

LIVE MUSIC AND EVENT MANAGEMENT

Portfolio

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Tileyard Education

April 1, 2022

DEMOFEST

In light of our live event management module, we were given the task to organise a cross-media live event at the Tileyard complex in London and construct detailed parameters in form of an extensive portfolio. Considering the diversity and variety of people in different positions at Tileyard, we proclaimed showcasing young musical talent, talks from inspiring minds and the facilities to common Tileyard members and external guests. The common framework for our event is twofold: discussions/interviews with industry experts and a music showcase of young talents pursuing a degree at Tileyard Education.

In order to outline a rough list of potential speakers and performers, we conducted a digital sign-up sheet among the Tileyard Education community for potential upcoming performers to take part. Initially, we intended to include our mentors as potential speakers, however, due to close connections with industry experts by some of our team members, we saw a great opportunity in asking them, to let them know of the Tileyard community and bring in interesting guests for current Tileyard members, in order to create a win-win situation for all stakeholders. These will be interviewed by members of our music business class, whose other members will simultaneously host the event.

As DemoFest is structured twofold, splitting the acts and speakers to two different venues was a reasonable decision. Initially, Campfire was a reasonable choice to host, also due to the likelihood of getting a sponsorship from TwoTribes. Eventually, The Gallery and the Vinyl Café have been picked as the most suitable venues, as they provide the space and facilities to host such an event and welcome a number of guests. As The Gallery has a “panel-like” structure, it is most suitable for interviews and discussions, as well as deconstructions that we plan to do, which involve on-screen projections. As our proposed date 01.06.22 is during the week, it is of importance to not disturb adjacent businesses. Therefore, we have split up the acts according to their genre to both venues, starting in the afternoon as soon as the interviews have been concluded.

In terms of financing the event, the question arose whether there should be an entrance fee for DemoFest. As we were not given any upfront capital, the choice for a minor cost for visitors was compelling.

DEMOFEST

However, as the Tileyard complex is structured in an accessible way, ticket controlling would have potentially been a cumbersome act and would have counteracted our initial proposal for the event. Therefore, donations appeared to be the most applicable way of financing the event, where the cost of a ticket would essentially turn into a dynamic price, through which a guest would pay as much as he or she would want to. As a result of talking to an employee from “Weezevents” and based on our meetings and class discussions, this platform seemed to be the most applicable tool, in order to track guests and to have an overview of current guests, as well as evaluate them post-event. In addition, the platform provides a donation option, which perfectly accompanies our proposal and vision for DemoFest. It will be beneficial to implement a simple ticketing system, as a solid infrastructure, in terms of ticketing, would help us track a seamless check-in procedure and increase our reach through promotion capabilities (Accelevents, 2019). During the meeting with Olly Goddard, who works for Weezevents, we received a sound understanding of the obstacles involved with managing tickets and guests at events and the possibilities in solving them. Therefore, Weezevents qualified as a useful tool to be potentially implemented at DemoFest.

In order to be able to proclaim our intentions and visions for DemoFest, an assertive and unique branding was necessary. Through studying an extensive number of examples of existing events, which resemble the same values and intentions as DemoFest, I was inspired and gathered small breadcrumbs from designs of a variety of events, in order to develop a powerful brand identity. “91% of people have positive feelings about a brand after joining events” (Kirsch, 2021). Therefore, I set myself the goal to convey our values and intentions for the event as efficient as possible throughout our assets, such as logos, flyers and stickers. While design remains a subjective matter, a powerful brand identity can subliminally create credibility and memorable experiences.



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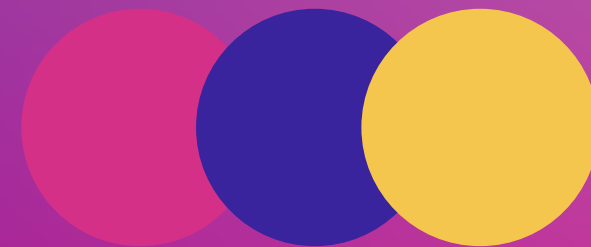
BRANDING DECK

