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MA Music Business

Live Music and Event Management

BMTY7005

Portfolio 2

This project is based on a one-day event to be held at Tileyard in Kings cross, which was put together by a team. The team consisted of me, Winnie and Emma. We are MA Business students and currently access our course online, so working as a group was difficult as logistically, we are everywhere. Winnie is in Hong Kong, Emma lives in Manchester, and I live in Reading and we have never met each other in person.

As a team, we had our first call via WhatsApp and then after that, it was via messaging. This proved to be very difficult as messages can be interpreted differently when reading, so in the end I started sending voice messages. Also trying to get a time so that we can all be on the same call was a difficult task and that's because we all have different schedules, and Winnie having a different time zone was very challenging. However, with all those obstacles, we were able to successfully complete our task.

As a group, we decided that our event would be like an exhibition. We wanted to mix art with music and so I came up with the idea of focusing on the history of music, where it all began, and how it all started. We wanted that feeling of going back in time, so that people can understand why they may have a love for music and understand the injustice that people actually went through. That is when I came up with the name "SOUL". Both Winnie and Emma liked the name and did not have any objections to it. The name "Soul" has a deeper meaning for me. I truly believe that it is the emotional or intellectual energy of an individual that transpires through an artistic form, for example a performance. Therefore, this was a perfect name to choose.

We decided that the event would be held on Saturday the 30th July giving us enough time to prepare and it would start at 12pm and finish at 9:30pm. The idea would be; you are walking through a gallery and immersing yourself into the art that would be showcased throughout the day. The art would be drawings, pictures, paintings and there would be a selection of DJs playing music. We would obtain these works via our community. We would ask if locals would like to donate their beautiful works for the day, we would advertise by putting it in the local newspaper, advertise across social media, and most importantly ask the students of Tileyard if they want to get involved.

As the event is to be at Tileyard, we would need to pay a fee for the venue, which would cost £1500. We wanted to make sure that we kept costs down, but still make enough to be able to pay the DJs and security for one day's work. In hindsight, we could have asked if we could get the venue for a cheaper price, as we are students, but being an online student you are very limited in terms of access. In the grand scheme of things, £1500 fee for a full day is not that expensive.

As there were three of us, we each choose an element to work on. Emma worked on Marketing, I worked on the budget, and Winne worked on the overall programme and researched the caterers. There was no budget for this project, so we wanted to start selling tickets as early as possible to get an income, this is so we can we pay for the items needed to make our event a success.

Tickets are to be sold at £10. We thought this to be a reasonable price, as predominantly we would focus on selling tickets to Tileyard students and the local community. As this is not a profit making event, the event could technically be free, however we run the risk of putting ourselves into problems as we would not be able to afford the security and DJs. Also £10 for a ticket is deemed reasonable these days and is considered to be affordable. Therefore, we went for this price.

We wanted to keep this event simple, so there was no infrastructure cost. We would just use the gallery for the event, which has a bar, but next door is the Vinyl café, which also has a bar. These places already hold alcohol licences, so that limits the paperwork. The only paperwork we would need to fill out is a temporary event Notice (TEN). To complete this form and submit would cost £21. There should not be any reason for the council to reject our event, as there is no alcohol being served outside and music would be played inside the gallery venue furthermore, the event finishes at 9:30pm.

Within Winnie's section, she listed three caterers, but I would have only chosen the one, which is Sands Catering. The reason being as they are on Tileyard road. They do provide canapes and no doubt they have a great selection of food, but I do feel that they might be slightly too posh for our event. If I were looking into catering for this event, I would have gone for something simple like fish and chips. People tend to be less fussy when simple food is on order. We are only having one vendor, so we too want to make sure the vendor is making a profit, as they would be paying us to pitch their food van at Tileyard (to pitch would be £500). In addition, it is a day event and people do get hungry, so making sure the food is for everyone to enjoy is key.

Having an event programme is key, as it allows customers to minimise confusion by condensing the most important info down to a handful of well-organised words (*Eventbrite, 2019*). However, it is important that our programme is not expensive and we keep it simple.

