

LIVE EVENT PLAN

2018 words

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Future vinyl

Future vinyl is an event that champions the talent of artists studying at tile yard, young musicians and grass root acts based in London. The event is being hosted at vinyl café, a modern and stylish café with a relaxed atmosphere and the perfect environment to stage our event. The event planned to target a younger crowd of fans as well as professionals already working in and around the music industry or other areas associated with the music industry such as marketing, data analysis and new technology. The event features a variety of acts playing stripped back, “Eric Clapton unplugged” style versions of their own original work. The event also runs late, with DJs taking over the dance floor and playing a variety of dance and electronic music from both established and grass roots artists. The event not only serves as a great night out, but also as a platform of discovery, a place to build new connections and an intimate setting for artists to showcase and perform their work.



This event was organized by a group of almost 10 individuals, we came together to communicate one another's ideas and we all had to make compromises on our own creative direction. We designed an event and allocated in such a way that allowed for and required each member of the team to have a certain level of utility. The team was spread out across multiple different roles that were organised into specific groups. The group was split up into the following groups, marketing, artist liaison, venue liaison, branding and budgeting. Each team worked together in their groups to produce all necessary assets for the successful running of the event. The groups came together once a week for a total of 6 weeks to communicate ideas, raise issues and iron out any creases that arose. The group worked well together and although not all team members were present all the time, enough was done by the rest of the team to pick up any slack.

Team structure and role allocation

The team initially defined each member's tasks and responsibilities before cooperating to create the live event. At planning meetings, we efficiently communicated, exchanging ideas and suggestions to make sure that every detail of the event was well-planned and carried out properly and in good time. We acquired the required equipment and permits, and coordinated with the artists, the university, and the venue. Also, we collaborated on advertising and marketing, designing a captivating social media campaign and inviting people to the event. The team coordinated flawlessly on the day of the event to make sure that everything went off without a hitch, from sound checks to ticket sales. Our dedication and teamwork produced a successful and enduring live event that was enjoyed by many. The team was organised as follows:

Role	Main tasks	Team members
Budgeting	- Creating cost breakdowns of any items - Working with any sponsors garnered for the event	Marcel Rabia Wyn
Marketing	- Social media marketing and engagement - Curating assets to be used across multiple platforms	Izzy George Marina - design
Curation/Liaison	- Finding artists for the event	Anna - liaison with Jamie Rabia Wyn Tae Shannen
Event management	- Organization of event space - The running of the event on the day - Making sure that all roles and task are on schedule - Floor plan	Izzy Marcel Felix - Tech planning, Rabia Tae Shannen (running order, scheduling) Anna (floor plan) Marina

Each group had a different work load, with marketing and event management bearing the majority of the load, other members of the group therefore helped where they could aside from their allocated role or group. Regular meetings helped to even out the allocation of work load and it allowed for each group to voice their needs or emerging requirements.

Meetings and planning

Agenda - Next Meeting: Weds 22nd Feb

Chair: Izzy

Minute taker: Anna

Present: Izzy, Marcel, Wyn, Felix, Rabia, Anna, Tae, Shannen

Apologies: Marina

1. Matters Arising:

Marina: Uploaded content to drive? - Yes, now in folder named posters.

Izzy - update on conversation with Steve re gallery:

- We'll see if we can do campfire and if not we'll just do vinyl
- No response from Steve to email enquiring about The Gallery

Anna - update re conversation with Jamie

- He isn't free to host but can send us songs if we would like to go with the showcasing of songwriting camp theme

Rabia - update on Campfire

- No update but hopefully will have by end of week
- Asking about availability for a Weds/Thurs at end of March/beg April

Everyone - have you put name next to task? - decide in this meeting if not. (Take time to do now)

- Done in meeting, pls check roles sheet

2. Consolidation of event idea

Agree to do vinyl - ? 13th March - **AP: Izzy** to email Steve to ask about moving date - week of third april - if not, can we takeover jam night

AP Izzy/Wyn: let vinyl know we won't be coming on 13th

Discussion:

Issue with vinyl is difficult re set up because its split in to two rooms - where do we put stage, etc stage

Issue with campfire - risk with money and extra work and it being outside

Vote for vinyl - 5 so that's decided

AP Rabia - please put details of house band on drive

AP Rabia - start detailing artists who we've asked

Can look into sponsorship to make up difference for bar tab

Felix has posted documents in drive so we should use these

Decided: Live band until 9 and then DJs

3. Marketing plan

Need to speak to Marina about it / marketing team to meet separately to discuss and make a plan

Let Darcy and Radu know about event so they can send round

AP: start working in smaller groups regarding roles

4. Finance?

Felix - explaining budget sheet in drive and explained to populate this (finance team to meet separately)

