Live Music and Event Management
Portfolio 2 - Group Project

Elle Bowen

Word Count: 2,195

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1. Introduction

This is a portfolio for a forthcoming day event at Tileyard organised and managed by the group (myself, Emma, Giza, Edina, Anja, and Kirsten). As a remote group, we held regular video calls and used a WhatsApp group to maintain communication. In the first meeting, we discussed initial event ideas and allocated roles based on our expertise. Despite having specialisations, we agreed to take on multiple roles across different skill sets to ensure a successful event launch. Beech et al. (2014 pp. 75-76) emphasises that all organisations, regardless of size, need a structure to influence their operation, with smaller event companies requiring their teams to take on multiple tasks.

The group agreed on the below roles as our specialism, which would be carried out alongside other necessary tasks as they arise:

- Elle – Marketing & Partnerships
- Edina – Event Admin, Budgeting
- Kirsten – Overseeing Role
- Giza – Health & Safety, Risk Assessments, Licensing
- Anja – Marketing & PR, Ticketing
- Emma – Logistics, Scheduling, Programming / Artist Liaison

Expanding on the statement from Beech et al. above, an ‘overseeing role’ is more suited to a larger organisation where tasks and communication are much more complex (2014, p. 76), so I would argue this role did not work on this smaller scale. A Project Manager role would be suited, which is a crucial part of the event management team. The role of the project manager aims to integrate management plans from all different knowledge in the group into a cohesive, workable plan for the entire project (Bowdin et al., 2011, p. 257).

During the course of the event planning these roles became more fluid, where tasks were actioned outside of the assigned member's responsibilities, which will be described throughout the portfolio.

Meeting Minutes and actions – 26.07.2023

Attending: Emma, Kirsten, Edina, Gza, Elle

Apologies: Anja

Decisions made:

Tickets – guests to absorb fees

Budget is organised – Kirsten (Individuals need to add to it)

Sign up form for volunteers completed – Kirsten
Volunteer schedule with min numbers in event logistics - Emma

Last entry to event – 8.30pm

Schedule for Campfire with new finish time of 12am

Change times in EMP and RA

Food truck required for number of guests – quote from Elle

Near Campfire location

Add in QR code to venue pages – so clicks through to sign up page

Advertising

Email drop the right people

Music publications – advert

Meta ads

Actions:

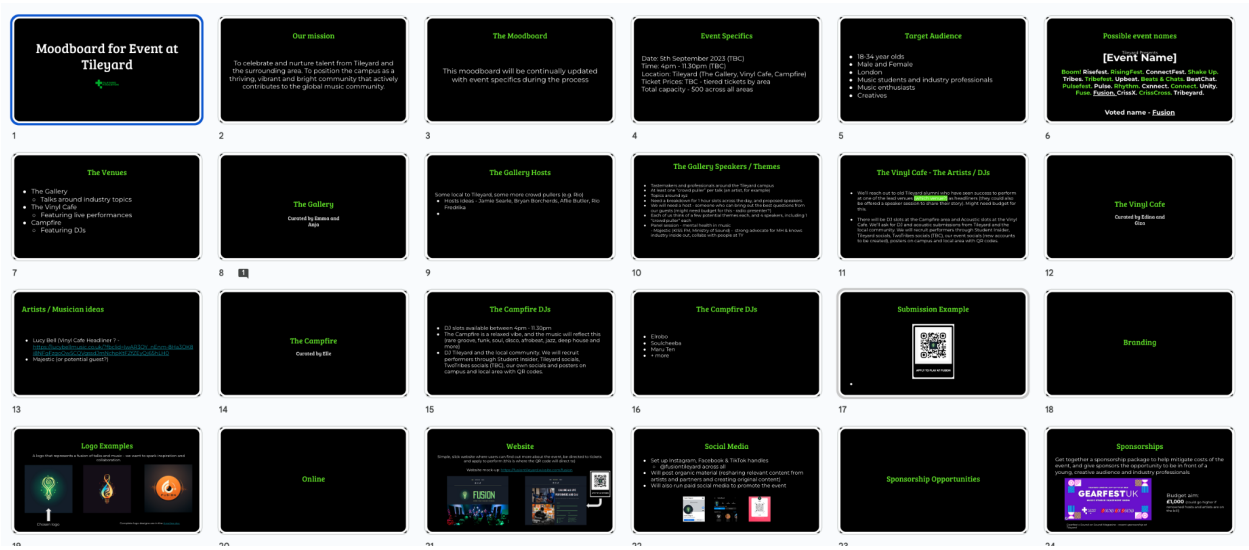
All:

- Add to budget with costings

Appendix A - Example of minutes from a video call meeting

2. Event Conceptualisation and Ideation

A crucial stage is creating a shared vision for the event. A mood board was created (Appendix B), and included ideas around the event purpose, target audience, venues, and scheduling. It channelled creativity and aligned ideas with the event theme. This became an ever-developing reference for ideas around the event.



Appendix B - Moodboard (link to doc here)

Based on group voting, the below are the final details of the event:

- **Name:** Tileyard Presents: Fusion
- **Mission:** To celebrate and nurture talent from Tileyard and the surrounding area. To position the campus as a thriving, vibrant and bright community that actively contributes to the global music community
- **Target Audience:** 18-34 year olds, London, music students and music enthusiasts
- **Date & Time:** Thursday 14th September 2023, 4pm until 11pm (Campfire until midnight)
- **Venues:** The Gallery (Panel Talks), The Vinyl Cafe (Live Performances) and Campfire (DJ sets)

3. Venue Programming and Management

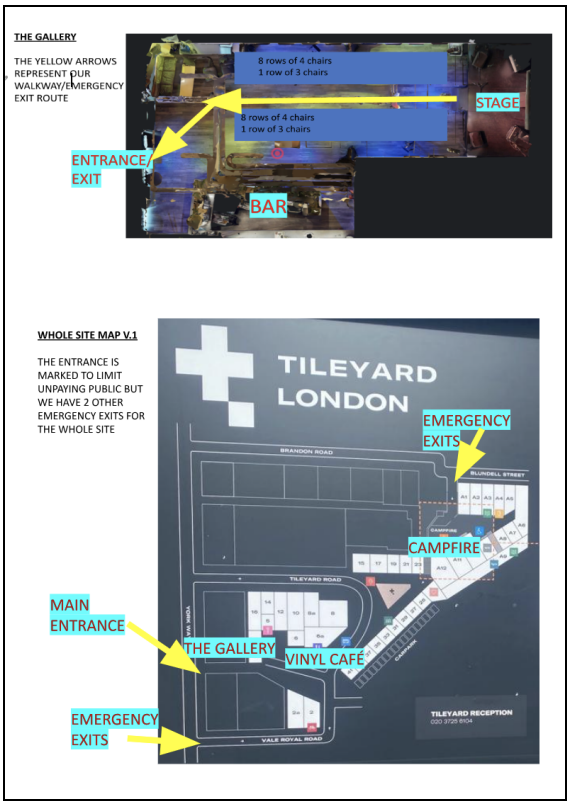
The decision to host the event at multiple venues across Tileyard allows multiple programming to take place, adding value to the overall event. Its central location and reputation within the music industry provided a unique advantage where we can promote an event which offers both inspirational talks from industry professionals as well as showcase local and up-and-coming talent.