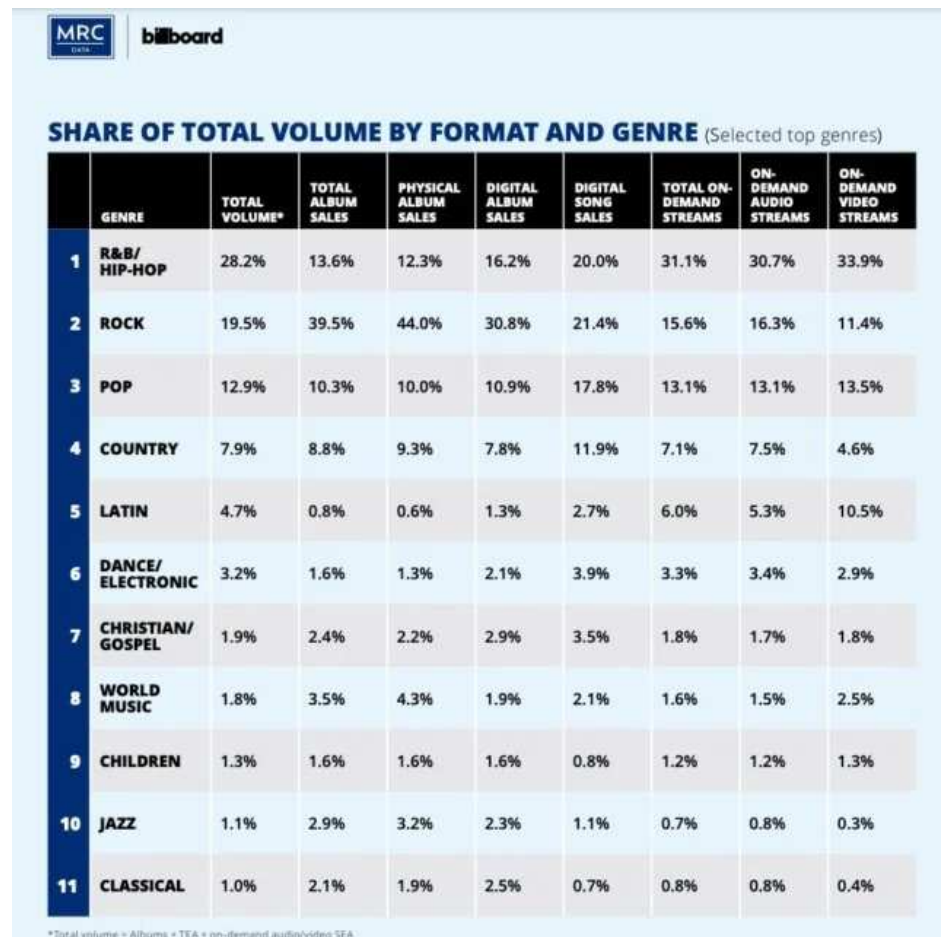
I produced the budget for the event. When looking at the budget, I tried to minimise cost as much as possible and I believe that I succeeded in my task. When looking at how much you should pay DJs, I followed a DJ guide (*Bark, 2022*). The average you can spend on a DJ is £250-£350 and I wanted to try to stick with this. However, as I know many DJs, I know that for me it can be done a little cheaper. So opting to pay £200 for a two-hour set, I thought was reasonable. Another alternative is for aspiring DJs to email a link over for their work to be viewed, but this can also be time consuming, but organised properly, it can be done.

In regards to the security, I know that Tileyard pay for their own security, so again trying to keep cost down, I thought it wise just to hire two security guards. It is said that a security guard per event should be one per one hundred and fifty people, if no alcohol is being served. If alcohol is being served then one security guard per seventy five people is needed (*regionadmin, 2021*). As the event will be serving alcohol and Tileyard already pays for its own security, to keep the budget down, we will pay for another two. This would be for a whole days work. Looking into how much is paid was based on numerous factors, such as the type of security, the experience, how long for and the location. Because the event is in the heart of London, that does bump up the price, therefore each security would be paid roughly £21 and hourly rate (*Bark, 2022*). Everything else on the budget followed on from there.

