



Image 1

Student Name: Emma Moore

Student Number: 2022922

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Tutor: Natalie Smith

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Introduction & Event Theme

'Girls in Music Presents Shine the Spotlight' is a one-day networking event for womxn in the music industry. The aim of the event is to give womxn a platform to connect with each other, share their successes and speak on their own experiences working within the industry, with special focus on amplifying the voices of women of colour and LGBTQ+ communities. The event will comprise of guest panels and live recordings from podcasts such as Girl Twiddling Knobs, On Wednesdays We Wear Black and Just A Girl. The sectors of the industry the panels will cover will be Music Production, Live Events, Music Management, Labels and Publishing, and Sync. There will also be an opportunity for attendees to sign up for a speed networking event and there will be live performances from Tileyard Education students.

The 5W's

The 5W's are a set of question used as a method in project planning (Product Plan, 2021). The aim of these questions is to be able to answer 'Who' the project is for, 'What' the project is, 'Where' the project will take place, 'When' the project will take place, and 'Why'.

- **Who-** Womxn, womxn of colour, and LGBTQ+ communities within the music industry
- **What-** A networking event shining the light on womxn, their achievements and the obstacles they face working within the industry.
- **Where-** Tileyard Studios, London
- **When-** August 7th, 2021
- **Why-** The event came out of the need to highlight the inequality womxn and underrepresented groups face working within the music industry, and to give these communities to take control and share their experiences, knowledge, and successes.

Team Roles

The Girls in Music team consists of five women, including Emma Moore (myself), Kalina Batkova, Zoe Bastin, Jennifer Hukins and Grettal Killing.

Each team member has been given a different role to be responsible for throughout the project. Zoe is responsible for creative direction, Jennifer is responsible for Marketing and Branding, Kalina is responsible for Event and site management, Grettel is responsible for Entertainment management, and I am responsible for the budget and licensing.

The creative direction role comprises of developing the aesthetic of the event in the initial stages of planning. This includes creating mood boards, style guides and setting the tone of the creative aspects of the event.

Marketing and Branding involves creating the branding of the event, such as the Girls in Music Logo, the event logo and marketing material. This material includes the event poster, wristbands, and creating an Instagram page for Girls in Music to promote the event.

The Event and Site Management responsibilities involve creating an event management plan and site management plan for the day of the event. The tasks involved include organising the layout of the venue, creating a site map, and setting out the locations and processes of the stage, lighting, stalls and vendors, box office, tickets, wristbands, and guest identification.

Entertainment management involves Sourcing the speakers and mentors for the event including researching notable womxn within the industry that would fit the speaker panels and compiling files of suitable figures to reach out to. In addition, it also involves booking the live performers.

My responsibilities of Budget and Licensing involved setting out a budget for the event and monitoring the planning activities to ensure we stayed in budget. This also included researching outsourced companies for elements of the event such as the stage, PA sound booth, lanyards, wristbands, tents, and crew catering. In addition, I also had to research the temporary events license needed for the event, outlining the terms of the license and cost.

Meeting Minutes

Meeting minutes are notes and records of a meeting that highlight what was discussed, the actions that were proposed and the activities that will be undertaken going forward. They can be used as a reference throughout the project and as tool to stay on track.

The projecting planning process will involve weekly team meetings over Zoom to discuss the project and monitor how each team member is coping with their individual responsibilities. Each session will be documented, and proof of the meetings will be uploaded to the teams shared Google Drive.

Marketing

The marketing strategy outlines the tools used and materials created to market the event. The marketing plan includes the business summary, business initiatives, target Market, marketing Strategy, budget, and marketing channels. The teams aim is to sell a minimum of 60% of tickets, so a strong marketing campaign needs to be devised.

Business overview

Girls in Music (GIM) is a UK company dedicated to amplifying the voices of womxn and marginalised groups within the music industry.

The company's mission is:

"To empower women within the music industry by providing various platforms for showcases, networking opportunities, master classes and workshops" – (GIM, 2021)

Event SWOT Analysis

- **Strengths-** Has a strong message behind the event, with a wide variety of activities and guests. Something that is a significant advantage for the event is its connection to the Tileyard community and its pool of new talent, as the aim is to give an opportunity to those who feel underpenetrated or inexperienced within the industry, rather than high profile figures.
- **Weaknesses-** Limited funding to support the event.
- **Opportunities-** To create opportunities for future events for womxn if Shine the Spotlight is a success.
- **Threats-** Due to the outside location, bad weather could mean having to cancel the event. Ticket sales may also not reflect what we have projected due to being a new company.

Business Initiative

The business goal for Girl in Music is to increase the number of women working within the music industry, and in order to do so, business initiatives need to be set out. The Shine the Spotlight event is the first initiative that needs to be implemented. The goal of the event is:

"To increase confidence in the women attending, provide them with opportunities and give them a chance to ask industry professionals questions to help their own career development" – (GIM, 2021).

