Approx. how long could your set be?

Your answer

Please include any links to your music, socials, website etc. here

Your answer

Are there any guest speakers you would be particularly interested in hearing at the event?

Your answer

Any further comments / questions?

Your answer

Send me a copy of my responses.

Submit

Clear form

Responses tracking (redacted for privacy purposes)

Timestamp	Full name and performer name (if different from full name)	How would you describe your music style / genre?	Would you prefer to perform a casual set in Vinyl Café, or a gig-style performance in The Gallery?	What equipment would you need to perform?	Will you be performing solo or in a group?	Do you have live performance experience?	Approx. how long could your set be?
10/03/2022 15:49:00	Fanchon Dehillotte - Fanchon	grunge / dream rock	The Gallery	full band set up so 2 guitar amps, bass amp, mic / pa, drum kit	Group	Yes	could go past 30

10/03/2022 16:13:35	Mia thunderska/Gender Warfare	Dance Influenced Queercore	The Gallery	Kick, rack tom, floor tom, hi hat stand (with adjustable legs, needs to be used with double kick pedal), 4 cymbal stands, drum stool, guitar cabinet, bass amp. Full tech spec can be given upon asking.	Group	Yes	45mins
10/03/2022 16:16:12	James Burns (Robinson's Village)	Ambient/ Soundscape/ Glitchy stuff	The Gallery	just a mixer and DI box, I can bring my sampler stuff	Solo	Yes	as long as needed! 20 mins-ish?
10/03/2022 17:13:15	George Bone	Acoustic Piano / Lofi Inspired Jazz	Vinyl Café	Piano (88-keys, pedal) & Microphone	Solo	Yes	30 mins - 2 hours (extreme I know)

10/03/2022 18:08:48	Giack Bazz	Alternative Rock	The Gallery	Drumkit, 2 amps or alternatively 1 amp and 1 DI box, keyboard stand if available	Group	Yes	20 to 40 minutes
10/03/2022 18:29:38	Vittorio Tondo, The Confederate Dead	Neo Psychedelic Rock, Rock	The Gallery	Drumkit, bass amp, PA	Group	Yes	30 or 45 minutes
10/03/2022 19:46:16	Basak Dee - NOX	Dark pop	The Gallery	Mic and keyboard	Solo act with backing band	Yes	15/20 mins
11/03/2022 12:01:28	YDEA	Mellow indie pop	Vinyl Café -- myself on vocals & guitar OR accompanied by a guitarist & keyboardist	Keyboard, one mic	Solo	Yes -- loads..	5 songs
11/03/2022 14:26:32	Molly Roberts	Pop/ singer songwriter/folk	The Gallery	Piano and mic	Solo	Yes -- loads..	

12/03/2022 11:54:19	Rachel Hill	Folk indie pop	The Gallery	Mic and guitar amplification, jack leads for my loop pedal.	Group	Yes	1-2 hours

12/03/2022 12:04:12	Darcy Poole / Darcy Blu	Pop / Sassy pop	The Gallery	If I'm performing full band it would be myself singing, my keys player (she'd bring her own keys), my guitarist would bring his guitar but if there was an amp there that would be good otherwise he could bring his own anyway, same for my bass player, and a drum kit would be needed for my drummer. But I	I could perform acoustically with my guitarist and keys player or I could perform full band	Yes	As long as it needs to be! Could definitely do 30 mins of material but could cut it shorter too

15/03/2022 18:01:29	James Reidy / Madra Rua	Alt Pop/ Rock	The Gallery	Depending on set up whether acoustic set or full live sound, but anything from mic and PA to full back line.	Group	Yes	45 mins
15/03/2022 21:18:27	Rachel Hill	Folk indie pop	The Gallery	Mic and guitar amplification, jack leads for my loop pedal.	Group	Yes	1-2 hours
16/03/2022 15:41:57	Adam Zanotti	UK Rap	The Gallery	Microphone	Solo	Yes	30 mins
16/03/2022 17:38:33	Gabrielle Deschamps / Gaby Duboisjoli	Indie electro pop	Vinyl Café	Mic + amp to play backing tracks	Solo	Yes	20min