Program : MA Music Business

Module : Live Music and Event Management

Module code : BMTY7005

Lecturer : Natalie Smith

Assignment title : Portfolio 2

Student name : Chiu Wai Yin, Winnie

Student ID number : 2125608

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Introduction :

SOUL is a 1-day cross-media cultural live event held at Tileyard Studios and it will take place on Saturday 30th July. The theme of this event is to form a time tunnel bringing soul music from different time periods to the present. This will be a 499-person capacity, music/art carnival featuring live music, creative art pieces in respective time period with signature soul music. This will be a non-profit making event therefore all income will be putting back to the event to make it as successful as possible.

Target Market Analysis:

Our target demographic for our soul event will be members of the black music community, particularly those with interest in history and soul music.

Age: 18 + (this particular genre and focus on black history can attract those of all ages)

Gender: Male & Female

Income: Lower Income (£18,000 - £30,000 P/A)

Location: London Central & surrounding areas - closer to Tileyard

Behaviour: Perhaps those that attend church, enjoy listening to soul music, upstanding citizens with educational interest

Lifestyle: Working class, perhaps 9-5, full time hours, family time, wholesome activities

Values: Religious, interest in education, historical values

Program

1) Gallery

Background: History of Soul music

Soul music is a genre of African American popular music that led to many later genres, from funk and dance music to hip hop and contemporary R&B. The first soul songs were created when gospel songs were changed into secular songs by rewriting the lyrics. In the early-60s, the most popular style of soul music was Motown's pop soul. Soul music of the 60s and 70s later led to many other genres, including funk and hip hop and in the late 80s singers like Luther Vandross, Whitney Houston, Mariah Carey and Mary J. Blige were producing a style of smooth, commercial soul called contemporary R&B. Neo soul and the smoother sounds of contemporary R&B continued into the 21st century, but they were soon joined by two new styles namely "retro soul" and "alternative R&B". (Errey Matt, 2022)

History of soul music can be dated back to 50s which it continues to influence all the music genres that developed afterwards until now. Because of this, in SOUL, apart from having the main highlight in the evening concert which we will bring all different types of soul music onto the stage, we also would like to build a time tunnel in daytime, bringing the audience back to the old days, allowing them to see different art pieces illustrating representative people, art creations, environment, in those periods of time. The art piece can be installation, paintings, drawings etc, each telling a story to the audience.

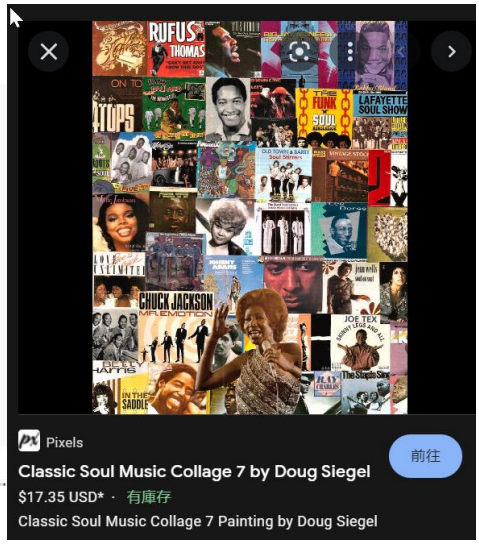
This will undoubtedly be an enjoyable & insightful journey for the public. While they are walking along this time tunnel, appreciating different art pieces, at the same time, they will be enjoying a glass of wine with finger food and listening to different soul music. What a lovely day will it be !

Invitation will be sent out to different universities and art classes and check if any of the students would like to contribute their artwork or even create a new piece to be put in this time tunnel. Credits will be given back to the students and will also reinforce the importance of the exposure of their work in front of different targets.