Target Market

The target market has been identified as female professionals and students aged between 18 to 35 who work or wish to work within the music industry. However, working within the

music industry specifically will not be a required to attend the event, as the networking event will be an opportunity for womxn to network and build contacts from different creative industries. They will be a mix of backgrounds, ethnicities, and many will identify within the LGBTQ+ community.

Competitive Analysis

There are other similar organisations within the industry that have the similar aim of uplifting and creating networking experiences for women. The two main competitors are:

- Women in Music
- Moving the Needle
- SheSaid.so

Due to the nature of our business and the event, being in competition with these organisations is not something we would actively plan for, but instead we can use these organisations to improve our own business and work together towards our shared initiative.

The 4 P's

The four P's is a marketing tool used to identify the key factors in marketing a good or service (Investopedia, 2021).

Product- A day of networking events and seminars, including a speed networking event at the Tileyard Vinyl café and live performances.

Price - The shine the spotlight event has a £2000 budget. If 150 standard tickets are sold at £10, and 50 VIP tickets are sold at £20, the event will make a profit of £672.20

Place – Tileyard Studios

Promotion- Our main source of promotion for the event will be social media, particularly Instagram. An Instagram page will be made to boost brand awareness, that will create regular posts about the event and the topics that will be discussed. The channel will also be able to be used after the event to share highlights of the day and get feedback. Twitter, Facebook and Tik Tok can also be used to share and create content.

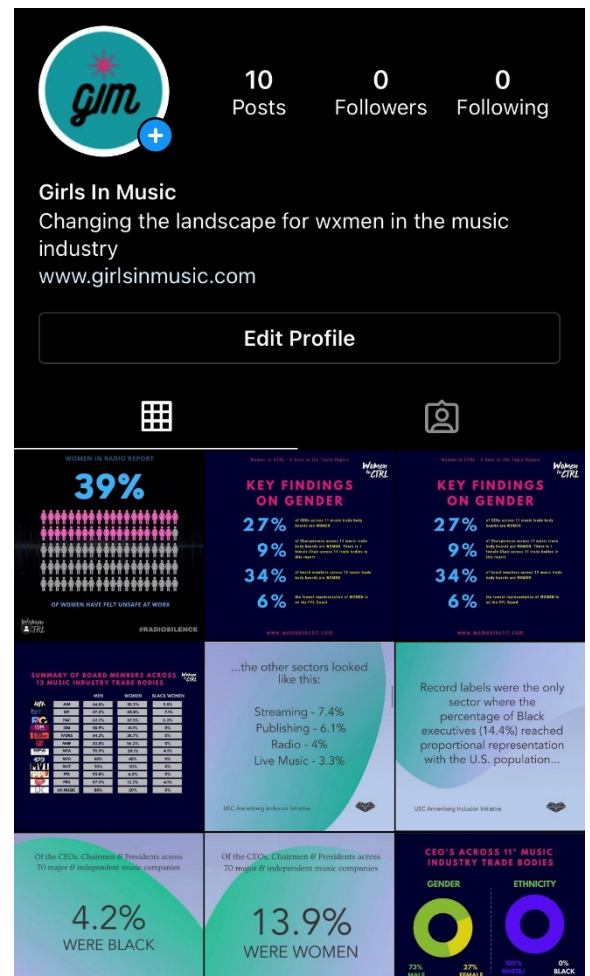


Image 2

Marketing Timeline

- (date) - Teaser of event by revealing sections of the flyer on social media channels.
- (date) - Announcement of event via social media networks.
- (date) - Unveiling of guest panellists (over a period of weeks)
- (date) - Pre-sale tickets
- (date) - Unveiling of musical performers
- (date) - General ticket sale



Image 3

Entertainment

Entertainment on the day includes speed networking sessions, live music, and seminars. Key speakers that have been identified for the event are:

- **Francesca O'Connor**- Founder, Artist Manager, PR Agent -Make Waves Management
- **Jenny Wade**- Artist & Label Manager, Director of Bristol Women in Music- Black Acre
- **Sammy Andrews**- CEO, Founder- Deviate Digital
- **Michelle Kombasha**- Entertainment Publicist- Satellite414
- **Katie Chatburn**- Musical Director, Founder- Ignition Orchestra
- **Mariya Kaperska**- Head of Operations- Phoenix Music International
- **Suki Pardesi**- CEO, Founder- Celebtronic International Promotions
- **Zena White**- SVP, Managing Director- Partisan Records
- **Dellessa James**- Senior Artist Relations Manager- Amazon Music
- **Eva Greene**- Director, Artist Management- Black Acre Records
- **Remi Harris**- Training & Coaching- Remi Harris Consulting
- **Nadia Khan**- AIM Chair; Founder, Consultant- Women in CTRL
- **Thea Zaitsev**- Founder, Artist Management- Tier Music Management & Publishing
- **Sophie Dorrington**- Artist Management- Tileyard Music
- **Julia Killer**- Head of Music Label Partnerships EMEA- Facebook
- **Ruth Barlow**- Director of Live Licensing- Beggars Group
- **Jennifer Pudney**- Junior Brand Manager- Native FM
- **Liv Thompson**- Bassist- Little Mix, Becky Hill