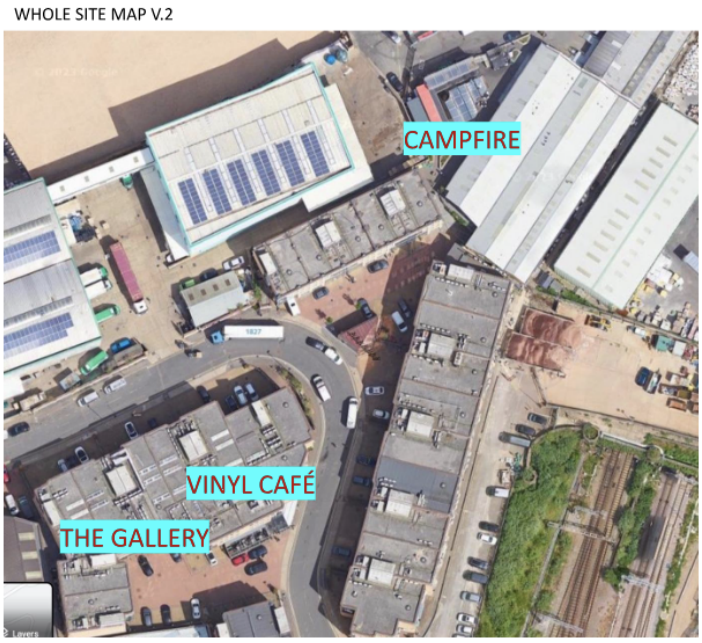
As part of the group's multi-tasking, we decided different members will be in charge of each of the venues. We divided the venues as per below:

- The Gallery - Emma and Anja
- The Vinyl Cafe - Edina and Giza
- Campfire - Elle

	Capacity	Hours of business	Tech	Accessibility	Sustainability	Cost	Available	Other info
Campfire	200 seated 500 standing	12pm - 12am (most people usually on site 6-9pm)	2 x RCF 912 PA speakers Backine is hired from FX rentals or John Henry Campfire will help with what tech we need for live PA			£3k running cost on a Sat must be hit, then share of profits is given to co-promoters	9 September	We need to make Risk Assessments, poster/Schedule and a soundcheck/stage schedule for each venue, MC for each venue, QR code sign up for Vinyl and Campfire, Who is Venue manager for each venue, do we need to hire staff for any venues? do we need security for each venue?\
The Gallery	70 seated 120 standing	9am - 11pm licence until 11pm	John Henry's is preferred supplier			(With 50% discount added for you the cost of hire will be the below) 1. Security is £20 + VAT per hour, which I will book for you. Who will be covering the costs for this and signing the contract for the event? 2. The licence is until 23:00 for the Café and The Gallery, the bar will close at 22:30, along with the music/performances. 3. Technicians range from £20 per hour upwards, depending on who is booked./available. 4. Bar staff are £12 + VAT per hour.	30 September	
Vinyl Café	85 seated 200 standing						16 September	

Appendix C (link here) - Overview of the three venues, including hours of business, costs and availability





Appendix D (link here) - Site Map of Tileyard and where all venues are positioned

The Event Schedule

Fusion Group

Fusion at Tileyard

Thursday 14 September, 4pm – 11pm
Tileyard, Kings Cross, London, N7 9AH

LAST UPDATED
Emma 24.07.2023

EVENT DATES OVERVIEW

Tuesday 12 September	Planning day - contingency
Thursday 14 September	10.30am, Set-up time
Thursday 14 September	Live Day - COP pack up each venue

FUSION'S MAIN POINTS OF CONTACT

The team are available at all times to support, when not on site please use the following agreed communication approach:

Kirsten Davis		07818 184638	
Emma Squire		07770 787509	
Elle Bowen		07715 957817	
Anja Wilawitzer		+43 664 1556932	
Edina Hadzihafizbegovic		07749 540771	
Gza Pajamandy		07308 354631	

CONTENTS

1. Key Contacts
2. Event information
3. Event Address and map/directions
4. Site map/directions
5. Supplier full staffing list with contact details and vehicle registration
6. CAD plan
7. Supplier Event Schedule

Appendix E (link here) - WIP logistics and schedule document, bringing together all event essentials into one document to be handed to staff and volunteers.

Giza visited Tileyard for a recent event, Gear Fest, and provided useful on-the-ground insights around how other events have been managed in the same location. One takeaway was the addition of a food truck, on top of the food already provided at Campfire. This could open up an additional revenue stream by either charging a pitch fee or agreeing to a revenue share of sales.

Elle Bowen <elleroberta.91@googlemail.c... Wed, Jul 26, 9:55 PM (21 hours ago)
to domrushworth

Hey Dom

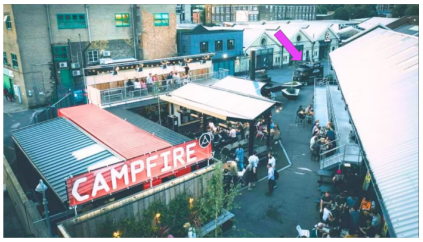
Hope you're well!

We're launching a brand new event at the Tileyard campus next month. If you don't already know, Tileyard is a vibrant music hub, home to the world's largest community of independent artists and businesses.

The new event is called Fusion - where we'll be hosting a range of panel talks from creatives and professionals in the industry as well as packing out two music venues with live music and DJs.

We'd love to book the Naania Food truck for the event. Please could you let me know your availability for September 5th from 4pm - 11pm?

Below is a picture of where the food truck would be positioned:



Let me know if your availability and what additional info you will need?

Thanks
Elle

Dominic Rushworth 6:49 PM (39 minutes ago)
to me

Hi Elle,

Thanks for reaching out!

We are available that Thursday and your event sounds great.

