DemoFest - Live Event Management

Business name:

DemoFest

Owner(s) name:

Adam Zanotti, Fanchon Dehillotte, Justine Peratt, Tom Parke, Valerie Etienne, Jan Dittrich, Kerian, Roisin Bakare, Marta Teolato

University:

Tileyard Education - MA Music Business

Date of submission:

1st Of April

Business email address:

zanottimusic@gmail.com

Demofest@gmail.com

Social media links:

Instagram: www.Instagram/Demofest

Facebook: www.Facebook/Demofest

Twitter: www.Twitter/Demofest

Youtube: www.Youtube/Demofest

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Section 1 - Introduction

Introduction/description:
The MA Music Business Class '22 is proposing a Tileyard based event that aims to showcase the musical talent, inspiring minds, and educational facilities available at Tileyard. Our event will be all about networking, educating, and showcasing. We aim to collect donations on the night both to fund the event and with 50% of proceeds going to a music charity as opposed to charging for entry.

We propose an all-day event whereby we host discussions/interviews during the day in The Gallery (12-5pm), with a music showcase from 5pm onwards taking place in both Vinyl Café and The Gallery. Music played in the Gallery aims to be 'heavier' performances, i.e. DJ sets, Rap, Hip-Hop, punk/rock, pop etc. Vinyl will be more focused on acoustic live performances in the back room, with the front room acting as a place for people to network and socialise freely with the live music in the background.

Proposed date/time: May 26th (Thursday). Talks/interviews from 12-5pm, music from 5/6-11pm.

Location: Gallery, Vinyl Café, Car park out front

Performers / Speakers:
We intend to encourage students in Tileyard Education to get involved and perform (including students with particular expertise such as sound engineering, production, marketing etc.).

Headliners will be reached out to by the programming / artist relation team, some of which have connections with established artists inside and outside of the Tileyard community. We will be in touch with Tileyard Music and other teams for contacts.

We intend to reach out to some of our mentors and other prominent Tileyard community members to be guest speakers for daytime discussions. They will be interviewed by members of the music business class hosting the event.

Suggested partnerships/sponsorships
Charities:
- Collecting donations for a chosen music charity
- Gain a wider audience with their reach
- Potential options: Music Declares Emergency, Music in Mind, Power Up, Small Green Shoots

TYX / Tileyard / Tileyard Education

- Funding and location in return for providing publicity and advertising to the vast Tileyard community, particularly for Tileyard Education incoming/aspiring future students

Ostereo

- Run an established monthly networking event at Campfire
- May be interested in sponsoring or linking with our team to run the networking aspect of our event

Two Tribes / Campfire / Vinyl

- A limited edition Two Tribes beer can (with custom name and brand logo). This would bring with it a symbiotic marketing plan with Two Tribes.
- Food provided by Campfire and Vinyl catering
- Looking into the potentiality of food trucks in the car park at Vinyl café
- They retain food/drink revenue

Equipment/resources needed

- Chairs, mic, and set up for daytime talks
- Mics etc. for live performances in Vinyl
- DJ decks (preferably CDJs or XDJs) for Gallery
- Lighting setup with different coloured lights for Gallery
- Stocked bar and bartenders (potential extra work for students) in Gallery and Vinyl
- Security
- Soundsystem

Elevator Pitch

Demofest is a Tileyard based day-long event put together by the Music Business MA to showcase the emerging talent of the ‘22 class. Educational talks and a music showcase will take place between The Gallery and Vinyl Café. The targeted audience is Tileyard based professionals, students and their guests. By sponsoring our event, you will be exposing your brand to this wide demographic rich in key music industry members and eager live music supporters.

