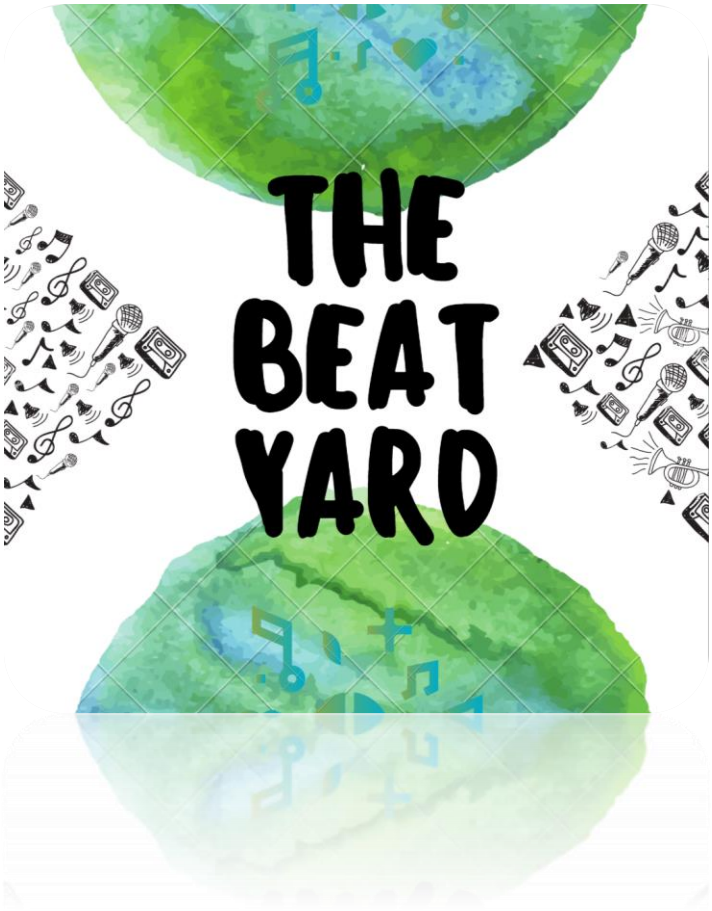

Callum Finlay
Live Music and Event Management
Student Number – 1902904
Lecturer – Natalie Smith
Assignment Title – Assignment 1

Table of Contents

1) Event Description
2) Event Management
3) Marketing
4) Budgeting & Finance
5) Meeting Minutes
6) Reflective Summary
7) Appendix & Bibliography

Event Description

The Beat Yard, in collaboration with Tileyard Impact brings together 16 of the best producers that the Tileyard community has to offer and pits them against one another for the chance to win a £100 cash prize, A Producer Bundle including sound banks, VST's & Discount codes and a feature on "Fire in The Booth" with Charlie Sloth.

The Beat Yard is a music production competition where producers battle it out, 1 on 1 for 3 rounds in a round of 16 style knockout, to show who has the best beats and who is "King/Queen of the Yard". Every round each producer will play 3 beats no longer than 1 minute long and a panel of guest judges will decide who won the battle at the end of three rounds by scoring the battle round by round, in the case of a stalemate each producer will have to pick one more beat for a sudden death round with the crowd deciding the winner.

Entry to the event will cost £5 and all profits will go towards Tileyard impact in order to support their efforts in giving young creatives a path into the entertainment industry.

Licensing

The Event will be organised alongside Tileyard Impact and all proceeds will go towards Tileyard Impact and their youth outreach programmes. As a result of this the event will have a "Charitable Status". Registering the event with this charitable status allows us to take advantage of VAT exemption **(HM Revenue & Customs, 2011)**.

The venue displayed a PRS and PPL license, allowing music to be used in the venue whilst trusting royalties were distributed to rights owners. Due to the charitable status of the event, any employees for the night were volunteers and therefore employers liability insurance was not needed. However, earplugs were supplied for volunteer's protection under the Control of Noise at Work regulations (2005) **(HSE, 2005)**.