However, to make it worth the effort there are a few considerations:

1. Minimum 150 punters per stall
2. An accessible water source (preferred)
3. Nearby waste containers (preferred)
4. An accessible power port (I can bring my own 16V cables, I just need a place to plug in)
5. I would need to be sited between 2 and 3pm to give me enough time to set up and prep

If you can meet these requirements then fantastic! Drop us an email at enter@naania.co with more juicy details.

Oh and one last thing, we are 100% plant based and so we will not be able to cater to any guests that are looking for food of the meaty variety.

Looking forward to hearing from you!

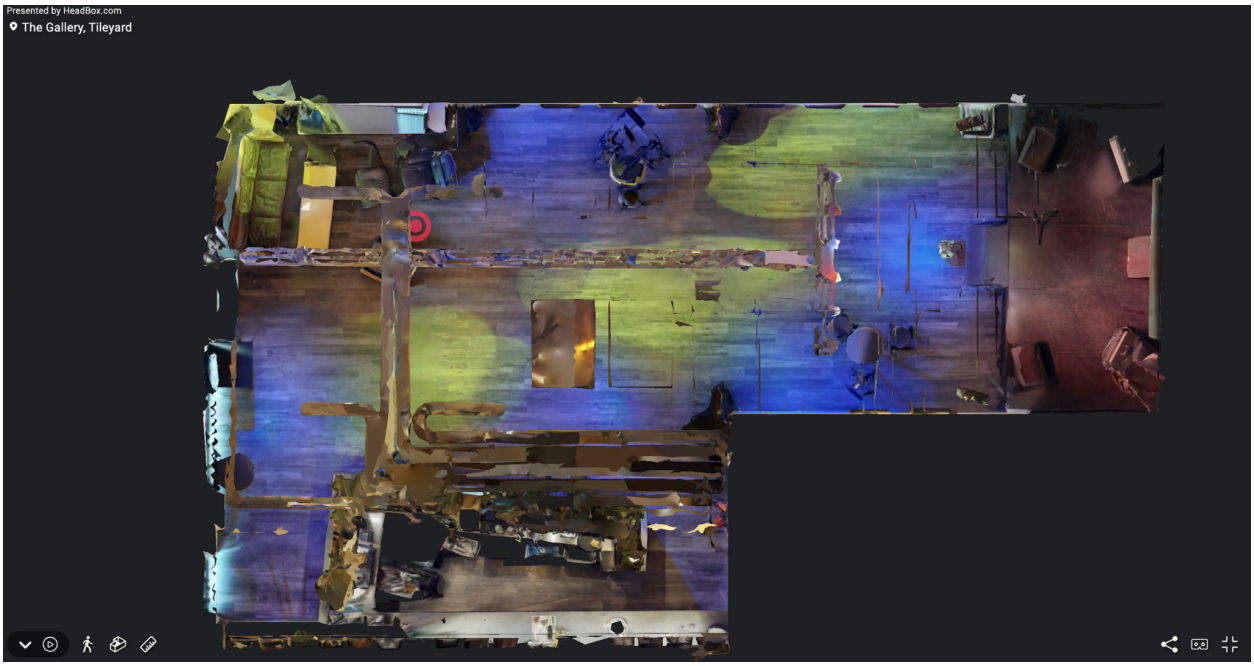
Dom

One attachment • Scanned by Gmail

Appendix F - email conversation between myself and food trader ‘Naania’ on their availability for the event

3.1 The Gallery

The Gallery is the ideal location to host panel discussions, and has played host to panel discussions previously for other events, such as The Power of Social Media event hosted in April (Tileyard, 2023).



Appendix G (link here) - floor map of The Gallery (Tileyard, n.d.).

Appendix H (link here) - suitable set up for panel talks in The Gallery (Tileyard, n.d.)

The Gallery - FUSION presents - panel talks

HOST:

- First choice: Jamie?
- Substitute:
  - Jamie Searls
  - Bryan Borcherds
  - Steve Lamacq (music presenter, DJ & journalist → deep understanding of fan behaviour & trends)
  - Chantelle Fiddy (music journalist, radio host, author)
  - Tasha Demi (music journalist, presenter & diversity advocate → worked in amplifying marginalized voices within the industry & understanding of challenges faced by underrepresented communities
  - Rebecca Williams (Education Director at TYE)

Panel 1: Young people and mental health in the industry
5pm - 6pm

Possible titles:

- Sound Minds: Nurturing Mental Health in the Next Generation of Musicians
- Breaking the Silence: Mental Health Challenges Amongst Emerging Artists
- Behind the Lyrics: Unraveling Mental Health Struggles in the Music Industry

Sub-topics / additional guidance for the host:

- The impact of social media (comparison, cyberbullying, pressure to maintain a certain image online)
- Navigating the competitive nature of the industry (stress, anxiety, and self-doubt among young artists)
- Balancing passion and mental health (avoiding burnout)
- Support systems and resources (identify existing resources; role of managers, mentors, and friends)
- Role of music labels and industry professionals (responsibilities; how can they create a supportive environment)
- Cultivating positive work environments (prioritizing mental health in studios, rehearsal spaces but also during tours and events)
- Addressing stigma and mental health awareness (ways to break the stigma; awareness campaigns and open discussions)
- Financial pressures and mental health (strategies for financial management, seeking support)
- Promotion of mental health education (integration in music schools and other institutions to prepare young musicians)
- Access to mental health services (accessibility, especially for those with limited resources)

Appendix I (link here) shows one page of the the schedule at The Gallery.

3.2 The Vinyl Cafe

The Vinyl Cafe will host live musicians, featuring booked artists and open slots for sign ups via the website. There have been past events hosted at The Vinyl Cafe previously, such as the L.O.L Comedy Night (Eventbrite, 2022). Floor plans are pending from the venue manager, and will need to be received to properly organise the venue ahead of the event.

The Vinyl Café

FUSION Presents- Open Mic featuring 'Acoustic Sessions'

The QR sign-up will be seen and available on Tile Yard's and the event organiser's social media pages. Posters will be up on other university campuses, local pubs etc.. to attract and reach out to musicians that want to perform at the event's open mic, 4pm-6pm. Artists are guided to submit a track in advance and their social media handle and, in return, offered a 10-minute slot to perform 1 or 2 songs. The deadline will be two weeks before the event to submit the track.