FONT

MONUMENT

FUTURA PT HEAVY

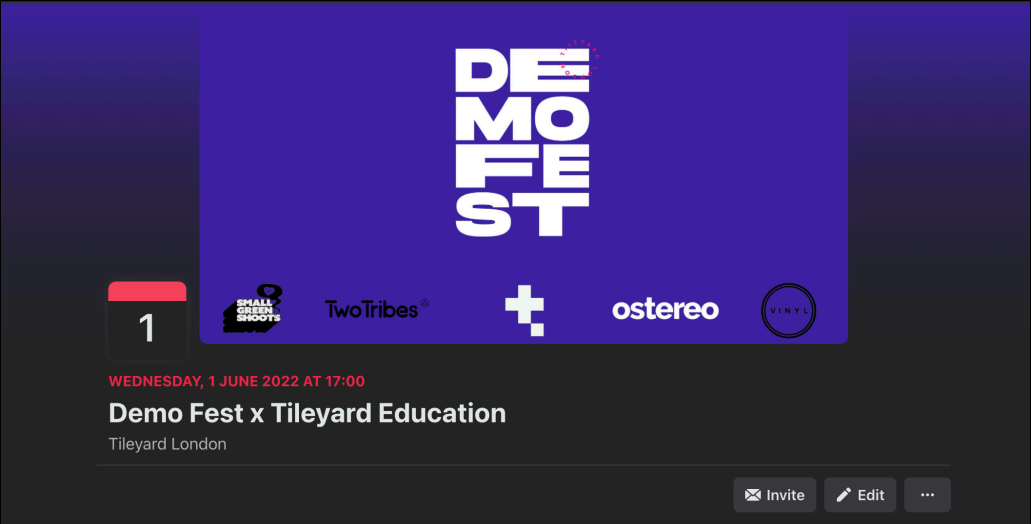
COLOUR







SOCIAL MEDIA ASSETS



Details

1 person going, including Marta Teolato

Event by Marta Teolato

Tileyard London

Private · Only people who are invited

The MA Music Business students present Demo Fest, a Tileyard-based day festival to showcase the emerging talents of the '22 class. Come hang at Vinyl Café to enjoy stripped-back sets from our students, and head over to the Gallery to hear educational talks from the likes of Gilles Peterson, Yolanda Charles, and Dominic 'Ski' Oakenfull as well as our heavier performers! By coming to Demo Fest you will also be able to support Small Green Shoots and their effort to provide NEETs with opportunities within the music industry. The Ostereo team will also be present, so get ready to network! And don't forget to get your can of Two Tribes beer on your way in!

Tileyard Education, The Gallery, and Vinyl Café are all accessible from King's Cross St. Pancras via bus (390) or a short 15 minutes walk. Nearest tube stations are King's Cross St. Pancras (Victoria, Piccadilly, Northern, Circle, Hammersmith & City and Metropolitan) and Caledonian Road (Piccadilly). [See less](#)

Tileyard London
Tileyard Rd, Kings Cross, London

A thriving creative hub in the exciting King's Cross area, with over 100 state-of-the-art music studios and more than 12... [See more](#)

Guest list [See All](#)

1 GOING	0 MAYBE	0 INVITED
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Group

0
Posts

0
Followers

0
Following

Demo Fest 2022
live music, guest speakers & networking
1 June | Tileyard London
eventbrite.co.uk/

Demo Fest – Marketing & Promotion Plan

Assets

- logo
- flyer
- Photoshop template for social posts (logo + partners + artist picture and info)
- QR codes leading to artist and speaker info (to have at venue doors on the day)

Online Tools

- Facebook event page
- Instagram page
- Platform page for ticketing

Pre-event Promotion

- Instagram posts with each artist and speaker in the run up to the event
- posters/flyers with logo, partners, names, etc. + QR code to link to tickets
- Sponsors and partners mailing lists
- Hashtags: #networking, #livemusic, #singersongwriter, etc.

On-the-day Promotion

- Instagram stories on the day – artists, speakers, vibe
 - during preparation, to encourage people to come
 - during the event
 - after the event, to thank people for coming, etc.

Tasks (ideally before deadline)

- Logo: Jan
- Flyer design: Jan
- Photoshop template: Justine
- Facebook event: Marta
- Instagram page: Justine

Tasks (after deadline)

- QR codes
- Eventbrite page

Introduction / description:

The MA Music Business Class '22 is 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](#), [Small Green Shoots](#)

TYX / Tileyard / Tileyard Education

- Funding and location in return for providing publicity and advertising to 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 XDJJs) 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

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's where 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.

STAFFING

ROLE	NAME
Event Managers (supervise all below roles)	Fanchon, Róisín
Licensing and Risk Assessment	Marta, Kieran, Fanchon
Site Map	
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

TALKS TIMETABLE - THE GALLERY

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

ARTIST PROGRAMME

10 x 6 = 1h (for breaks)

5.30pm - 10pm = 5h30 - 1h = 240 minutes / 7 acts = roughly 35 minutes per gallery set

Start at 5.30 pm

20 minutes set in vinyl with 5 minute breaks

35 minutes in gallery with 10 minute breaks

Hoping to end earlier in vinyl so that people 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 (30 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

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	Estimated	Actual		
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

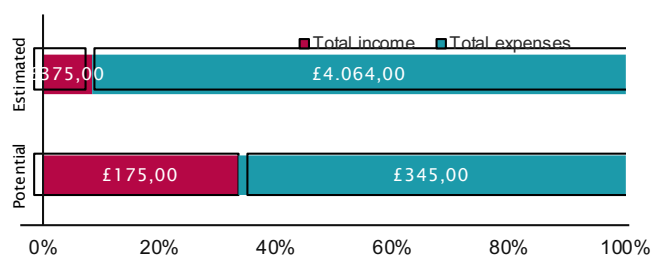
TOTAL INCOME			Estimated	Potential
			£375,00	£175,00
Adults @	Students @	Children @	Estimated	Potential
55	25	Adults @	£5,00	£125,00
40	20	Students @	£2,50	£50,00
0	0	Children @	£0,00	£0,00
Total			£375,00	£175,00

Event Budget for Demo Fest

PROFIT

Loss summary

Total	Estimated	Potential
Total income	£375,00	£175,00
Total expenses	£4.064,00	£345,00
Total profit (or loss)	£3.689,00	-£170,00



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

	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

RISK ASSESSMENT

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
	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
7											

RISK ASSESSMENT

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
- Licensor
- 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
 - Róisín 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 and to create a preliminary schedule for talks

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.

Reference List

Kirsch, K., 2021. *What Is Event Branding? + 5 Examples to Inspire You*. [Online] Available at: <https://blog.hubspot.com/marketing/event-branding> [Accessed 20 March 2022].

Accelevents, 2019. *Event Ticketing Systems and Why You Need One*. [Online] Available at: <https://www.accelevents.com/blog/event-ticketing-systems> [Accessed 22 March 2022].