5. Points to discuss at next meeting

Artists - update at next meeting/via Whatsapp

Date - full confirmation of date

Marketing - update on what has been sent out at next meeting

Get in contact with tye for marketing - radu and darcy by next meeting

Felix - health and safety - chase by next meeting

Prioritising takeover jam night cos its already booked

Wyn - upload emails from Vinyl by next meeting

Minutes – 16th March

Present: Isabella, Marina, Antoine, Rabia, Shannen, Wyn, Anna

Apologies: Felix, Taeshawn, George

Defining roles:

- Izzy – event coordinator
- Antoine – supervision marketing and accounting
- Shannen – promotion and copy
- Marina – marketing
- Wyn – ticketing
- Rabia – artist liaison
- Anna – admin and scheduling supervisor

Izzy update:

Given up on tileyard Eventbrite – Anna: Angie had replied to say they can do it **AP:** research how many followers TYE have – if it has a decent amount it is worth using tye account...

done in meeting - they have 300 followers.

AP Wyn can you email Angie with details asap – **AP Marina** needs to resize poster (**done**)

- ask Angie to send Eventbrite so we can set up QR code - As soon as Eventbrite is handled then need to send to Marina

Marina update on Marketing

Needs 'About' section for Eventbrite – **AP: Shannen** to write about section – **to do today**.

- Poster – without names is ready to go – going with pink one. **Needs to go out asap**

AP Marina: Print initial posters (done)

AP Marina – update posters with QR code, and another version for SM with artist line up when confirmed.

Rabia update

We have 3 confirmed acts. Band on standby but maybe won't need them due to most artists wanting backing tracks

AP booking team: Line up needs to be confirmed asap – 2 people confirmed, Rowan wants to do it but needs more details – **AP: Rabia** to send details to Rowan and confirm

AP: Anna to call Tae to see if his acts are still doing it

AP: Anna to get DJ names from George

AP Rabia: ask artists what they need instrument/backing wise – let them know what we have – PA and mics provided

Deadline for conf of acts and above APs – Weds 22nd March

AOB

Izzy – main concern is sorting security – needs to happen before posters are out

- Need to hear from Steve – **AP: Izzy** to chase
- If it's a No then : £120 – Karma willing to help find funding for it.
- Ask businesses – guarantee them a table

Instrument list – Marcel has at home – **AP Marcel:** put on drive – **AP: Izzy** to send to Christian

DJ equipment – available at vinyl – **AP Izzy** to double check - if not arrange to use [tye](#) 's

Health and Safety RA – **AP Wyn:** add security as a requirement on RA

Floor plan – go to TYL and ask them for one – **AP: Anna** to email TYL about this

AP – once event mgt plan and RA form is on bebop – fill in – **AP: Anna** complete event mgmt. form, **AP Wyn** complete RA form

AP – Izzy/Wyn : upload email correspondences to drive for portfolio purposes

AP Anna: make agenda for next meeting and add minutes to drive

Next meeting: Wednesday 22nd March after presentations (4:30/5pm)

Minutes - Wednesday 8th February Meeting

Present: Isabella, Wyn, Anna, Felix, Marina, George

Apologies: Tae, Rabia, Marcel

Discussion about ideas:

Tiny Desk: 6-8

Boiler Room

Livestream

Shannen DJing

DJ night and sell tickets at £10 to other Uni students and leave it at that

Talked about knowing audience - TY employers and TY students - re-discussed the way we can engage employers who work at TY - songwriting showcase - discussed engaging Jamie to select/host.

Discussion about ticketing:

Suggestion of ticketing at £10 to be able to make profit and pay musicians/DJs

Discussion about the fact no other events at Vinyl are ticketed so we should keep free or very minimal i.e. £1 and could include a drinks token.

- This will show we can break even or potentially make a profit

Discussion about marketing:

Marina shared her imagery for the event - **ACTION POINT (AP) Marina:** Please upload to the shared drive:

<https://drive.google.com/drive/folders/1C9AJdc4CiAviDUCGZbYPz-Ub3tU14Iq3>

Discussed email marketing - send to TY Reception to circulate

Discussed making flyers and going round to offices

Discussion about event set up:

Start at 6pm for singer/songwriter part - run to about 7:30

Then have DJ sets

Action Points:

- **Wyn** to share answers from questions we asked Vinyl - this is now done, shared in Whatsapp
- **Isabella** - going to ask Steve about possibilities of using Gallery for free?
- **Anna** - email Jamie about selecting songs/hosting
- **Everyone** - Write your name down next to roles on Iz's doc
- **Anna** - make agenda for next meeting

Post meeting:

Rabia mentioned Campfire minimum spend is £1000 and would see if we could get this down to £800. **ACTION:** Discuss at next meeting