The provisional and desired lineup will be confirmed on the bookings of the local up and coming artists, and they will be performing after the open mic from 6pm-10pm. Line up below as follows:

Liseli B/Edina Mira/Amie Blue/Laura Roy/Lucy Bell

Timings & Programme:

THURSDAY 14 SEPTEMBER 2023 – THE VINYL CAFÉ
QR code sign ups - 10 minutes (2 songs each) with 5 min changeover
Booked artists – 30 min set with 10 min changeover
Headliner – 45 min set
(Artists to arrive by 30-20 minutes before their set starts)

Date	Time	Activity	Action
14/09/2023	4pm	Venue opens	
14/09/2023	4.15pm	QR code 1 - tbc nearer the event	
14/09/2023	4.30pm	QR code 20- tbc nearer the event	
14/09/2023	4.45pm	QR code 3 - tbc nearer the event	
14/09/2023	5pm	QR code 4 - tbc nearer the event	
14/09/2023	5.15pm	QR code 5 - tbc nearer the event	
14/09/2023	5.30pm	QR code 6 - tbc nearer the event	
14/09/2023	5.45pm	QR code 7- tbc nearer the event	
14/09/2023	6pm	Booked artist set up	

Appendix J (link here) shows the recommended schedule of The Vinyl Cafe

3.3. Campfire

The Campfire area will host several booked DJs and open slots where DJs can apply to perform ahead of the event. Technical details and requirements were obtained from the Campfire Venue Manager, Leo Elstob as part of email communications, shown in Appendix J. Floor plans are pending from the venue manager, and will need to be received to properly organise the venue ahead of the event.

Leo Elstob Fri, Jul 7, 6:01AM
to Emma, me

Hi Emma / Elle

I'm moving some stuff around to see if we have a free Saturday in September.
We have both our brand manager and venue manager moving on to new positions so everything is unfixed right now regarding CAMPFIRE

I will have a solid plan and can answer all you questions early next week Mon / Tues

HIRE FEE / CAPACITY
Hire would be free if you are having a free event, capacity is 200 seated and we can run to approx to 500 standing.
We usually offer a revenue share of the bar profits to co-promoters after we meet our 3K running costs on a Saturday
We run from 12-noon to 12midnight for events like this…. but you can start late finish early…. we usually have the most people onsite at 6-9pm

TECH EQUIPMENT
We have 2 x RCF 912 PA speakers on site, we usually hire backline from FX rentals - but there is John Herny's nearby too (one road up on Brewery Road)
If you are having a live pa - we can help organise what kit you need… basically you just need a mixer to put the mics and instruments into and then our speakers can plug straight into your output from that mixer.

GENERAL PLANNING
Do you want to meet me at Campfire and i can take you through everything?
I am there Djing every Wednesday at 5pm and could meet you 4pm to go through your plans.

EVENT NAME
I think you should come up with a stand-alone name that gives you something to build on if it's a success -
and we can have a strapline that says - TYE / Tileyard and Two Tribes present…
I don't think TRIBES, TRIBEFEST, TRIBEYARD work - it's too Two Tribes focused and sounds like it's our event.

MUTLI VENUE STUFF
We can put you in touch with all the other venues at Tileyard and help with how you can put together a multi-venue event.

buzz any time if you want to chat about how this all can work

Appendix K - Email exchange with Campfire venue manager

FUSION Presents - Campfire

Programming Document

Campfire will play host to multiple DJ sets from 4pm until 12am. The programming will feature a mixture of both specially booked DJs and open slots available for performers to sign up to. These open slots will by available via the website, directed to across online channels such as social media pages and via a QR sign-up on posters around Tileyard and the local area. DJs are guided to submit their music links and social media handles in advance, and in return will be offered a 30 minute slot to perform on the Campfire stage. The deadline will be two weeks before the event to submit the track.

The WIP line-up is as follows -

Soulcheeba, Maru Ten, Elrobo, Hannah Rose

Timings & Programme:

THURSDAY 14 SEPTEMBER 2023 – THE VINYL CAFÉ
QR code sign ups - 30 minutes
Booked DJs – 1 hour
(Artists to arrive by 30 minutes before their set starts)

Master of Ceremonies by Elle Bowen (Elrobo)

Date	Time	Activity	Action
14/09/2023	4pm	Venue opens	
14/09/2023	4pm	QR code 1 - tbc nearer the event	
14/09/2023	4.30pm	QR code 2 - tbc nearer the event	
14/09/2023	5pm	QR code 3 - tbc nearer the event	
14/09/2023	5.30pm	QR code 4 - tbc nearer the event	
14/09/2023	6pm	QR code 5 - tbc nearer the event	
14/09/2023	6.30pm	QR code 6 - tbc nearer the event	
14/09/2023	7pm	QR code 7 - tbc nearer the event	
14/09/2023	7.30pm	QR code 8 - tbc nearer the event	

Appendix L (link here) shows the recommended schedule of Campfire.

4. Key Stakeholders

It is crucial to always keep key stakeholders and their interests in the event in mind in order for the event to be sustainable and ensure the event is a success (Beech et. al., 2014, pp. 24-25). If one of these stakeholders shows dissatisfaction of the event in the planning stage, the event organiser runs the risk of not being able to launch it entirely. Key stakeholders for the event are as follows:

- The Gallery Venue Manager
- The Gallery Staff
- The Vinyl Cafe Venue Manager
- The Vinyl Cafe Staff
- Campfire Venue Manager (Leo Elstob)
- Campfire Staff
- Public
- Panel Speakers
- Hosts
- Artists
- DJs
- Islington Council
- Food Vendors
- Volunteers

5. Licensing

According to Islington Council (the borough Tileyard is located in) an Temporary Events Notice will need to be obtained in order to run the event. A Temporary Events Notice (TEN) is a licence designed for smaller events which propose the sale of alcohol, or provision of late night entertainment (Islington, n.d.). Appendix M (link here). shows a TEN form which would need to be completed and sent to Islington Council.

ISLINGTON

Temporary Event Notice

Before completing this notice, please read the guidance notes at the end of the notice. If you are completing this notice by hand, please write legibly in block capitals. In all cases, ensure that your answers are inside the boxes and written in black ink or typed. Use additional sheets if necessary. You should keep a copy of the completed notice for your records. You must send at least one copy of this notice to the licensing authority and additional copies must be sent to the chief officer of police and the local authority exercising environmental health functions for the area in which the premises are situated. The licensing authority will give to you written acknowledgement of the receipt of the notice.

I, the proposed premises user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry on a temporary activity at the premises described below.