Soul music Painting by Chrys...
saatchiart.com

Paintings inspired by '70s soul music, movies ..
pinterest.com

James Brown Figure Handmade Fig..
etsy.com



2) Live Music

In SOUL, the main performance stage will be in The Gallery. The Gallery is a 120-capacity space based at Tileyard London. Designed to be highly versatile to cater for the niche requirements of the top tier in both the creative and corporate industries. They can host various kind of events including music events, art exhibitions, community workshops, private parties and team-building workshops etc.

The performance in The Gallery will be for DJ sets between 12pm to 9:30pm. This will be a Hip Hop Soul Music event showcasing soul music from different time periods. 5 different sessions will be allocated to different DJs with the peak session at 8pm at night in which the audiences are free to dance, chat, networking, drink while enjoying the relaxing soul music from the DJ. Performance will end at 10:00pm the latest.

5 DJs sessions are:

- DJ 1: 12pm - 2pm
- DJ 2: 2pm - 4pm
- DJ 3: 4pm - 6pm
- DJ 4: 6pm - 8pm
- DJ 5: 8pm – 9.30pm

For the selection of DJ on that night, we will open this opportunity to those Tileyard-based companies see if they will have any referral of DJ who would like to perform that night. Honorarium will be offered to the artist but will try to keep it to a minimum because of the limited budget. Because of this, we will package the performance opportunity as a valuable chance to showcase their ability in front of different people especially those in the music industry, which will inevitably be beneficial to them for their future career so as to increase the attraction.

The Gallery has a high spec sound and AV facilities and a dedicated team which will do not need to source from outside but still can bring the event to the highest standard.

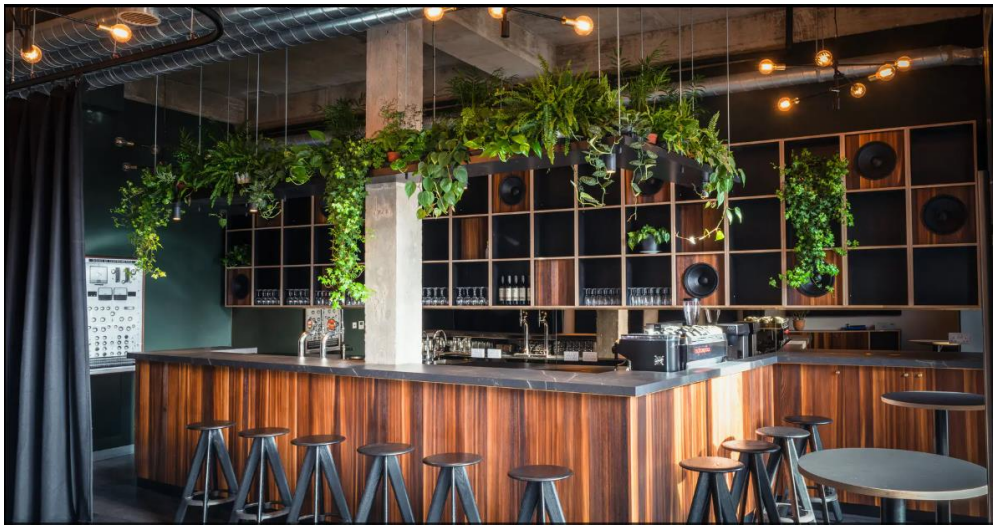
3) Catering

Catering companies like Sandscatering (SandsCatering, 2022) , Eden Caterers (EdenCaterers, 2022), or Penni Black (Penniblack, 2022) etc. will be invited on the event date to provide food and drink and will charge them for a pitch. The food & drink served will be simple like standard finger food, canapes, street food together with beer & non-alcoholic drinks. The purpose of having casual food is just to complement the whole visit journey of the public who are enjoying their time looking at all the magnificent artworks from different artist about the history of Soul music.

The opening time for the food stalls will be from 12pm to 7:30pm and people will start move into the Gallery for the last session of the concert which will start at 8pm.