Hi, we’re hosting DemoFest, a dynamic event at the Tileyard Complex, to showcase our musical talents, inspiring minds and our facilities for aspiring and like-minded music enthusiasts. We have artists performing songs ranging from DJ sets, acoustic to hip-hop at Vinyl and The Gallery, who will attract the Tileyard community and external guests as well. This is a great opportunity to show Tileyard’s potential and promote our members to a wide audience. Here you’ll come into play: we’d like to offer you to join our event as an official sponsor to engage with new customers and expose your brand.

Section 2 - Staff/programming

ROLE	NAME
Event Managers (supervise all below roles)	Fanchon, Róisín
Licensing and Risk Assessment	Marta, Kieran, Fanchon
Site Map	
Finance and Ticketing	Tom, Jan, Adam
Marketing and Social Media	Justine, Jan, Marta
Programming and Artist Relations	Valerie, Róisín, Fanchon, Craig
Sponsorships and Partners	Róisín
Venue Liaison	Róisín, Kieran
ON THE DAY	
Event Managers	Fanchon, Róisín
Social Media	Justine
Hosting / Interviewing Speakers	Valerie, Craig
MC in The Gallery	Adam
MC in Vinyl	Valerie
Artist Liaison	Róisín, Valerie
Ticketing	Tom
Floor Manager	Marta
Floor Manager Assistants	Kieran, Jan, Craig

	Act Name	Location	Set Time	Equipment Required	Relation to Tileyard
1	Zanotti	The Gallery	5pm - __pm	1 vocal and backing tracks	Music Business MA
break			_pm - _pm (15 minutes)		
2	The Confederate Dead			Band - drum kit, bass amp, two vocals	Vittorio (guitarist) from the Production MA
3	Robbinson's Village			Mixer and DI box	James from Production MA
break			(15 minutes)		
4	Giack Bazz			Band - drum kit, 2 amps, keyboard stand, one vocal	Managed my Marta from Business MA
break			(15 minutes)		
5	Gender Warfare			Band - drum kit, guitar cabinet, bass amp, _ vocals ?	Mia (guitarist) from Level 6 Production
break			(15 minutes)		

6	Fanchon			Band - drum kit, 2 guitar amps, bass amp, one vocal	Music Business MA
break			(15 minutes)		
7	Tamareibi			Band - equipment requirements to be confirmed	Autonomy Music
1	Molly Roberts	Vinyl Café	5 pm - pm	Piano and 1 vocal	Songwriting MA
break			(5 minutes)		
2	Ydea			Piano and 1 vocal	Josephine from Songwriting MA
break			(5 minutes)		
3	Rachel Hill			Guitar amp and 1 Vocal, jack leads for her pedal	Songwriting MA
break			(5 minutes)		
4	George Bone			Piano and 1 vocal	Songwriting MA
break			(5 minutes)		
5	Madra Rua			1 vocal and backing tracks	James Reidy from Songwriting

					MA
break			(5 minutes)		
6	Valerie Etienne			Equipment requirements to be confirmed	Music Business MA
break			(5 minutes)		
7	Nox			Equipment requirements to be confirmed	Basak from Songwriting MA
break			(5 minutes)		
8	Gaby Duboisjolie			1 vocal and backing tracks	Songwriting MA
break			(5 minutes)		
9	Darcy Blue			1 vocal, keys, guitar player	Production MA

Section 3 - Guest Speakers

The Gallery - Talks/Discussion

1 Gilles Peterson
DJ, Broadcaster, Label Owner. An influential figure in Jazz Music, DJ and Club Culture
Founder of Worldwide FM and Brownswood Records. DJ at BBC6 Music.

https://www.gillespetersonworldwide.com/

https://www.bbc.co.uk/programmes/b01fm4ss

https://www.instagram.com/gillespeterson/?hl=en (Spoke to Gilles..he needs to confirm the date)