Next Meeting: Wednesday 22nd February - after New Tech class

Agenda - Weds 1st March

Present: Rabia, Anna, Wyn, George, Shannen, Isabella, Marina

Matters Arising

Let vinyl know we can't do 13th - done

Everyone agreed on 3rd April

Rabia - details of house band on drive - to do **AP Rabia**

- start detailing artists who we've asked (can't ask until we have date) - **AP Rabia**
AP Anna and Shannen to meet to select live singers, **AP Rabia** to sort house band

Do we need a drummer? - tbd once we have tracks/line up - **AP Izzy** can ask Justin what we can borrow from here

AP everyone this week - in subteams to arrange meet to get on with tasks

Marketing team - have you organised time to meet separately to discuss plan

- **AP:** ask TYE marketing team if they could do an Instagram live
- Let Darcy and Radu know (once we have date)

Wyn - uploaded emails from Vinyl?

Subteams: George/Tae on DJ booking, Anna/Shannen/Rabia live booking - **AP Anna:** make group chat

Marina AP - make group chat for marketing

Consolidation of idea

Date - 3rd April

Roles - roles set? People meet in smaller groups?

Wyn - look after ticketing **AP Wyn** -set up eventbrite etc. Ask Pippa if we can use TYE ticketing service

Room set up - **AP Anna/Izzy** ask Vinyl for their plan + add staging etc.

AP Marina to ask drummer - Cajon

Idea: Tip buckets for artists - **AP for evening of event**
Business card collection -

AP everyone:

Schedulers make group chat and start looking - ask if they want to do acoustic or use house band

Each sub team to post in group chat when actions have been completed (i.e. choice of poster, line up confirmed)

Book live room for rehearsal for day time of 3rd April - AP?

Discussion: Do we need a full to-do list of all tasks? Sub-teams to create and upload? (tbd)

The team effectively distributed duties and tasks at a weekly one-hour meeting we set up before our lectures. Each meeting began with the establishment of specific goals and a discussion of any problems or difficulties that had developed since the previous meeting. Next, depending on the team members' abilities and availability, we determined the essential tasks and assigned them to them.

Each team member was responsible for carrying out the work they were given, as well as reporting back to the group on their progress at following sessions. We utilised a variety of methods, including emails, messaging applications, and collaboration software, to remain in touch and communicate information since effective communication was essential.

We were successful in achieving our objectives via smart planning and teamwork. The team used WhatsApp, shared google documents and email to communicate remotely, share files and progress on tasks.

Personally, my involvement in the event spanned from contribution to the events theming and structure, to the branding and management on the day of the event. Throughout the project it was important that keep a close eye on the project and its development as so many of the aspects I was involved with crossed over to other areas of the project I wasn't allocated to.



Marketing

We were given the assignment of putting up a thorough marketing strategy for the live music concert "Future Vinyl" as a trio. Students from Tileyard University, a prominent music institution noted for turning out some of the most outstanding musicians in the business, would be included in the event, showcasing their skills.

We started by generating concepts for the branding and marketing plan for the event. We spoke about the intended audience, the music that would be performed, and the general atmosphere of the occasion. We then came up with a name that highlighted the usage of vinyl records in the music production while also capturing the futuristic and edgy spirit of the event.

After settling on a title for the event, we began work on its design aesthetic. This comprised of a logo, colour palette, and graphics. All promotional materials, including flyers, posters, social media postings, and email campaigns, needed to maintain the branding's uniformity.

We used a variety and combination of advertising methods, such as social media platforms, and email marketing, to get in front of our target demographic and to sell tickets.

The poster for the event is presented on the left hand side. The final poster design was produced by Marina, we used Canva to experiment with design ideas and to put together the final design.

The poster's font is simple to read, clear, and has a catchy heading that draws attention. The headline is in a bigger, bolder font than the rest of the content to draw attention to the most crucial details. The other material is equally readable and has a clear typeface that makes it simple for the viewer to read.

Another crucial aspect of the poster's good informational design is its visual layout. The layout is appealing and well-balanced, with a prominent picture that captures the festival's concept. The typeface and attractive imagery combine to make the poster both aesthetically pleasing and simple to read.

Moreover, the poster's colour scheme is well designed, with vivid hues that draw the eye and stand out from the background. The colours complement the festival's theme and improve the poster's overall aesthetic appeal.



Altogether, this poster's design captures its message via the use of bold font, eye-catching visuals, and a well-selected colour scheme. The layout is appealing aesthetically and is simple to read, making it a useful tool for promoting the event and drawing in new visitors.

Social media marketing

The local Tileyard network was effectively informed about the live event via social media. To promote awareness and interest in the event, we used a variety of social media channels, including Facebook, Instagram, and Twitter. In order to further spread the word, we also urged guests to use our event hashtag when posting their own stories and images. We were able to reach a larger audience than simply those who were in attendance by using social media and generating enthusiasm and a feeling of community around Tileyard.