Two Tribes brewery in accordance with The Licensing Act 2003, have their own event premises license so we will not need to apply for a temporary event notice while planning our event(See Appendix A). This License gives guidance on the sale and supply of alcohol, closing times and the performance of live and recorded music **(Government, 2003)**. Two Tribes have PPL and PRS licenses, we will ensure that the licenses are displayed, allowing music to be used in the venue whilst trusting royalties are distributed to rights owners.

Objectives

- Event Quality: Have at least 150 people attend the event.
- Economic Benefit: Raise at least £500 for Tileyard Impacts outreach programmes.
- Student Development: Allow the student body to increase their creative network and allow tileyard impact students to network and compete in a professional creative environment.
- Improve Artists Image: provide an event that can increase their exposure and organise subsequent press releases announcing the winner.
- Audience Satisfaction: Have at least 15 people post positive social media content about the event/their experience.
- Improve Companies Image: Allows the sponsor companies the opportunity to support an event promoting diversity and opportunity in the music industry.

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Event Management

Staffing

- Event Manager – Callum Finlay
- MC/Event Presenter – Possibility to work alongside Wiz from Tileyard Impact
- Sound Engineer – Provided by Two Tribes
- Bar Staff – Provided by Two Tribes
- 16 Producers – Unpaid, participating for the cash prize etc
- Judges – Celebrity guest judges sourced through the Tileyard community and Tileyard impact network. Eg. Charlie Sloth, Julie Adenuga,

Event Time Sheet

14:00 - Stage Prep
15:00 – Venue Prep
16:00 – Sound Check
18:00 – Doors Open
19:00 – MC introduction & First Round
20:15 – 15-minute break
20:30 – Second Round
21:00 – Third Round
21:20 – 10-minute break
21:30 – Final Round
22:00 – Winner Announced
22:15 – Closing DJ Set

Marketing

Throughout marketing materials for the event the Tileyard Impact logo will be used to identify the event and spread awareness about the community outreach aspect of the event. This will increase awareness of the cause the event is working towards as well as incentivise people to attend. Due to the budget restraints for the event, the marketing and promotional plan will be formed using low cost or no cost strategies that will still prove effective. Due to the location of the event and the event genre we will be primarily be targeting people with an interest in hip hop and people within the Tileyard community and the Tileyard impact network. The individual producers who will be competing in the event have an incentive to promote the event and to get as many of their friends to attend as possible. As well as this we will pull heavily from the Tileyard education alumni in order to find participants and attendees. The Tileyard Education students as well as people from the wider Tileyard network are the demographic that is most familiar with the venue and most likely to attend. The Key messages are the charitable status, social value of the event, focus on producers as well as the competitive and entertaining nature of the event. Promotional posters (See Appendix B) will convey the event description and will also include important information regarding the cause. We will use Tileyard's weekly student insider email to convey a short message regarding key information surrounding the event and branding points. This will give a high penetration rate throughout the Tileyard community at no cost. This advertisement will lead people to a Facebook event page with more information and promotional material surrounding the event.

In order to increase exposure for the event we will approach various industry leaders and tileyard community members to act as guest judges for the event. Charlie Sloth will be targeted as the main sponsor in this regard, Due to the crossovers between our event and his freestyle series "Fire in the Booth". We will ask him to attend the event as a judge and provide the winner of the competition the opportunity to have their beats played on an episode of "Fire in the Booth". Finally we will encourage all Participating producers to promote the event on their various social medias. We will provide them with marketing materials before and leading up to the day of the event. We will also encourage the judges to use their reach to promote the event and will provide them with the appropriate marketing materials.

Budgeting & Finance

Firstly, sponsorship will be sought from a variety of sources. With Tileyard Impact's excellent reputation around the Tileyard campus we will approach companies asking them to provide sponsorship for the event and to give back to the music community. We need sponsorship both in terms of capital and regarding prizes so we will target music industry companies who provide can one or the other. We will specifically target Aurturia, Spitfire Audio and Focusrite asking them to sponsor us by providing music production hardware and software for the "Producer Bundle" Prize.