Budget

Shine The Spotlight Budget	
Budget	2000
Venue Hire	200
Wristbands	17
Main stage	890
Guest/crew lanyards	119.8
PA sound booth	180
Crew Catering	300
Mentoring tent Hire	100
Temporary events liscence	21
Total	1827.8

Image 4

- The shine the spotlight event has a £2000 budget.
- Website Digital ID charges £59.90 for 100 pre-printed lanyards (will need around 50 for guests, 50 for staff).
- Audio Crew charges £180 for a PA hire with an engineer
- The budget for catering is £300
- aa wristbands charges £8.50 for 100 coloured wristbands with the event name on it. We will need 150 for standards tickets, and 50 for VIP tickets.
- Outdoor Stages charges £790 plus £100 for delivery for a stage for an audience of 100-1000 people

If 150 standard tickets are sold at £10, and 50 VIP tickets are sold at £20, the event will make a profit of £672.20.

License

We will have to apply for a Temporary Events Notice for the event. The license covers selling alcohol, providing entertainment such as music and serving hot food or drink between 11pm and 5am. The local council will have to be contacted at least 10 working days before the event. If the license is applied for online, the council will contact the police and environmental health on our behalf. The license costs £21.00

Event Management and Site Management

Stage

- Main stage next to the vinyl cafe for music performances during the day
- PA sound booth

Stalls/Vendors

- Vinyl cafe for networking and selling vinyl
- The Gallery for panels
- Mentoring tent
- Crew catering
- 3 food vendors
- Seating area for food
- Toilets
- Box office 1. To buy tickets 2. To give tickets, then receive wristbands

Tickets

- Pdf with QR code, printable and cool design- aim is to sell a minimum of 60% the tickets

Wristbands

- To identify different attendees (regular, VIP)



Image 5

Lanyards

- staff, speakers

Box Office

- online box office on the event website
- Physical box office on site next to the main reception
- 2 box office managers

Site Map

Image 6



Reflective Summary

The process of organising the event has been a rewarding and informative experience. As a group of women working within the industry ourselves, the message behind the event is something we could all relate to, and I feel this brought a lot of passion to the project. I believe that each team member equally contributed to the planning of the event and performed well in their respective roles.

The initial team was made up of myself, Zoe, and Kalina, with Jennifer joining around a week later, and Grettel joining after the first team zoom meeting. There were positives to this, such as being able to spread the workload, but this also meant that certain roles that were assigned to other team members had to be given out to the new members, decreasing their contribution to the project.

A problem that occurred during the planning process was a clash of schedules. On multiple occasions, zoom meetings had to be rescheduled due to team member work commitments, which put us behind schedule with our individual tasks. My own personal issue during the project was balancing my schedule with work and my other assignments. I believe I could have been quicker with completing my responsibilities, but I am happy with the outcome. Another problem that arose was illness. One of our team members Zoe contracted COVID-19 near the end of the project, meaning she was unable to engage with the group and had to have her own personal deadline extended. There were also some initial problems with deciding on a company and event name, as the first company name that was thrown into the mix already exists. There was also a lot of forth with the name of the event, as the creative director could think of a name, so I brainstormed some ideas and came up with the name. I also suggested using design tools such as Milanote for mood boards, but other team members did not know how to use these, so decided to put all documents onto google drive, which meant that there was not any evidence of the design process.

Overall, the team worked very well together, and all team members produced high quality and informative work. Team roles were given out based on our individual strengths, meaning we all had knowledge and skills in the roles we undertook, allowing us to work efficiently without many problems besides the ones pointed out above. It was a pleasure to work with other industry women, especially for a project that aimed to uplift women and open discussions about the inequality we face working in the industry.

Portfolio 2

Product Plan. (2021) *5 Ws and H* Available at: <https://www.productplan.com/glossary/5-ws-and-h/> (Accessed 19/07/2021)

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Investopedia. (2021) *The 4 P's* <https://www.investopedia.com/terms/f/four-ps.asp> (Accessed 19/07/2021)

Image 1: GIM Logp

Image 2: GIM Instagram Page

Image 3: Shine the Spotlight Poster

Image 4: Budget

Image 5: Wristband

Image 6: Site Map