2. Yolanda Charles MBE
Bass Player with a Vast amount of experience who has played with an eclectic mix of artists.
Hans Zimmer, Squeeze, Sting, Paul Weller, Robbie Williams, Dave Stewar She is also
A teacher who regularly hosts masterclasses.(Yolanda up for it again date confirmation)

https://www.instagram.com/yoyobass/?hl=en

https://twitter.com/yobasscharles

https://g4dz.com/

3. Dominic 'Ski' Oakenfull
Musician, Producer, Head of Education and curriculum at Point Blank Music School. (He is also
Up for it ..he is in my band needs to confirm the date too)

https://www.skioakenfull.com/

https://www.facebook.com/skioakenfull

https://m.youtube.com/user/skioakenfull

4.Paul Weller
Musician, The Jam , The Style Council. Needs no introduction 50 years of music. (He's had
The request,received it but as yet hasn't got back)

https://www.paulweller.com/

Section 4 - Risk Assesement

See Appendix 1.3 for Site Map

Relevant Regulations, guidance and Codes of Practice:

Health & Safety At Work Act 1974
Management of Health & Safety At Work Regs 1999
RIDDOR 1995
COSHH regs 2002
Electricity at Work Regs 1989
Provision and Use of Work Equipment Regs 1998
Disability Discrimination Act 1995
Working At Height Regs 2005 Control of Noise at Work Regs 2005 (Noise Regulation)
Personal Protective Equipment at Work Regs 1992 (02)
Civil Contingencies Act 2004

Other Guidance used: The Event Safety Guide HSE Publications:
Managing Crowds Safely 1996
Technical Standards for Places of Entertainment

Probable Likelihood	Severity
1 = Improbable	1 = Slight/superficial
2 = Remote	2 = Minor
3 = Possible	3 = Moderate
4 = Probable	4 = Major
5 = Frequent	5 = Fatal

Qualifying the Risks
RISK = LIKELIHOOD X SEVERITY

The resulting risks can be expressed as follows:

1-5 Very Low
6-10 Low
11-15 Moderate
16-20 High
21-25 Very High

KEY ROLES – Abbreviated Key

B: Bar Staff
S: Security
E: Event Manage

RISK ASSESSMENT

Risk	Assessment of Risk (Assume NO controls in place)		Controls		Resources Required	Assessment of Residual Risk (Control measures in place)			Further Action	Owner(s)
	Likelihoodd	Severity	Risk Rating			Likelihood	Severity	Residual Risk Rating		

Intoxication	5	3	15	Check that the staff is trained, offer and display free tap water, keep the drink deals to a minimum. Work with security to understand how to react in front of intoxicated people. Spot intoxicated people and communicate with bar staff. Have medics on site.	Staff, water, medics	5	3	15	Make sure no intoxicated people get served.	B, S, E
Harassment/ Exclusion	3	3	9	Provide disabled and gender-neutral toilets. Make the lineup inclusive. Have security around to prevent crimes against protected categories.	Diverse lineup, toilets	2	3	6	Raise awareness on relevant campaigns.	S, E
Electrocution	2	4	8	Check all electrical equipment in the venue has passed security tests and is working properly. Check for cables and sockets that are not protected and take precautionary measures. Look out for spillages close to sockets or cables.	/	1	4	4	Report and/ or fix electrical equipment straight away, check equipment beforehand.	E
Fire	2	5	10	Check all fire exits are working and get familiar with the layout of the venue. Check there's no inflammable equipment/ liquids next to electrical cables and avoid fireworks/fires if it's not safe. Ensure smoking is not allowed close to the stage. Make sure all fire exits are clear and visible.	/	1	5	5	Make sure appropriate fire extinguishers are on site. Check fire exits are open.	E,S

Terrorism	1	5	5	Work with security to ensure audience members are not conducting hostile behaviour / hostile reconnaissance.	Security, metal detectors	1	5	5	Have security conduct checks on the audience. Make sure all exits are clear.	E, S