Finally Emma did the marketing for our event, which I found quite interesting. The planning and implementation timeline I thought was well thought out. If this plan was handed to someone, they would be able to follow through with it with much ease. However the demographic I thought was slightly alarming. She states that the demographic of our event would be from the black community, especially those with an interest in history and soul music and they would be on lower income. I think that this is so wrong. There are many white out there that live, breathe, eat and drink soul music. To think that it is only black people that listen to soul means that there is a lack of education

and to think that black people who listen to soul music are on lower incomes, is absolutely insulting. I think I am right in saying that no research was done on this and I believe it to be plucked from the air.

As we know, Winnie talks about the history of soul music, so it is right to say it paved the way for RnB, HIP-HOP, Rock n Roll etc. Below we can see that in 2020 RnB was ranked top in terms of volume of music sold, streamed ect in the US. So just by looking at this chart, we can honestly look at this and say it's not just black people that listen to this genre of music.



	GENRE	TOTAL VOLUME*	TOTAL ALBUM SALES	PHYSICAL ALBUM SALES	DIGITAL ALBUM SALES	DIGITAL SONG SALES	TOTAL ON-DEMAND STREAMS	ON-DEMAND AUDIO STREAMS	ON-DEMAND VIDEO STREAMS
1	R&B/HIP-HOP	28.2%	13.6%	12.3%	16.2%	20.0%	31.1%	30.7%	33.9%
2	ROCK	19.5%	39.5%	44.0%	30.8%	21.4%	15.6%	16.3%	11.4%
3	POP	12.9%	10.3%	10.0%	10.9%	17.8%	13.1%	13.1%	13.5%
4	COUNTRY	7.9%	8.8%	9.3%	7.8%	11.9%	7.1%	7.5%	4.6%
5	LATIN	4.7%	0.8%	0.6%	1.3%	2.7%	6.0%	5.3%	10.5%
6	DANCE/ELECTRONIC	3.2%	1.6%	1.3%	2.1%	3.9%	3.3%	3.4%	2.9%
7	CHRISTIAN/GOSPEL	1.9%	2.4%	2.2%	2.9%	3.5%	1.8%	1.7%	1.8%
8	WORLD MUSIC	1.8%	3.5%	4.3%	1.9%	2.1%	1.6%	1.5%	2.5%
9	CHILDREN	1.3%	1.6%	1.6%	1.6%	0.8%	1.2%	1.2%	1.3%
10	JAZZ	1.1%	2.9%	3.2%	2.3%	1.1%	0.7%	0.8%	0.3%
11	CLASSICAL	1.0%	2.1%	1.9%	2.5%	0.7%	0.8%	0.8%	0.4%

*Total volume = Albums + TEA + on-demand audio/video SEA

(Ingham, 2021)

Looking back over this project, I think that as a group we could have looked at the demographics of our target audience together, because this way we would be able to reach out to more people. I think if others were to look back over this plan, they will find issues in the way the marketing strategy has been set up. I truly believe that this is a lack of education and knowledge.

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 the 50s, which 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 period of time. The art piece can be an installation, paintings, 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 reinforce the importance of the exposure of their work in front of different targets.



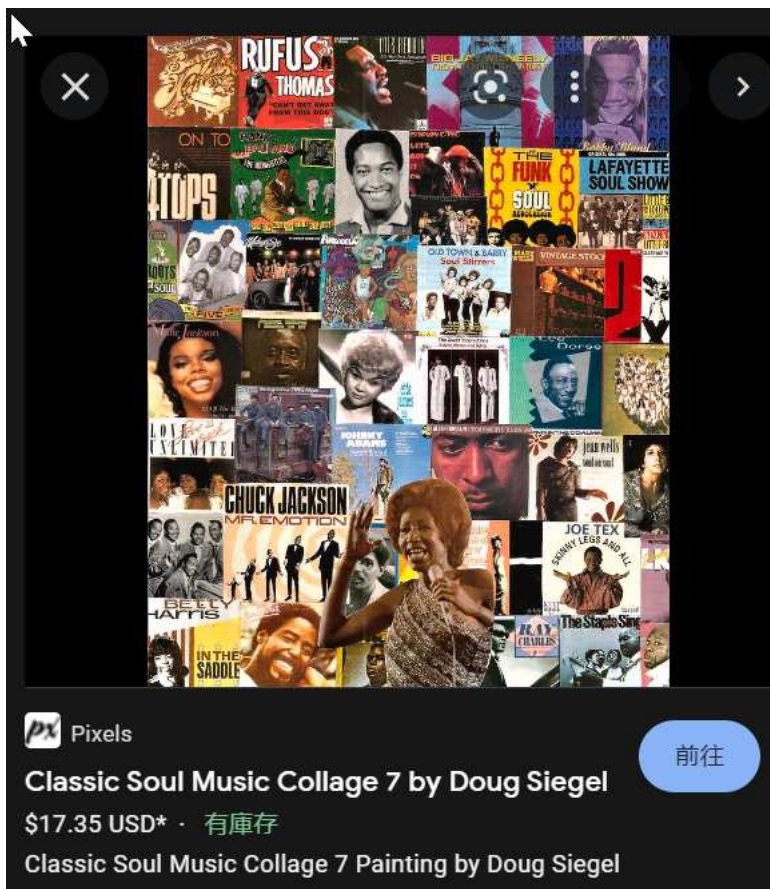
Soul music Painting by Chrys...
saatchiart.com