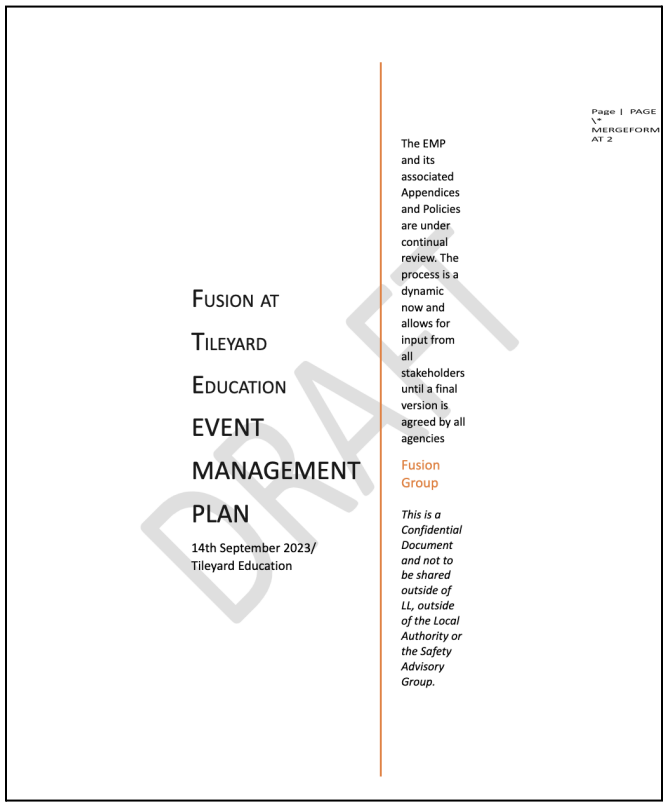
1. The personal details of premises user (Please read note 1)	
1. Your name	
Title	Mr☐ Mrs x Miss☐ Ms ☐ Other (please state)
Surname	Smith
Forenames	Giza
2. Previous names (Please enter details of any previous names or maiden names, if applicable. Please continue on a separate sheet if necessary)	
Title	Mr☐ Mrs ☐ Miss☐ Ms☐ Other (please state)
Surname	
Forenames	
3. Your date of birth	Day xx Month xx Year xxxx
4. Your place of birth	xxxxx
5. National Insurance Number	xxxxxxxxx
6. Your current address (We will use this address to correspond with you unless you complete the separate correspondence box below)	
11 xxxxx xxxxxx	
Post town xxxxx	Postcode xxxxx
7. Other contact details	
Telephone numbers Daytime	07xxxxxx
Evening (optional)	

Appendix M - TEN Application Form (Gov UK, n.d.).

6. Health & Safety

6.1 Event Management Plan

The Event Management Plan (EMP) will be shared with the Venue Managers and Islington Council, giving them full details of the event runtimes and key contact details. Appendix N shows the EMP document (link here).



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FUSION AT TILEYARD EDUCATION EVENT MANAGEMENT PLAN

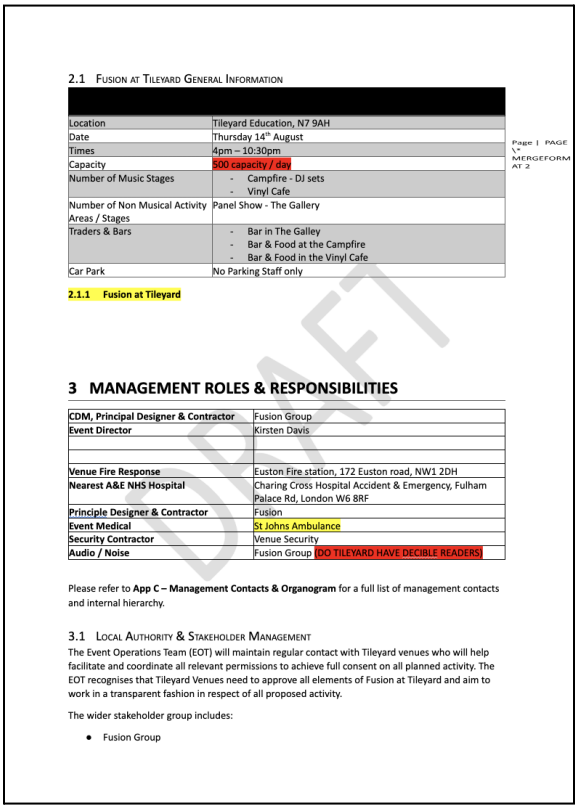
14th September 2023/ Tileyard Education

The EMP and its associated Appendices and Policies are under continual review. The process is a dynamic now and allows for input from all stakeholders until a final version is agreed by all agencies

Fusion Group

This is a Confidential Document and not to be shared outside of LL, outside of the Local Authority or the Safety Advisory Group.

DRAFT



2.1 FUSION AT TILEYARD GENERAL INFORMATION

Location	Tileyard Education, N7 9AH
Date	Thursday 14th August
Times	4pm – 10:30pm
Capacity	500 capacity / day
Number of Music Stages	- Campfire - DJ sets - Vinyl Cafe
Number of Non Musical Activity Areas / Stages	Panel Show - The Gallery
Traders & Bars	- Bar in The Galley - Bar & Food at the Campfire - Bar & Food in the Vinyl Cafe
Car Park	No Parking Staff only

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2.1.1 Fusion at Tileyard

3 MANAGEMENT ROLES & RESPONSIBILITIES

CDM, Principal Designer & Contractor	Fusion Group
Event Director	Kirsten Davis
Venue Fire Response	Euston Fire station, 172 Euston road, NW1 2DH
Nearest A&E NHS Hospital	Charing Cross Hospital Accident & Emergency, Fulham Palace Rd, London W6 8RF
Principle Designer & Contractor	Fusion
Event Medical	St Johns Ambulance
Security Contractor	Venue Security
Audio / Noise	Fusion Group (DO TILEYARD HAVE DECIBLE READERS)

Please refer to **App C – Management Contacts & Organogram** for a full list of management contacts and internal hierarchy.

3.1 LOCAL AUTHORITY & STAKEHOLDER MANAGEMENT

The Event Operations Team (EOT) will maintain regular contact with Tileyard venues who will help facilitate and coordinate all relevant permissions to achieve full consent on all planned activity. The EOT recognises that Tileyard Venues need to approve all elements of Fusion at Tileyard and aim to work in a transparent fashion in respect of all proposed activity.

The wider stakeholder group includes:

- Fusion Group

DRAFT

Appendix N - EMP

6.2 Risk Assessment

As per the venue requirements stated in Appendix O (link here) a risk assessment document will be required to launch the event, detailing all possible risks whether in control of the event organiser or not. It will be submitted to SAG in the local Islington authority.

RISK ASSESSMENT

The purpose of this risk assessment is to identify potential hazards and assess the level of risk associated with the *FUSION* at Tileyard event that will take place in King's Cross, London.