Crushing	2	3	6	Ensure the stage is protected by barriers and that moshing / crowd surfing is protected by security staff. Have security observe the gig at all times.	Barriers	1	3	3	Brief security on the issue.	E, S
Falling	3	2	6	Ensure no equipment is out of place and there are no spillages on the floor. Report spillages straight away and work with security to prevent falling in the pit.	/	2	2	4	Brief security on the issue / make sure cleaning products are available on the bars.	E

Section 5 - Budget

Event Budget for Demo Fest							EXPENSES
TOTAL EXPENSES						Estimated	Actual
						£2,835.00	£170.00

Site	Estimated	Actual
Venue hire	£300.00	£0.00
Security	£400.00	£0.00
PA Equipment	£50.00	£0.00
Cables	£50.00	£0.00
Microphones	£8.00	£0.00
Monitors	£40.00	£0.00
Mixing Boards	£80.00	£0.00
Gazebos	£120.00	£0.00
Total	£1,048.00	£0.00

Lighting	Estimated	Actual
Lighting	£50.00	£0.00
Total	£50.00	£0.00

Miscellaneous	Estimated	Actual
Transport	£100.00	£100.00
Lanyards	£20.00	£10.00
Stationery supplies	£20.00	£0.00
Total	£140.00	£110.00

Staff	Estimated	Actual
Host Room 1	£100.00	£0.00
Host Room 2	£20.00	£0.00

Refreshments for staff	Estimated	Actual
Food	£200.00	£0.00
Drinks	£75.00	£0.00
Total	£275.00	£0.00

Programme	Estimated	Actual
Performers	£0.00	£0.00
Speakers	£250.00	£0.00
Video Production	£300.00	£0.00
Presentation graphics		£0.00
Total	£550.00	£0.00

Publicity	Estimated	Actual
Graphics work	£50.00	£0.00
Photocopying/Printing	£100.00	£0.00
Total	£150.00	£0.00

Sound engineers	£60.00	£60.00
Site Manager	£120.00	£0.00
First Aid Reponder	£96.00	£0.00
Photographer	£150.00	£0.00
Ticket Checker	£76.00	£0.00
Total	£622.00	£60.00

Event Budget for Demo Fest					INCOME
TOTAL INCOME				Estimated	Actual
				£375.00	£375.00

ADMISSIONS

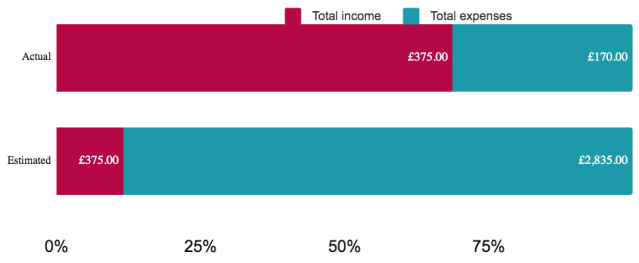
Estimated no.	Actual no.	Type	Price	Estimated income	Actual income
55	55	Adults @	£5.00	£275.00	£275.00
40	40	Students @	£2.50	£100.00	£100.00
0	0	Children @	£0.00	£0.00	£0.00
Total				£375.00	£375.00

Event Budget for Demo Fest

PROFIT

Loss summary

Total	Estimated	Actual
Total income	£375.00	£375.00
Total expenses	£2,835.00	£170.00
Total profit (or loss)	**-£2,460.00**	**£205.00**



Section 6 - Marketing

Assets

- logo
- flyer
- Photoshop template for social posts (logo + partners + artist picture and info)
- QR codes leading to artist and speaker info (to have at venue doors on the day)

See Appendix 1.1 for logo, sticker, flyer

Online Tools

- Facebook event page
- Instagram page
- Eventbrite page for ticketing

Pre-event Promotion

- Instagram posts with each artist and speaker in the run up to the event
- posters/flyers with logo, partners, names, etc. + QR code to link to tickets
- Instagram ticket giveaway
- Sponsors and partners mailing lists

On-the-day Promotion

- Instagram stories on the day – artists, speakers, vibe
    - during preparation, to encourage people to come
    - during the event
    - after the event, to thank people for coming, etc.