People can choose to purchase drinks from Vinyl Café (VinylCafe, 2022) or The Gallery (TheGallery, 2022) and they are able to take their drinks out of Vinyl Café and The Gallery to the exhibition area.

The Gallery



Vinyl Cafe

SMOOTHIES
WAKE ME UP BEFORE YOU GOGO - BANANA, OATS, MILK, GOJI & YOGHURT
MAKO ALMOND - BANANA, DATES, ALMOND MILK, AGAVE & MUESLI
JJ KALE - AVOCADO, SPINACH, KALE & APPLE JUICE
BANANARAMA - COCONUT MILK, BANANA & PINEAPPLE
BUILD ME UP
NUTTERCUP - BANANA, ALMOND BUTTER, MACA, CACAO NIBS & ALMOND MILK
JUICES
CARROT, APPLE & GINGER
BEETROOT, CARROT, SPINACH & GINGER
JUICE SPRINGREEN - KALE, SPINACH, CUCUMBER, CELERY & APPLE JUICE
WATERMELON, ORANGE JUICE & STRAWBERRIES
ORANGE, CARROT & GINGER
PINK - RUBY GRAPEFRUIT, APPLE & GINGER
FOOD ALLERGY NOTICE
IF YOU HAVE A FOOD ALLERGY OR A SPECIAL DIETARY REQUIREMENT PLEASE INFORM A MEMBER OF THE HOSPITALITY TEAM
THANK YOU
assorted box
EAT NATURAL £1.25
SASCO
Sesame Snaps
Nudie SNACKS

Event Planning & Implementation Timeline:

Date	Action	To Be Completed By…
Monday 13th June	Initial planning meeting	FULL TEAM
Monday 13th June	Budget set	Lera
Tuesday 14th June	Promotional campaign online begins | open submissions for student art for exhibition	Emma
Wednesday 15th June	Artwork created	Winnie
Thursday 16th June	Print ordered (flyers & posters)	Emma
Friday 17th June	Print distributed around campus & chosen locations for relevant target market	FULL TEAM
Monday 20th June	Second team meeting - musicians selected for entertainment & outsourced artists chosen	FULL TEAM
Tuesday 21st June	Paid ad campaign actioned ahead of payday	Emma
Wednesday 22nd June	Artists booked for performances & exhibitions	Winnie
Wednesday 22nd June	Outside catering booked	Winnie
Thursday 23rd June	Security booked	Lera
Thursday 14th July	Deadline for student art submissions for exhibition hit	-
Friday 29th July	Production & rigging to go in	Production team
Saturday 30th July	Event day | Soundcheck | Final Set Up	FULL TEAM

Social Media Marketing Plan:

Date	Time	Post	Media/Asset	Outlet	Ad
Tuesday 14th June	6pm	Event launch post & tickets on sale announcement	Initial Event Artwork	Facebook, Twitter, IG & Tileyard Socials Also	YES
Monday 20th June	6pm	Reminder post with short promo video - again reiterating the event and sharing ticket link	Short Promotional Clip	Facebook, Twitter, IG & Tileyard Socials Also	YES
Wednesday 22nd June	6pm	Announcement of outsourced artists exhibiting at the event with ticket link	Images of Artists & Their Work	Facebook, Twitter, IG	NO
Wednesday 29th June	6pm	Entertainment lineup announcement (ahead of payday)	Full Lineup Poster	Facebook, Twitter, IG & Tileyard Socials Also	YES
Thursday 30th June	6pm	Payday post pushing tickets	Images carousel showcasing venue, food, art & artists	Facebook, Twitter, IG	NO
Saturday 2nd July	1pm	Four weeks to go countdown post with ticket link	Four week countdown image	Facebook, Twitter, IG & Tileyard Socials Also	NO
Wednesday 6th July	6pm	Showcase post of food vendors & drinks offerings on the evening	Mixture of images & videos	Facebook, Twitter, IG	
Saturday 7th July	6pm	Three weeks to go countdown post with ticket link	Three week countdown image	Facebook, Twitter, IG	