Two Tribes brewery will be approached with the event idea and asked to host the event waving any costs related to the sound engineer, event hire cost etc. The Two Tribes Brewery is a cornerstone of the Tileyard community's foundation and have been extremely generous by providing their event space free of charge for many Tileyard community events in the past. It is hoped that the added incentive of the events charitable nature may also compel them to throw in a case of beers for the winner of the event. We will ask Tileyard Music to provide £150 in pronsorship, covering the £100 cash prize as well as the £50 budget set out for promotional expenses e.g. posters. At this stage all of our main costs will be accounted for through sponsorship, and as the producers are voluntarily entering the competition for the chance to win the prizes there is no need to pay them. All revenue generated from the event will result in pure profit and will be donated to Tileyard Impact in order to fund their youth outreach programmes.

Meeting Minutes

Meeting 1: Tileyard Impact

Date: March 02 2020

Location: Tileyard Impact offices

Attendees: Callum Finlay, Wizdom Layne

Topics: Event Pitch, Marketing Plan, Discussion of potential judges, MC's and sponsors, Funding,

Notes:

1. Agreement going forward to collaborate on this event.
2. Discussed Marketing within the Tileyard community and agreed on marketing spend
3. Discussed potential judges and sponsors, Wiz agreed to use his connections within the Tileyard community to reach out to a list of potential judges.
4. Discussed Wiz's role in the event and agreed that he would MC the event
5. Discussed potential sponsors and agreed to reach out to them through Tileyard Impact.
6. Discussed our plan to approach Two Tribes with an event proposal.

Meeting 2: Two Tribes

Date: March 04 2020

Location: Two Tribes Brewery

Attendees: Callum Finlay, Two Tribes Manager

Topics: Event Pitch, Marketing Plan, Event Hire Sponsorship, Sound Engineering, specs

Notes:

1. Discussed event details with Two Tribes manager.
2. Agreed to collaborate on this event and discussed the marketing plan, Two Tribes agreed to promote this event on their Instagram and website.
3. Two Tribes manager agrees to sponsor the event by covering the costs of the event, providing sound engineering services and throwing a bundle of Two Tribes beers into the prize bundle.
4. Discussed event specifications such as sound set up, design, and attendance.

Meeting 3: Finance & Event Planning

Date: March 09 2020

Location: Tileyard Impact offices

Attendees: Callum Finlay, Wizdom Layne

Topics: Finalize judges, Sponsorship, Prizes.

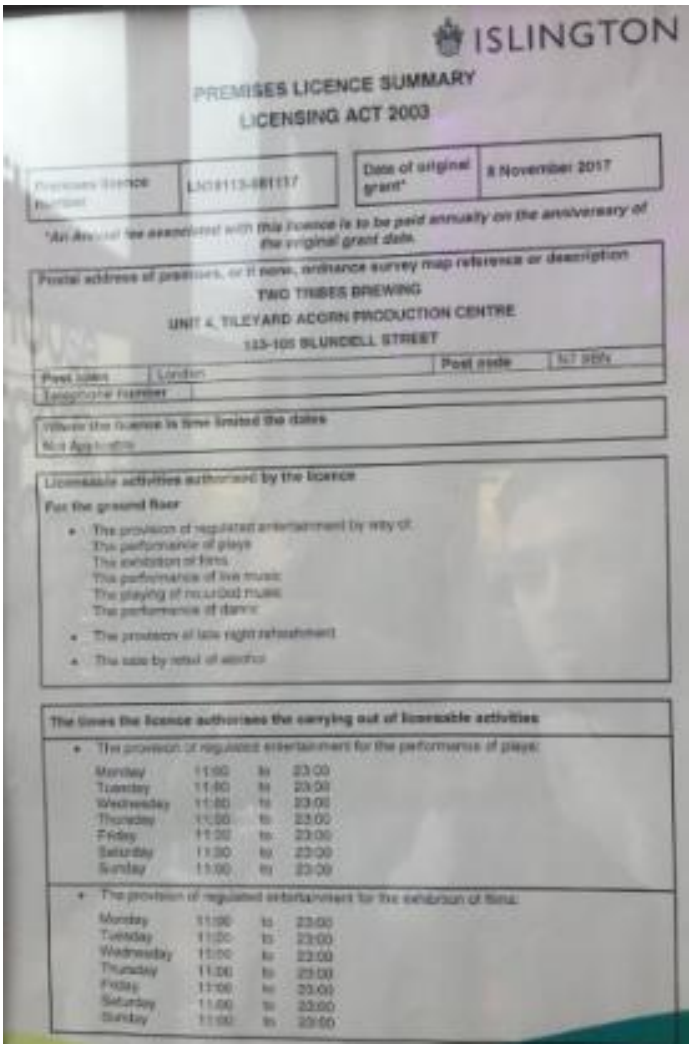
Notes:

1. Discussed and finalized the judges line-up; Charlie Sloth, Julie Adenuga and James Collins
2. Discussed Sponsorship; Arturia, Spitfire and Focusrite all agreed to sponsor the event by contributing to the producer bundle prize. Focusrite donated a Scarlett 2i2 Studio bundle which had a retail price of £279.99 (Focusrite, 2020) while Arturia and Spitfire included download codes to a number of their online products amounting to approximately £300.
3. Wiz informed me that he had secured £150 funding from Tileyard Music.
4. Discussed Set up Time as well venue specs. Sound Equipment will be provided by Two Tribes. MC set up in the middle of the stage.

Reflective Summary

I believe the event will run smoothly as planned and that we will be able to make this a bi-monthly competition in aid of Tileyard Impact. If I was to change anything I would enquire with Two Tribes about setting up outside during the hotter summer months. I believe this would allow more people to attend in future and would as a whole make the event better. I was unable to retrieve a floor plan for Two Tribes however, I have attached photos which I believe suitably highlight all the events key areas as well as demonstrate how an event is put on in Two Tribes (See Appendix C).

Appendix A



ISLINGTON

PREMISES LICENCE SUMMARY

LICENSING ACT 2003

Premises licence number	LN/[illegible]	Date of original grant*	8 November 2017

*An annual fee associated with this licence is to be paid annually on the anniversary of the original grant date.

Postal address of premises, or if none, ordnance survey map reference or description

TWO TRIBES BREWING

UNIT 4, TILEYARD ACORN PRODUCTION CENTRE

133-135 BLUNDELL STREET

Post town	London	Post code	N7 9BN
Telephone number			

Where the licence is time limited the dates

Not Applicable

Licensable activities authorised by the licence

For the ground floor

- The provision of regulated entertainment by way of:
  The performance of plays
  The exhibition of films
  The performance of live music
  The playing of recorded music
  The performance of dance
- The provision of late night refreshment
- The sale by retail of alcohol

The times the licence authorises the carrying out of licensable activities

- The provision of regulated entertainment for the performance of plays:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the exhibition of films:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the performance of live music:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the playing of recorded music:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	00:00
Saturday	11:00	to	00:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the performance of dance:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of late night refreshment:

Friday	23:00	to	00:00
Saturday	23:00	to	00:00

- The sale by retail of alcohol:

Monday	12:00	to	23:00
Tuesday	12:00	to	23:00
Wednesday	12:00	to	23:00
Thursday	12:00	to	23:00
Friday	12:00	to	00:00
Saturday	12:00	to	00:00
Sunday	12:00	to	23:00

To permit an additional ten hours on New Years Eve

The opening hours of the premises:

Monday	11:00	to	23:30	
Tuesday	11:00	to	23:30	
Wednesday	11:00	to	23:30	
Thursday	11:00	to	23:30	
Friday	11:00	to	00:30	the following day
Saturday	11:00	to	00:30	the following day
Sunday	11:00	to	23:30	

Where the licence authorises supplies of alcohol whether these are on and/or off supplies

On and Off Supplies

Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence

Two Tribes Brewing Ltd
28 Forth Avenue
Hove
BN3 2PJ

Registered number of holder, for example company number, charity number (where applicable)