Event Name : FUSION at Tileyard
Date of Event: 14/09/23
Time: 4pm - 11pm
Location: Tileyard Road Kings Cross N79AH
Maximum attending: 440 + (60 Staff and volunteers)

The event will be held across three different venues at Tileyard:

- Campfire which is an open bar area - capacity of 200
- The Gallery - Capacity 70
- Vinyl Cafe - Capacity 125

Barriers will be installed at the reception area and the main entrance gate on Tileyard road, and at the vinyl cafe parking lot entrance to control the flow of attendees and prevent overcrowding. Security personnel supplied by the venues and contracted by the event team, will be stationed throughout the event venues, to monitor crowd behavior and respond to any potential incidents or altercations.

Numbers of Security guards:

Main entrance / reception area: 3

Campfire site: 2

Vinyl cafe area: 3

Number of staff/volunteer on site:

Main entrance/ reception: 3 ticketing assistants - 3 at main entrance checking wrist bands

Vinyl cafe area: 3 tech / 3 stewards (min.)

Gallery (Guest speakers panel): 3 Stewards

Campfire area: 3 tech / 4 stewards

			L	S	R		L	S	R	
1	**Overall site**									
1.1	**Medical Emergency** *Attendees & staff*	individual in need of immediate medical attention on site, injuries, deaths	**3**	**4**	**12**	1. Event Managers to source first aiders to deal with on-site medical situations, to include contacting emergency services or transporting to local A&E if necessary 2. Medical point to be placed in an easily accessible area. Ideally the Wellness center located near the reception area In - 2 first aider volunteers to be available at all times 3. Event staff at the different venues to be in radio contact in order to respond to emergency calls.	4	8	**5**	
1.2	**Adverse Weather** Unpredictable weather conditions could disrupt the event and pose safety hazards to attendees and staff. *Attendees and Staff*	Rain and wind disruptions - structure falling - hypothermia	2	3	**6**	1. Have a contingency plan in place for adverse weather, including the provision of sheltered areas and emergency evacuation procedures 2. Inform attendees in advance about potential weather conditions. 3. In case of storms, thunder and heavy rains, encourage attendees to seek shelter inside the venues.	1	2	**4**	
1.3	**Traffic Management** Public, performers and staff vehicles moving on site *Attendees and Staff*	Collision between vehicles and pedestrians	4	8	**10**	1. Regular inspection, ensure the road is monitored by event stewards to identify potential hazards promptly. 2. No public parking available 3. Contractors and artist clearly informed on parking area near the entrance gate and the reception area 4. Make sure security measures are in place to enforce site vehicle restrictions	**2**	**2**	**4**	

Appendix O - Risk Assessment

6.3 Show Stop Procedure

There are multiple reasons why the event may have to perform a ‘Show Stop’, such as adverse weather or crowd safety issues. The Show Stop procedure outline is at the end of the Risk Assessment document in Appendix O (link here). For the future, I would create a separate document for this to keep required documents organised correctly.

						3. Food vendors have to be Food hygiene certified. 4. Correct PPE to be worn whilst handling food.				

Show Stop Procedure

The event show stop procedure should be established to address any immediate threats or emergencies that may arise during the event. The authorized personnel will be responsible to initiate a Show Stop and ensure that all necessary steps are taken to safely evacuate attendees from the venues.

This procedure should include steps for quickly alerting staff and attendees, directing them to safe areas or exits. The event management team should have a comprehensive emergency management plan in place to handle any unforeseen circumstances. This plan should outline protocols for responding to medical emergencies, fires, severe weather conditions, and other potential risks.

The **temporary show stop** procedures will involve:

Immediately suspending the activities in the venue which incident took place and directing attendees to disperse and evacuate the venue in an orderly manner, while activating communication channels to inform attendees of the show stop and provide updates on the situation. Crowd management procedures should apply

Example of situation:

- Crowd issues / altercation
- Major technical issues causing risks to artist or public
- Crowd collapse
- Major Fire

- Terror threat
- Security breach
- Adverse weather

A **permanent show** stop would involve:

Immediately suspending all activities at the event and initiating an evacuation process of all three venues. *In case of fatal incidents, off site events, extreme weather conditions etc…* It would also involve directing attendees to evacuate the site and coordinate with emergency services if necessary.

The risk assessment for the FUSION at Tileyard event addresses the potential risks associated with mass gatherings and focuses on crowd management, venue safety, and emergency preparedness. This includes measures such as limiting crowd size and density, installing barriers to control crowd flow, ensuring clear signage and instructions for attendees, establishing a show stop procedure and having security personnel and staff trained to respond

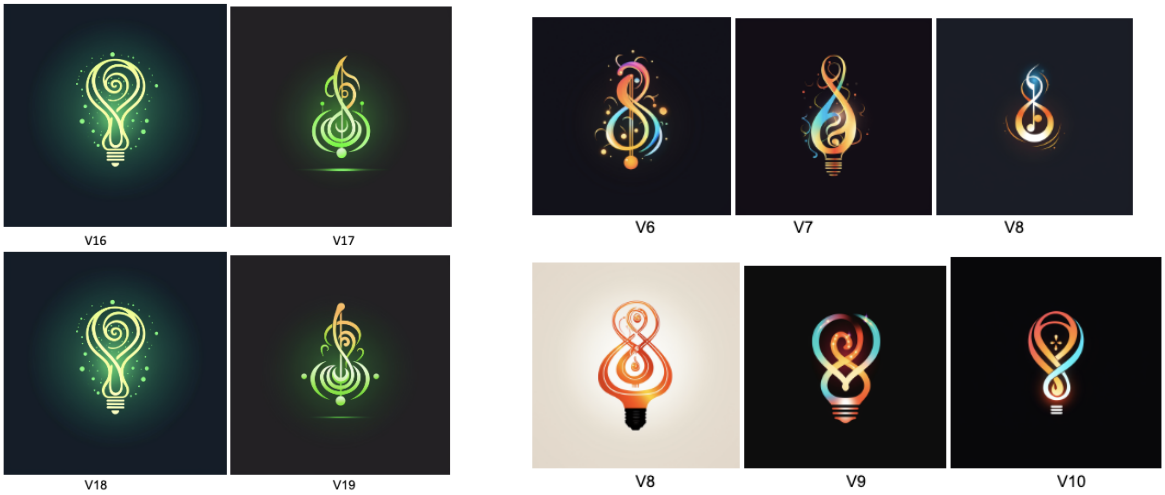
Appendix O - Show Stop Procedure in the Risk Assessment Doc

7. Marketing and Promotions

Marketing the event is a crucial task, particularly for a small scale event in a vibrant location. There are many events which happen at Tileyard, so it is essential to ensure the event stands out against the noise. For the future, I would recommend applying a deeper strategy to the marketing, branding and promotions in order to be able to successfully market the event. A simple SWOT analysis tool is extremely helpful in organising information by strengths, weaknesses, opportunities and threats, ensuring the event organiser analyses the event capabilities, competitors and consumer behaviours in order to market successfully (Preston, 2012, p. 64).