Countdowns to continue, along with build up posts, on the day posting with important event info and set times, ticket warnings (dependent on how tickets will sell), video clips of the artists performing and interviews with the artists showcasing their work in the exhibitions. These posts will ensure continual exposure for the event, keeping it fresh in people's minds and eventually leading from exposure to conversions. Consistency is the key solo performance to help you establish your credibility, build trust, generate leads, and strengthen your reputation (Inquivix, n.d.). With the advertisements running in the background we will also be hitting new audiences whilst continuing to communicate with our current audience at the same time.

PR Plan:

Tuesday 14th June: Email to go out to all students via the Tileyard system announcing the event & tickets being on sale - ticket link embedded in email & links to Facebook event page

Tuesday 14th June: Press release announcing the event to go out to all local press, relevant contacts such as nearby black history magazines, art magazines and features that would be shown to our target audiences

Wednesday 29th June: Full event press release featuring entertainment announcement and artist exhibitions to go out to all the same press contacts as previous release

Wednesday 29th June: Email to go out to all students via Tileyard system announcing the full event lineup, details and artists - ticket link embedded in email & links to Facebook event page

By maintaining contact with press and Tileyard students - we will again be consistently fresh in our audience's mind. Maintaining the correct language, branding and tone of voice that is suited to our audiences is key for getting the desired message across and communicating with them. "When your tone is consistent, your audience hears the same person speaking whenever and however they deal with you. That shows them you're a consistent, reliable company to deal with, and that every part of their personal brand experience with you will be equally good (The Acrolinx Team, 2021)."

The Budget

The budget plan is based on 499 people (only TENs is needed for the event); however, it is worth bearing in mind that the gallery can only hold up to 120 people at a time therefore we will be break down the whole day music show into different sessions. There is no handling fee for tickets to be sold, as Ticketmaster has a zero-seller fee.

There will be two security guards for the day.

The ticket for the event will be £10. Keeping prices low will appeal to the low-income group target.

The Vendor will be charged £500 to pitch at Tileyard and the vendor keeps all their intakes.

No money will be taken from the drinks being sold at the gallery. This is a non-for-profit event and is an event purely on the history of soul music and for anyone that has an appetite for music and where it came from.

DJs to play as following sessions :

- DJ 1: 12pm - 2pm
- DJ 2: 2pm - 4pm
- DJ 3: 4pm - 6pm
- DJ 4: 6pm - 8pm
- DJ 5: 8pm – 9.30pm

With all the above assumptions, the budget for SOUL will be broken down as below :

Projected Expenses	
Infrastructure	
Venue – The Gallery	£1500
Staffing & Music	
DJs x5	£1000 (£200 per DJ)
Security x2	£400 (£200 per guard)
Photographer/Videographer	£350
Marketing expense	
Programmes x100	£65
Printing Banner etc.	£150
Misc	
Temporary Events Notice (TEN)	£21
Public Liability Insurance	£109
15% Contingency	£540
TOTAL (EXC. CONTINGENCY)	£3595
TOTAL EXPENDITURE (INC. CONTINGENCY)	**£4134.25**
Projected income streams	
Profit from ticket sales (£10pp based on 499 people)	£4990
Vendor	£500
TOTAL PROFIT	**£5490**

PROJECTED NET INCOME	
TOTAL REVENUE (EXC. CONTINGENCY)	**£1895**
TOTAL REVENUE (INC. CONTINGENCY)	**£1355.75**

Reflective summary :

To start the reflective summary, I had researched different reflective tools & techniques. I found the DIEP model (Describe, Interpret, Evaluate, Plan) from the University of Melbourne could help me build a better structure of the whole summary. (The University of Melbourne, 2022)

To **DESCRIBE** the key aspects of my task, I need to work in a group and create a portfolio for a 1-day cross-media cultural live event held at Tileyard Studios including some artefacts like :

- Event management planning
- Budgeting
- Marketing
- Programming
- Licensing
- Staffing etc.