The entire team involved in the organisation of the event shared the event via their social media network of friends and contacts. This provided the event with a great, free source of promotion that boosted our initial numbers of ticket sales. The power of “word of mouth” was very much apparent in the turnout of our event. We had a large number of friends to the event, friends of artists, supporters of the venue and members of the wider Tileyard community such as musicians and industry professionals. The event was also shared by the Tileyard education Instagram page to their story, offering further event exposure. The linking of our content to the event ticket page was the main purpose and goal behind our online marketing, we wanted to move tickets and to get the event full of customers.

Artists, DJs and performers

Set Up			
Venue Timesheet	Event	Position	Tech
16:30 –17:00	LOAD IN		
17:00 - 17:45	SOUNDCHECK -Order as decide best by sound tech		
17:45 - 18:00	CREW H&S BRIEFING		
18:00	DOORS OPEN		

Acts			
Venue Time Sheet	Event	Position	Backline
18:30 - 19:00	Lilvi	Acoustic	Gtr amp, jack lead, sm48, mic stand, xlr
19:00 - 19:30	Marianne	Solo/ acoustic	Gtr amp, jack lead, sm48 x2, mic stand x2, xlr x2
19:30 - 20:00	Tia	Acoustic	SM48, mic stand, XLR
20:00-20:30	Tayah	Track	SM48, mic stand, XLR
20:30 - 21:00	Bushy	Track	SM48, mic stand, XLR
21:00 - 22:00	Zildjian	DJ	
22:00 - 23:00	Alex Rose	DJ	

Venue Time Sheet	Event	Position	Tech
23:00	Venue Program Finish		
23:00 - 23:30	LOAD OUT		

The artists were hand picked by Tae, Shannen, Anna, Wyn, Rabia and me. I organised the DJs which was a simple task in comparison to the level of organisation required for the other live artists. The DJs simply required a backline of decks and a line to the speaker system. In comparison a lot of attention was paid to the organisation of the live acts, with the need for amplifiers, microphones and a substantial PA system, there was a lot to be organised. At the event load in began a little earlier than 4.30, with a few of the team arriving early. This gave some of us time to gather our thoughts, run through aspects of the plan for the evening and it allowed plenty of time for us to double check equipment and adjust the venue layout.

Practical and legal requirements

Where any live performances or events are taking place, it is necessary to follow the correct legal protocol and to fill out the relevant forms and applications.

In the case of an emergency the event must have a clear and concise plan for the best response that ensures the safety of attendees. Minimising the risks to an event is achieved by putting together a relevant and tailor made risk assessment.

Hazards

- Lighting, electrical devices, and heating appliances all increase the danger of a fire. A fire risk assessment must be in place at the café, and it must be made sure that fire exits are well-marked and simple to find.
- Dance is a common component of live music events, which increases the danger of slips and accidents. Customers should wear proper footwear, and the café should make sure the floors are clear of any impediments and are spotless.
- Crowd control: A live music performance may draw a sizable audience, so it's important to make sure there is enough room for visitors. There should be a mechanism in place to restrict the amount of individuals who may enter the venue as well as a maximum capacity limit.
- Noise: Live music performances may be quite loud, and prolonged exposure can harm your hearing. The café shall keep noise levels to a safe level and, if required, provide customers hearing protection.
- Drinking alcohol: Drinking alcohol may cause poor judgement and conduct, which can lead to mishaps or problems. The café need to enforce a responsible drinking policy and keep an eye on how much alcohol is consumed while the event is going on.
- Impact and Likelihood: The following criteria may be used to evaluate each hazard's impact and likelihood:
 1. Fire: Low probability, high effect
 2. Risks of slipping and falling: Low probability, minimal effect
 3. High probability, modest effect for crowd control
 4. Noise: Little effect, moderate chance
 5. drinking alcohol: high probability, modest effect
 6. Mitigation Techniques

The following mitigating actions may be taken to reduce the risks connected to the identified hazards:

- Fire: There are ongoing inspections of the electrical and heating equipment's safety, fire drills, and an evaluation of the fire risk.
- Frequent floor inspections, warning signs that are visible, and wearing the proper footwear may all reduce slip-and-fall risks.
- Controlling the number of guests, designating access and departure points, and having trained security personnel on hand are all examples of crowd management.
- Noise: Establishing safe sound levels, providing hearing protection, and posting warning signs.
- Alcohol use: A responsible alcohol policy in place, staff education, and consumption supervision.

Conclusion

the event was a great success and even though we did not charge for tickets, we were still able to raise over £100 in donations and tips for the artists performing that evening. Everyone thoroughly enjoyed organising the event and all of the hard work paid off. The event was enjoyed by over 120 attendees and made for a memorable, welcoming community event in the heart of Tileyard.