7.1 Branding

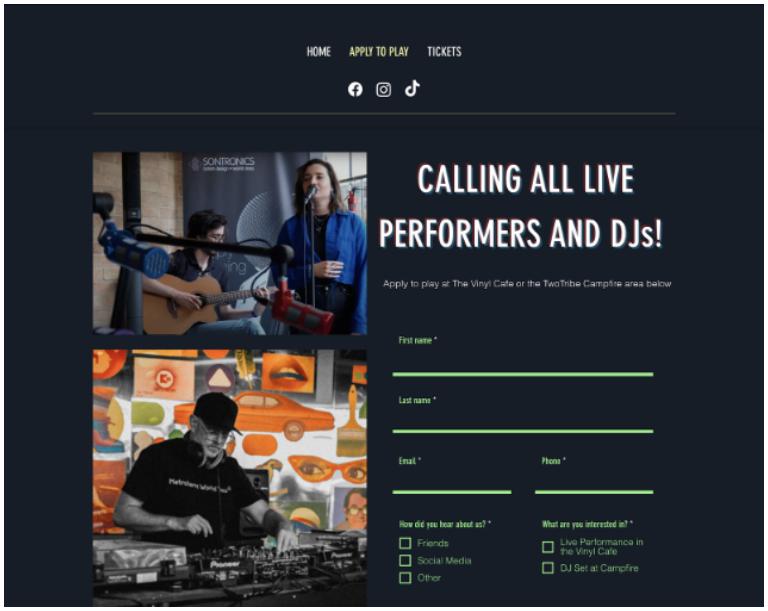
Anja created several potential logos for the event using Midjourney, as shown in Appendix P. A logo was chosen, and would be visible across all promotional material including the website, social pages and posters.



Appendix P - Logo ideas

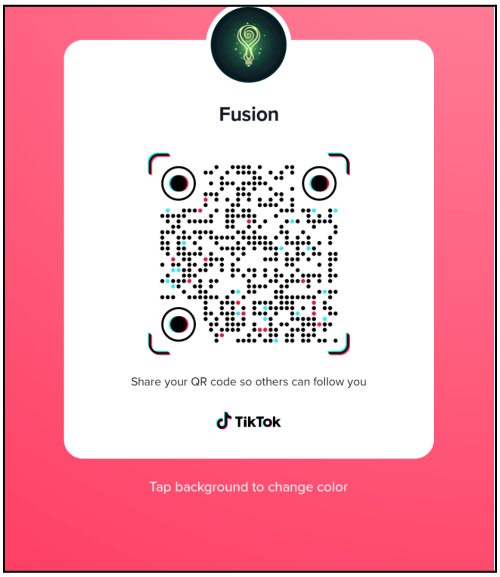
7.2 Online

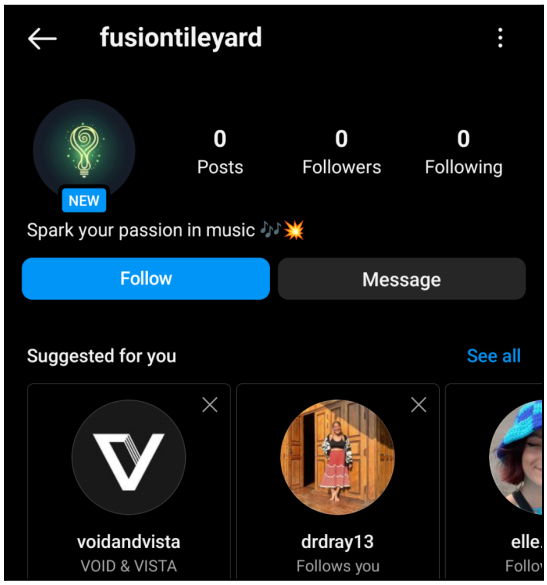
A website mock has been created (Appendix Q), which will act as the primary online destination to find out more information on the event. The website can be found here.

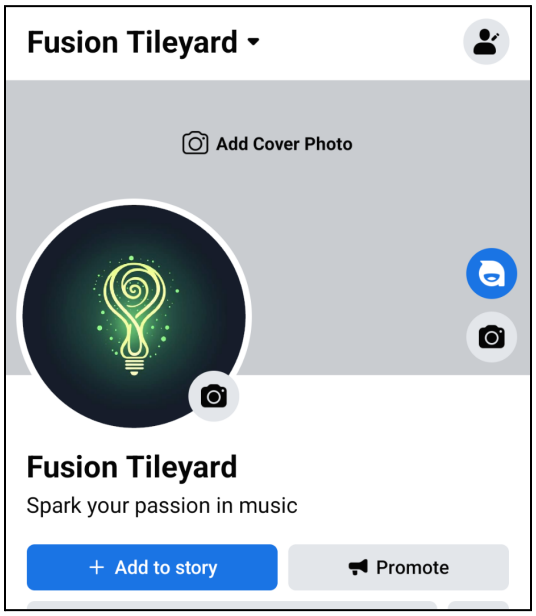


Appendix Q - Website mock (Fusion, n.d.).

Social Media pages (Appendix R) were also created in order to run paid social ads as well as create organic content. The type of content posted will be relevant and trending topics, resharing content from the artists and guests on the line up and sharing content captured on the day.







Appendix R - Social media pages

An email address was also created for the event - fusiontileyard@gmail.com, which will be promoted as the main contact for any customer queries. For the future, this email address should be part of the Project Management criteria with all email communications using the group email address to ensure all event organisers have access to email conversations.