We are in a group of 3 people, Lera, Emma & myself. Lera is a musician in the past, performing with her partner, and she is now going to operate her own publishing company in the UK. She is more sensitive in numbers since she needs to manage her own business. Emma is working in her music event business, arranging different kinds of music events therefore she is an expert in music marketing. I am a marketing professional but working in a non-music business corporation in Hong Kong. Despite of all the daily business work, I spent a lot of my leisure time organizing different classical music events inviting classical saxophone artists to Hong Kong for concerts & masterclasses. I am also a classical musician performing in community bands in Hong Kong.

Because of our different backgrounds, we allocated our work with Lera focusing on the finance budgeting, including the expense & income stream. The profession of Emma made her the best person to work on the marketing programs and implementation timeline including all the execution & social media plan. I am in charging of the program part for the whole day including the gallery, live music & the catering.

When **INTERPRETING** what I needed to work on after talking to my teammates, I found out we are in a good chemistry when allocating different tasks. We are all working on our strength, and I was so impressed by their professionalism. I learnt a lot from these 2 ladies especially with Emma whose marketing capability is exceptional. I have to admit although I have done a lot of different music events in Hong Kong, I found out those I have done in the past are quite narrowed-scoped and there are still a lot of techniques and planning that can help to conduct the event in a more impactful and effective manner.

Since we were in the same group in term 1, we already developed a good understanding among ourselves, and all our meetings are carried out in a very efficient manner, in which we align with ourselves & got agreement very quickly. Apart from regular meeting we also

communicate via daily WhatsApp for all communications. All these make this "cross-country team" work in harmony & effectively.

After interpreting what I have done, I started to **EVALUATE** how this experience will impact my thinking process and behaviours in working on all my future events.

Although I got experiences in organizing different music activities in HK, the 'dry run' of writing the proposal of SOUL & the learnings that I got during the lecture provided me a more structural thinking framework. No matter it is classical or pop event; a 2-hour concert or a 2-day event, a 100-people or 1000-people event, the thinking and planning process are the same and I cannot miss any details.

Since this is a 1-day event, we did not build many set up, we made use of all the existing infrastructure, e.g. the Gallery has a ready stage; the Café provides ready food; the art displays are all standalone; we invite food caterer to set up the stalls etc. Therefore, all these made the implementation process much more easy than building from scratch. All we need to do is to have a detailed implementation timing so that we can meet all key milestones without missing anything like secure the caterer, arranging the art piece submission, inviting the artists, preparing the promotional materials etc.

However, being able to see how to work out the marketing, PR & social media plan by Emma is extremely valuable for me this time because I understand no matter how good we execute the event, without proper promotion, we will still not able to sell any tickets and no one will even know about the event.

Because of this, apart from studying what Emma has suggested in the plan which gave me many inspirations of what we should do in promoting an event, I myself also spent some time in investigating the best ways of using different media in the promotion plan. Questions like "What is the best asset to be used for each media?', "How to make the most impactful post?", " Is an impactful post a text post or an image or a video?", "What will be the content of the video post?", "When is the best timing of what kind of post?", "How to plan the timeline for posting in each media?", "How to build up the momentum in the timeline to achieve its peak?" etc. All are important questions to think about and work on when I am formulating my promotion plan.

Having all these questions in mind is beneficial in my **PLANNING** phrase in all my coming event planning. Thanks to Natalie, with what I have learnt in the lecture including but not limited to the thinking process of the idea generation, the role of a project manager, the 5 stages of a festival project, the detailed ESP formulation, the marketing plan, the marketing budget set up etc. All these gave me good & valuable framework for formulating all my future events no matter in Hong Kong or other countries.

Appendix :

Location Map

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