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



James Brown Figure Handmade Fig..
etsy.com



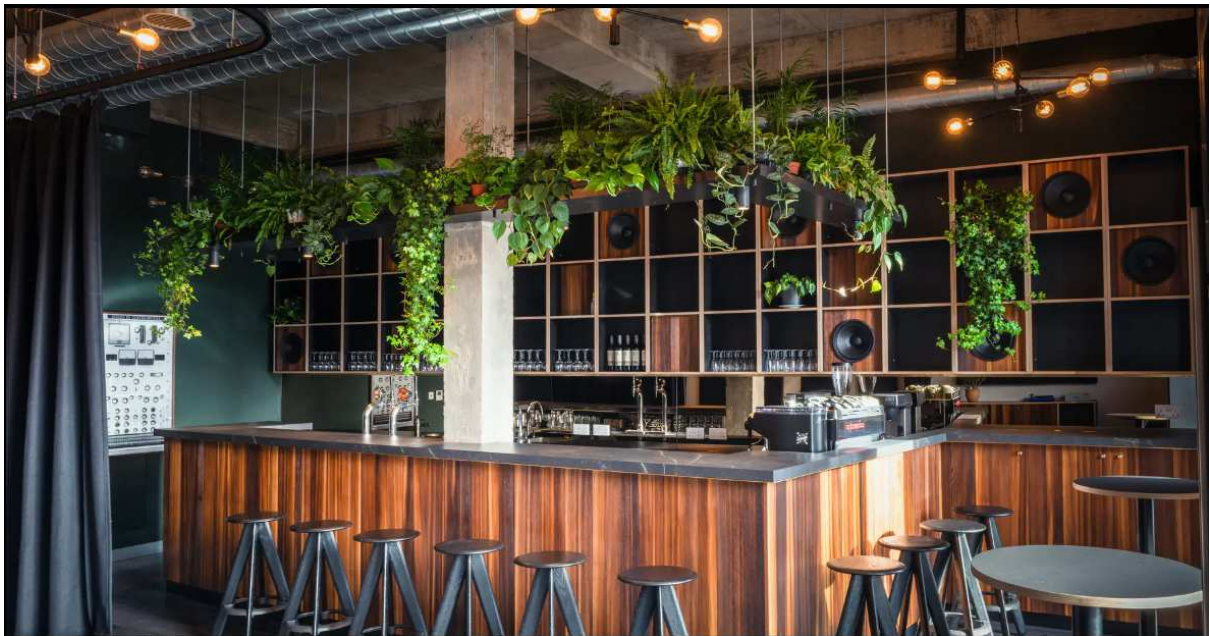
Catering

Catering companies like Sands catering (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 artists about the history of Soul music.

The opening time for the food stalls will be from 12pm to 7:30pm and people will start to 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 (Vinyl Cafe, 2022) or The Gallery (The Gallery, 2022) and they are able to take their drinks out of Vinyl Café and The Gallery to the exhibition area.

The Gallery



Vinyl Cafe





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 kinds 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 displaying soul music from different periods. Five 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, network, drink while enjoying the relaxing soul music from the DJ. Performance will end at 10:00pm the latest.