7.3 Posters

Posters are an effective way of promoting local events. We will design a striking poster detailing all the key features of the event including:

- Event Name
- Date and time
- Line up snapshot
- Where to purchase tickets and prices
- Social media handles
- QR Code

Appendix S - QR code I generated, to be added to the posters so passersby can easily scan and submit their details to play at the event

7.4 Media and Marketing Plan

We set a small budget of £400 in total to promote the event on social and on posters across Tileyard and the local area. There will also be non-paid marketing strategies to promote the event including:

- Features in Tileyard Insider newsletter, accessing Tileyard's student and professionals email subscriber base
- PR communications to local music and creative businesses and media outlets to achieve editorial promotion. Targeted websites include The A&R Factory, XS Noize and The Playground

- Reaching out to local Influencer and Tastemakers around Tileyard to post on their own social channels
- Booked artists and panel speakers to promote event on their own social channels

Platform	Media	Start Date	End Date	Targeting		Primary KPI	TOTAL NET
PAID SOCIAL				Country	Targeting		
Social	First Announcement	August 2023	September 2023	London	London	Awareness	£200.00
Social	Retargeting	August 2023	September 2023	London	Interests	Clicks to Tickets	
Sub Total							£200
OOH							
Posters	Posters with QR code to website for artist & DJ sign ups	August 2023	September 2023	London	London, Manchester, Birmingham, etc.	Reach	£200.00
Digital Display Sub Total							£200
PR / EARNED MEDIA							
Tileyard Insider	Feature in a minimum of 4 Tileyard Insider Newsletters	August 2023	September 2023	All	NA	Email Sends	£0.00
PR	Emailing all relevant local music blogs, websites	August 2023	September 2023	London	NA	Article Write Ups	£0.00
Influencer Marketing	Contacting influencers and tastemakers around Tileyard for promotion (inlcuding businesses)	August 2023	September 2023	London	NA	Awareness	£0.00
Artists / Guests	2 x Social Media posts per Artist / DJ / Panel Speaker	August 2023	September 2023	London	NA	Awareness	£0.00
Fusion Socials	Capturing content on ground to use for event highlights and future promotion	September 2023	ongoing	London	NA	Awareness	£0.00
PR Sub Total							£0
MEDIA TOTAL							£400

Appendix T (link here) is a media and marketing plan I had created

7.5 Sponsors

A sponsor for the event would be beneficial for both the sponsor and the event organiser. The sponsor would have direct contact with up to 500 music students and music professionals, and the event would benefit from funding to reinvest into the experience.

Sound on Sound Magazine were the sponsor for Gear Fest, and will be on the hit list of sponsors to contact and sell a package.

Appendix U - Sponsorship Package ideas (in mood board)

8. Ticketing

Choosing the right ticketing partner is essential for an event where multiple venues with their own capacities are in place. Some options for the ticketing partners and key features based on Kirsten's research include:

- Eventbrite (preferred)
    - £40 for unlimited tickets

- Ticketsource
    - Booking fee, to be absorbed by customer
- Eventix
    - Booking fee based on %, to be absorbed by customer
- Ticket Bud
    - 2% ticket fee, 2.9% process fee

As with all events, there is the risk that there would be a crowd surge to one particular venue so it is crucial to allocate the correct number of tickets per venue. Some of the group members suggested selling 500 tickets to access all areas, however this raises crowd safety concerns for The Gallery and the Vinyl Cafe which would have 70 and 200 respectively.

As a solution, I would recommend:

- 500 tickets (standing) on sale for Campfire (£5)
- 70 tickets (seated) on sale for The Gallery (+£5 add-on)
- 200 tickets (standing) on sale for The Vinyl Cafe (+£3 add-on)

This ticketing system whereby attendees purchase add-ons to a basic ticket would ensure we do not go over capacity at the smaller venues.

9. Financing and Budget

A WIP budget sheet had been created by Kirsten to keep a track of event costs, as shown in Appendix T. The budget sheet is not yet tracking revenue through potential ticket sales and sponsorship packages, so I would recommend using a templated version for the budget sheet, which includes ready made formulas and visual graphs to easily keep a track on profit margins.

A	B	C	D
	BUDGET		
VENUES RUNNING COST			SATURDAY RUNNING COST
	CAMPFIRE		£3,000
		DJs (x 4 - £50 each per hour)	£200
	THE GALLERY		
		SECURITY	£20P/H + VAT PER PERSON
		SOUND & LIGHT TECHS	£20+P/H + VAT PER PERSON
		BAR STAFF	£12 P/H + VAT PERSON
	VINYL CAFÉ		
	EVENT MANAGERS		MIN £150 P/D
	EVENT PRODUCERS		10% - 20% of the total cost
	ARTIST LIASION/LEAD BOOKER		6% of Ticket sold - 20-35% sales at the bar
	WEBSITE DESIGN		WIX FREE (OR £14 P/MONTH FOR PREMIUM)
	PANELISTS		LOTS OF RESEARCH TELLS US TO PAY £500 FOR NEW STARTER SPEAKER BEST TO BARTER
	ARTISTS		acoustic up to £50 p/h
	PANEL MODERATOR		£100 per hour - they need to prep and keep the convo flowing lots of work and that low
	EQUIPMENT HIRE		Venue has preferred supplier but - we should be able to hire PA from Tileyard - maybe free as students
	PHOTOGRAPHER		£250 for student photographer? beginners - £100? P/H
	VIDEOGRAPHER		£300 for a full day - student - so maybe £150 for the event - Also have seen £40 p/h do we want set up video?
	FOOD VENDORS?		
MARKETING			
	SOCIAL MEDIA BUDGET		£200
	POSTERS W/ QR CODES		£200
	VOLUNTEERS		https://forms.gle/zuvGiVi3sEuPrV4W8 - SIGN UPS FOR VOLUNTEERS - HOPEFULLY A WAY TO SAVE MONEY
TICKETING			
	Eventbrite	£40 for Unlimited tickets	
	Ticketsource	Booking fee - can be absorbed by us or customer	
	Eventix	booking free including VAT $0.55 + 5.5% per sold ticket	
	Ticket Bud	2.0% ticket fee - 2.9% processing free	

Appendix V - WIP Budget Sheet

10. Final Reflection

Whilst good progress has been made for planning the event with much of the groundwork done, there are a lot of learnings to take from this project. The key learning is to ensure a Project Manager is assigned, as the lack of this role was noticeable throughout the process. The lack of role resulted in long decision-making and unclear communication. A clear strategy of timelines from the start, with the use of a Gantt chart, showing what tasks need to be completed by when.This would have helped us work towards a common goal rather than in a siloed way.

Before the event takes place, an evaluation would be critical to ensure all event organisers are observing, measuring, and monitoring the implementation of the festival, deciding whether the event should go ahead. To be objective, using a third party could be an option (Bowdin et al., 2011, p. 191). At its current stage, I would conclude the

event needs refinement from an organisational perspective before launching, which I believe is achievable but perhaps not in the current time frame. Therefore, I recommend moving the proposed event date by one to two months to ensure these strategic processes can be implemented.

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