Tasks (ideally before the deadline)

- Logo: Jan
- Flyer design: Jan

- Photoshop template: Justine
- Facebook event: Marta
- Instagram page: Justine

Tasks (after deadline)

- QR codes
- Eventbrite page

See Appendix 1.2 for Social media event pages

Licensing

Do we require it for Demo Fest 2022?: No

Why?

Temporary Event Notice (TEN) if you want to carry out a 'licensable activity' on unlicensed premises in England or Wales. The premises (Both the gallery and vinyl café) are licensed and therefore do not require licences.

- **If the premises did not have licences, then there are specific criteria that need to be followed to successfully apply for a TEN:**
    - have fewer than 500 people at all times – including staff running the event
    - last no more than 168 hours (7 days)
    - You must be at least 18 to apply for a TEN.
    - Pay a fee of £21
- The issuing authority for this licence is **London Borough of Islington**

https://www.gov.uk/temporary-events-notice/islington

Section 7 - Ticket company comparison

Ticket comparison for DemoFest event

Company	Ticket price			
	£5	**£10**	**£20**	**£100**
Ticketlab	**£0.50**	**£0.70**	**£1.20**	**£4.20**
Tickitbookit	£0.75	£1.50	£3.00	£15.00
Tickettext	£1.00	£1.00	£2.00	£10.00
Ticketlight	£0.70	£1.00	£1.25	£5.00
Eventbrite Essentials (before VAT)	£0.71	£0.91	£1.31	£4.51
Eventbrite Professional (before VAT)	£0.79	£1.07	£1.62	£6.02
Fatsoma	£0.50	£1.00	£2.00	£10.00

Billetto	£0.68	£0.90	£1.32	£4.68
WeGotTickets	£0.50	£1.00	£2.00	£8.00
Skiddle	£0.75	£1.25	£2.25	£10.25

(Ticket Lab, 2016)

TicketLab is the cheapest ticketing company to use. The prices include the same costs as their competitors with no hidden costs. Ticket Lab take a small booking fee when customers buy their tickets (Ticket Lab, 2016).

Eventbrite would work well with DemoFest because it has an option for customers booking tickets to donate and as DemoFest is collaborating with a charity it could keep account of how much money is being donated. On Eventbrite it's an easy process to make it create the donation page with a secure two-click checkout from the EventBrite landing page. Eventbrite also has specialist features to help boost the ticket and donation sales for the event (Eventbrite, 2022).

Section 8 - Meeting minutes

Minutes: In-Class Meeting

22 February 2022

Assignment outline: Portfolio 2- 40%

1st April - 2000 words

- Hosting an actual event, but have the details ready by April
- Decide: split into two groups or one big group
- One day cross media live event held in Tileyard
- What is the event going to be?
    - Outdoor event at Campfire or Gallery
    - Using MA Songwriting students
    - Need permission from Campfire / Gallery
    - Need to appoint roles
    - Licensing issues - temporary event notice
        - Curfew, alcohol, etc.
        - They shouldn't charge us if they're getting revenue from food and bar

Our Objective

To plan a Tileyard based event with details in place by early April.

Deadlines/Milestones

Roles to be decided:

- Event manager
    - Writing event management plan
    - Health & Safety
    - Venue finder
- Accountant / Finance manager
    - Sponsorship and crowdfunding
    - Ticket sales
- Programmer
    - What *is* the event
- Licenser
- Marketer

- Floor Manager
- Artist relations

Venue key points to address:
- Capacity
- Licensing restrictions
    - Timings
    - Age
- Price, rental cost
- Bar deal

Project Update Roundtable

Provisional roles Assigned:

- Finance and ticketing
    - Tom
    - Jan
    - Zanotti
- Marketing, Promo, and Branding
    - Justine
    - Jan

Programming/artist relations
- Val
- Róisín
- Craig
- Event managers
    - Fanchon
    - Kieran
    - Marta
- Venue management
    - Kieran
    - Róisín
- Floor manager
    - Zanotti
- Licensing and H&S
    - Justine
    - Event managers

Ideas and tips
- Pin as an open day/showcase for future students
- Festival day type thing, campus-wide
- More likely to come if they've purchased a ticket
- Charity fundraiser
    - Power Up, Jamal Edwards honoured, Music in Mind, London Music Fund,Love Music Hate Racism.