Five DJs sessions are:

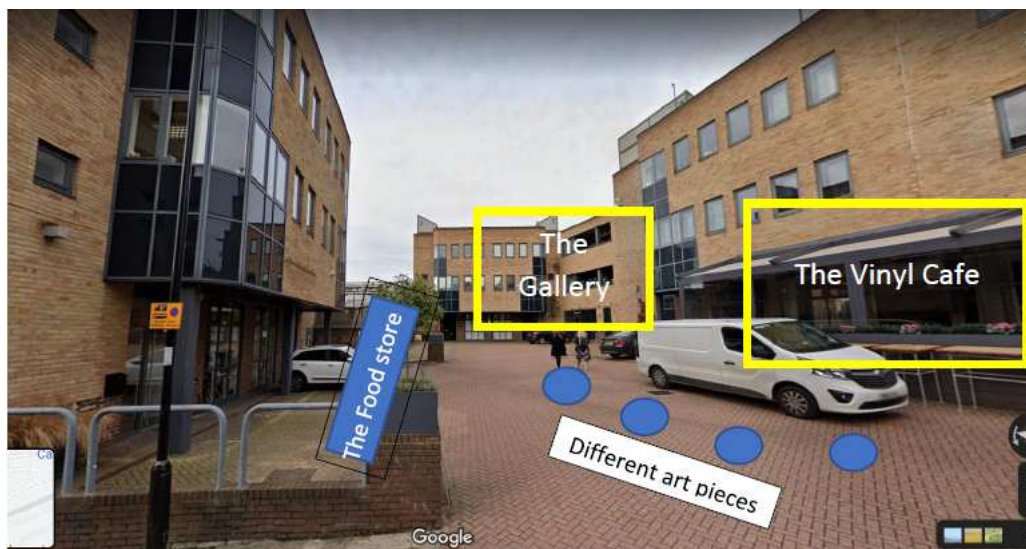
- DJ 1: 12pm - 2pm
- DJ 2: 2pm - 4pm
- DJ 3: 4pm - 6pm
- DJ 4: 6pm - 8pm
- DJ 5: 8pm – 9.30pm

For the selection of DJ on that night, we will open this opportunity to those Tileyard-based companies to see if they will have any referral of a 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 highlight their ability in front of different people, especially those in the music industry, which will inevitably be beneficial to them for their future career to increase their attraction.

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



Appendix:
Location Map



The Budget

This is the budget plan for the day's event named "SOUL." It is based on 500 people; however, it is worth bearing in mind that the gallery can only hold up to 120 people at a time. Five hundred tickets will go on sale and the tickets would be purchasable online. The benefits of selling tickets online is that it is time efficient, ticket are available online 24/7 and payment is secure, however it is worth mentioning that if you do not have good internet access, you may run into a lot of problems

As the venue is in the borough of Highbury and Islington and the event will consist of music playing, we will need to apply for a temporary events notice and this will cost £21.

There will be two security guards for the day.

The ticket for the event will be £10. Keeping prices low will appeal to the Tileyard Students, who are studying full time and are on a budget.

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 follows:

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

ITEM	ESTIMATED COST
Venue	£1500
DJs x5	£1000 (£200 per DJ)
Security x2	£400 (£200 per guard)
Photographer/Videographer	£350
Programmes x100	£65
Printing Banner etc.	£150

Temporary Events Notice (TEN)	£21
Public Liability Insurance	£109
15% Contingency	£540
TOTAL (EXC. CONTINGENCY)	£3595
TOTAL EXPENDITURE (INC. CONTINGENCY)	£4134.25

Profit from ticket sales (£10pp based on 500 people)	£5000
Vendor	£500
TOTAL PROFIT	£5500

TOTAL REVENUE (EXC. CONTINGENCY)	£1905
TOTAL REVENUE (INC. CONTINGENCY)	£1365.75

EVENT MARKETING PLAN

Event Name: 'SOUL'
Event Location: Tileyard Studios
Event Date: Saturday 30th July
Event Group: Emma, Lera & Winnie

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	Secondary 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

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

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 line-up announcement (ahead of payday)	Full Line-up 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 &	NO

				Tileyard Socials Also	
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 displaying 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 line-up, 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 audiences 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)."

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