03860428

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol

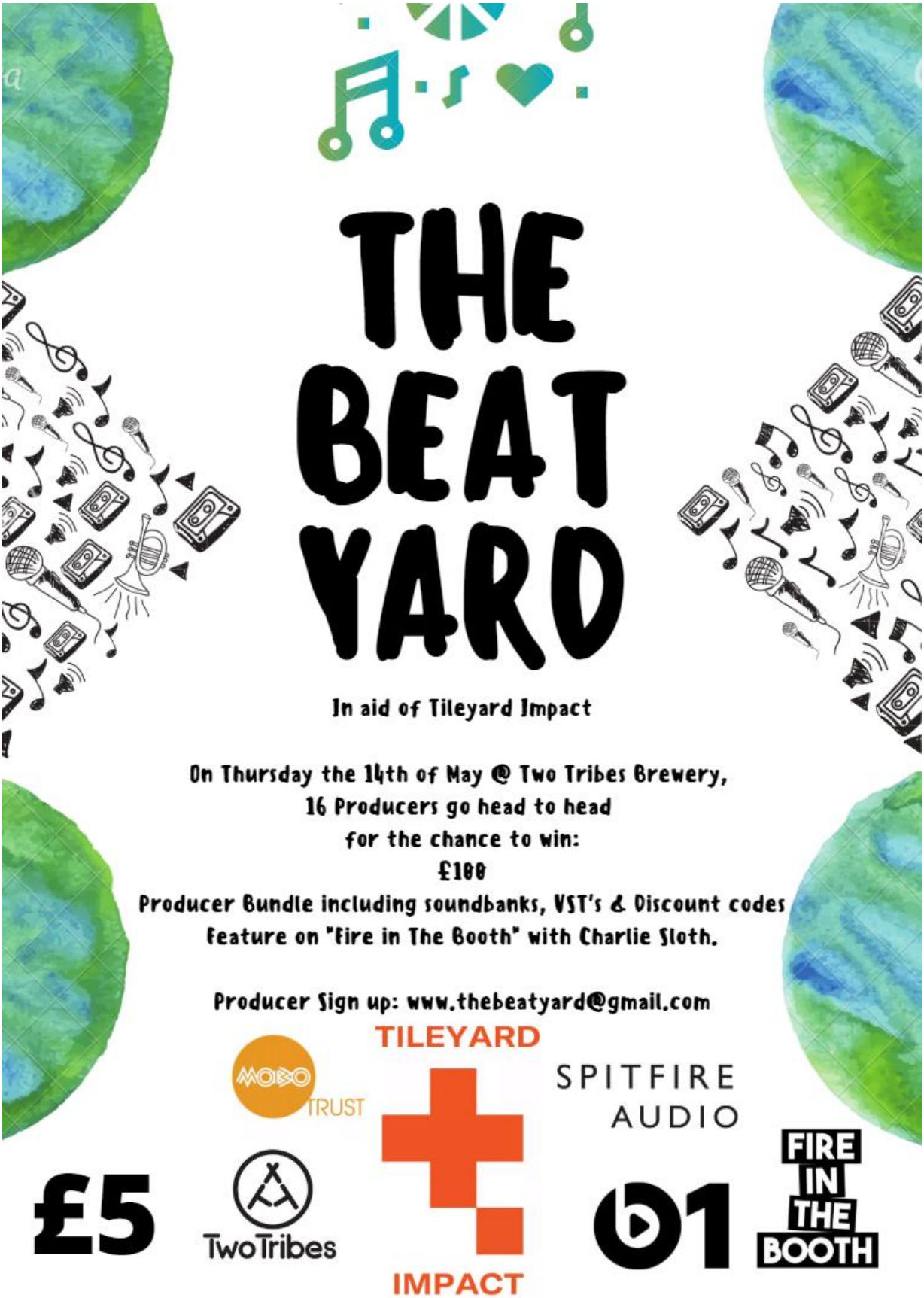
Justin Hutton
175 Queens Park Road
Brighton
BN2 9ZA

State whether access to the premises by children is restricted or prohibited

No restrictions

Islington Council
Public Protection Division
222 Upper Street
London
N1 1XR
Tel: 020 7527 3031
Email: licensing@islington.gov.uk

Appendix B


THE BEAT YARD
In aid of Tileyard Impact
On Thursday the 14th of May @ Two Tribes Brewery,
16 Producers go head to head
for the chance to win:
£100
Producer Bundle including soundbanks, VST's & Discount codes
Feature on "Fire in The Booth" with Charlie Sloth.
Producer Sign up: www.thebeatyard@gmail.com
TILEYARD
MOBO TRUST
SPITFIRE AUDIO
£5
TwoTribes
IMPACT
FIRE IN THE BOOTH

Appendix C

TwoTribes

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