- Engaging local community
- Women in Jazz
- H&S: security, insurance, drug policies and testing

Minutes: Class Meeting Discussion

3 March 2022

Target audience
- Creatives
- Students
- Drinks people (sponsors)
- Catering/hospitality

Students (post grad and level 6)
- Broke! Limited funds
- Love music/musicians
- Socialites

Tileyard residents
- Industry professionals
- Wide age- 18-70
- Creative industries
- More money than students, young professionals with disposable income (double income no kids yet- DINKYS)
- Seniors and industry leaders

Outsiders
- Music lovers
- Aspiring students
- Aspiring Tileyard residents

Main modes of sharing:
- Posters
- LinkedIn
- Instagram
- Facebook

Minutes: Project Check-In Meeting

23 March 2022

Members present: Róisín Doyle-Bakare, Justine Perret, Fanchon Dehillotte, Marta Teolato, Tom Parke, Jan Dittrich.

Project Update Roundtable

Updates from team

Justine

- Made an Instagram- demofest22
- Facebook event incoming
- Photoshop template underway
- Marketing promotion plan complete
- Awaiting logo from Jan
- Planning to use QR codes, Eventbrite ticketing
- Will specify advertisements - not planning on using social media adverts
- Sticking with the demo 'theme' to make a messy/rough style in marketing

Fanchon

- Starting to organise who would play where for a setlist
- Multiple additions of acts by Valerie need to be clarified
- Awaiting to meet with Kieran and Marta tomorrow to do licensing
- Made a template on staffing for the event
- Added elevator pitch to event proposal

Róisín

- Created a Google Drive to contain assets. A second folder with essential assets was created that everyone would have access to once they submitted their portion of the workload as was deemed fair by the group.
- Monitoring answers from the performer submissions - will get in touch with successful applicants with more details and arrange a meeting with the team to decide who should play
- Following up with Harry and Steve to confirm a date and venue
- Will confirm and reach out to sponsors and charity
- Will reach out to Val to confirm artists and speakers that she has arranged

Tom

- Uploaded the budget to Google Drive
- Added lanyards to finances
- Will add digital marketing to budget as a free expense

Marta

- Site map and health & safety have been uploaded
- Awaiting to meet with Kieran and Fanchon tomorrow to do licensing

Jan

- Working on the poster
- Working on the logo- will send to Justine soon

- Warm orange tones chosen for branding
- Added elevator pitch to event proposal

Next Steps

- Going ahead with Small Green Shoots- will contact in due course
- Ostereo- we will reach out to them to see if they are interested in sponsorship
- Need updates from Val, Zanotti, Kieran, Craig
- Need to confirm that we are all on the same page about the event itself
- Need to assign official staffing roles - Fanchon uploading updated staffing info in drive- has changed from initial meeting. Anyone who has not contributed/agreed to a role has not been added to this sheet. Roughly:
    - Justine and Jan- social media marketing (videos, photos etc.)
    - Zanotti- host / presenting artists in Gallery
    - Róisin and Val- artist liaison
    - Tom- ticketing
    - Marta, Kieran, Fanchon- Floor manager and assistants

Minutes: Project Check-In Meeting

24 March 2022

Members present: Róisín Doyle-Bakare, Fanchon Dehillotte, Valerie Etienne, Jan Dittrich, Tom Parke, Marta Teolato.

Discussion and Next Steps

Questions for Robert:

- Ticket pricing
    - Valerie- want to attract people there
    - Fanchon- freedom of movement, let's Tileyard residents just pop in
    - Robert- reasons for ticket: funding the event, database of people interested
    - Donations on the night and at the time of getting free tickets
    - Decision made: free tickets on Eventbrite for a database, an idea of numbers, an option to donate at the time of getting tickets, and donations with a card machine on the night
    - Check out Weezevents for ticketing

Clarifying

- The two Google Drive folders have now been merged and organised.
- Acts and speakers
    - Val added a document to drive outlining confirmed and interested speakers
    - Need to reach out to others (potentially two slots) of our mentors etc.
    - We are having the end say in who plays in what venue
    - Fanchon has made a document to map out who plays where and set times etc.
    - Need to confirm who will be interviewing people
    - Tileyard Music/residents that could perform:

        - Georgia Meek
        - Tamaraebi (signed with Autonomy)
- Vibe
    - Vinyl and Gallery will have clashing times which is ok cause different environments
    - There'll be 20 mins between acts with checks etc.
    - Vinyl- networking, drinking, eating in front, acoustic acts in back
    - Gallery- gig environment
- Steve
    - Get a hire fee and details directly from the Gallery and Vinyl Cafe and send this onto Steve and Harry. See what's possible
    - See if they'll give it for free
    - He will talk to them directly and mention that they'll be approached next week
    - Agrees with the rationale of the date of June 1st
    - What is the contingency plan?
        - If the venues aren't free / too expensive etc.
        - Just add a line or two that mentions where your second choice might be- e.g. Campfire, local pubs
        - Consider: At what point would you cancel or postpone if a problem occurred? How do you inform everyone?
    - Make it as real as possible

Proposed meeting date/time: Monday, March 28th 2022, 2PM
Location: Tileyard Education Building
Attendance: all group members required

Goal: to gain final clarification on aspects of the group assignment before the upcoming deadline.

Items to be discussed:

1. Asset evaluation -
Time: 15 mins
Purpose: To clarify what assets remain and what assets are uploaded / accessible
Leader: Róisín
    a. Incomplete assets- need uploading to shared Google Drive
        i. Kieran- Licensing
        ii. Adam- Ticketing platform comparison sheet
        iii. Craig- performance schedule
    b. Using the drive as the appendices

c. Brief run through of all uploaded assets

2. Budget and ticketing clarification
Time: 15 mins
Purpose: To clarify certain aspects of the budget
Leader: Tom

a. Why £300 for venue hire? The Gallery should cost £1,500 for 6pm-11pm
b. What are the gazebos for?
c. Why is one of the hosts put down as £100 and the other as £20?
d. What is 'video production' relating to?
e. Explain the distinction with estimated vs. actual (ex: lanyards estimated £20 actual £10)
f. Final decision on ticketing price and platform
g. equipment prices.. £8 for microphones? Need Guitar/Bass Amps No Wedges..(On stage speakers)
h. "Small Green Shoots get 50% of proceedings": is that net profit (after Tileyard has recouped the costs)? Or is it 50% of gross profit for each (SGS & TY)?

3. Programme and scheduling
Time: 15 mins
Purpose: To finalise and approve the programme of acts and speakers
Leader: Fanchon

a. Final decisions on hosting
b. Final decisions on who is playing
c. Approval of the finalised timetable

4. Marketing decisions
Time: 10 mins
Purpose: To gather background information on marketing decisions
Leader(s): Justine, Jan

a. Colour scheme- any reason for these choices?
b. Which social media will be the main focus?
c. The use of QR codes
d. How target audience will be targeted
e. Updating ticketing platform

5. Any further comments
Time: 15 mins
Purpose: to ensure clarity on all aforementioned and potentially newly arising issues
Leader(s): Róisín, Fanchon

Section 9 - Appendix

Marketing 1.1

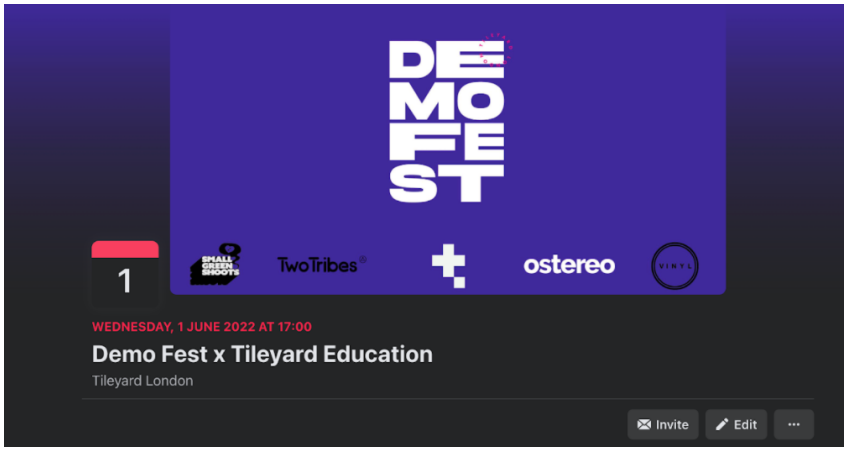
Logo -

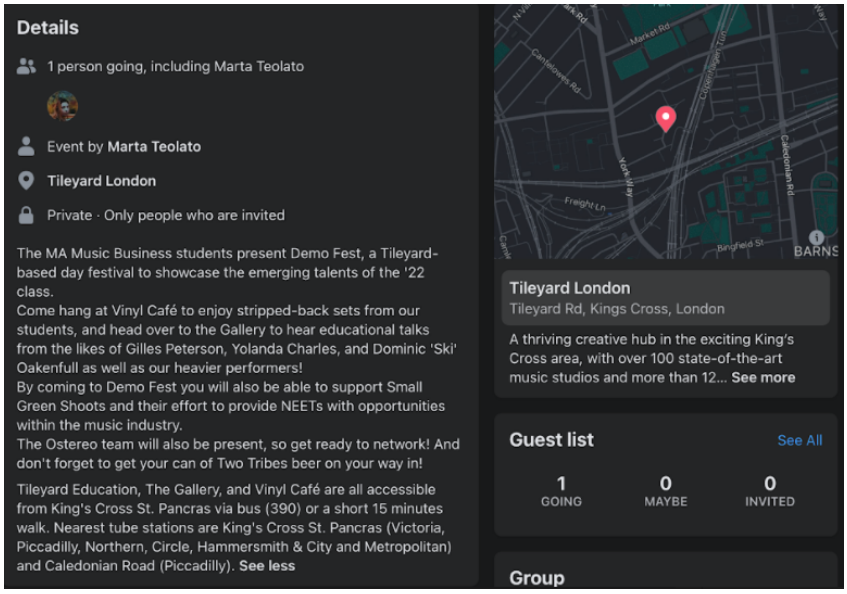
Event Flyer -

Social Media post -

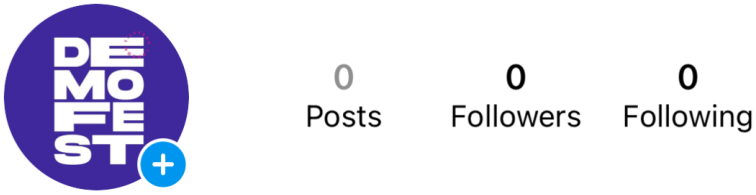
1.2 event pages

Facebook page event -





Instagram -



Demo Fest 2022
live music, guest speakers & networking
1 June | Tileyard London
eventbrite.co.uk/

The Gallery

Vinyl Cafe

1.3

Site map -

Section 10 - References

A - Z

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