

Portfolio 2

**for a one-day cross-media
cultural live event “FUSION”
held at Tileyard Studios**

submitted at
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1. Introduction

Fusion Group, the organizing group of six female industry professionals behind the creation of the eponymous Fusion music event was briefed to hold a one-day cross-media cultural live event at Tileyard Studios. The following portfolio leads through all the key records created for the successful implementation of the event. To avoid overlength caused by too many attachments in the appendix links to the corresponding folders and documents in the organization team's shared Google Drive folder are referenced instead.

The first meetings consisted of joint brainstorming activities, starting with the basic concept of the event, possible venues, other involved actors, and the naming. It was soon agreed that there would be multiple programming at different Tileyard venues, specifically the Gallery (Tileyard, 2023b), the Vinyl Café (Tileyard, 2019b), and the Campfire (Tileyard, 2021), to bring together and celebrate diverse talent from the Tileyard community and outside. This should happen during panel discussions as well as musical performances of electronic and acoustic nature. For the acoustic sets, there should be a few slots that artists can sign up or apply for so that we can include up-and-coming musicians that we are not aware of yet. This coming together of diverse artists and industry professionals should also be reflected in the name. At first, it was decided to call the event "Tribes Fest", but after the Tileyard community told us not to orientate ourselves too much to TwoTribes (Tileyard, 2019a), we changed the name to "Fusion". It was not until much later, in the course of another vote, that the decision was made for the associated tagline, namely "Spark your passion in music".

Another important point of discussion was the date to be chosen. The idea from the beginning was that the event should start in the afternoon and be over before midnight. However, at first, it was planned to hold the event on a weekend. Again, we were advised by the Tileyard community that a weekday date would result in greater attendance. Accordingly, Thursday, September 14, 2023, and a time of 4 pm to 11 pm was selected. While initially it was planned as if the event would actually take place on this date, we were later informed that all three required venues were no longer free and available at the same time on any weekend or Thursday in September this year. Accordingly, the date would have to be adjusted again upon actual implementation. Moreover, since during the main planning period of the FUSION organization, GearFest UK 2023 (Tileyard, 2023a) was being held at Tileyard at the same time, the group was able to look to their organization and implementation for some guidance.

In the course of the further planning steps, the mood board and event kit were constantly updated and supplemented, for example, with concrete ideas for members and hosts of the panel discussions, DJs and acoustic performers or logo ideas as well as social media handles and the like. The evidence for the steps just described can be accessed via the links below:

- **Moodboard / Event Kit:**

https://docs.google.com/presentation/d/1li_JAAEHCzJM48LjkNSJYO6rdhcZXzISZSpfm4IDRro/edit?usp=sharing

- **Meeting minutes:**

https://drive.google.com/drive/folders/1bL3ouBZjM3t5mVxYQJjuUEAqPPTfCax8?usp=share_link

2. Event Management Planning

As the planning steps continued, additional documents were created, such as a comprehensive event management plan and a rough budget breakdown. The latter considers the basic venue running costs, as well as the payment of individual contributors, marketing expenses, and other costs that may be incurred. A completed Temporary Events Notice (TEN) (GOV.UK, 2023) application form was also required, as we planned for the event to always have less than 500 attendees as well as sell alcohol. The evidence for the steps just described can be accessed via the links below:

- **Event Management Plan:**

https://docs.google.com/document/d/1U4KgKEEiB_36bxc4G511UIAoEgA5lc2e/edit?usp=sharing&ouid=100254818684264616489&rtpof=true&sd=true

- **Budget:** <https://docs.google.com/spreadsheets/d/1D4dfnoCCKYS0HPRXqgd790kDP-j85WRt/edit?usp=sharing&ouid=100254818684264616489&rtpof=true&sd=true>

- **TEN Licence Application form:** https://docs.google.com/document/d/1hG8-oTDgSHzRJ8aa5JJhDk8NQGe-i_8F/edit?usp=sharing&ouid=100254818684264616489&rtpof=true&sd=true

3. Health and Safety

As with any event, the health, safety, and well-being of the visitors as well as the organizers and other staff members play an essential role. This is especially true for an event that spans three different venues. Accordingly, a comprehensive risk assessment was carried out and site

maps were created for the different locations. An additional document with relevant information about each venue was also compiled. The evidence for the steps just described can be accessed via the links below:

- **Risk assessment:** <https://docs.google.com/document/d/1fcA3HiDeKS8M-478ANHfUAJ7sbe2qpgNA33iycrz2Bk/edit?usp=sharing>
- **Site map:**
https://docs.google.com/document/d/1H_tjYIYzPQItGQwYC6OYvc0PxH2HrKo/edit?usp=sharing&ouid=100254818684264616489&rtpof=true&sd=true
- **Venue information:**
https://docs.google.com/spreadsheets/d/15kT7GWWmJ_8ePAjLDCKTOpdzayEjNhjt/edit?usp=sharing&ouid=100254818684264616489&rtpof=true&sd=true

In addition, the following image of the Gallery as one of the event venues should better illustrate the rough layout of the location for the panel talks. Optimally, the actual floor plans would be shown here instead.

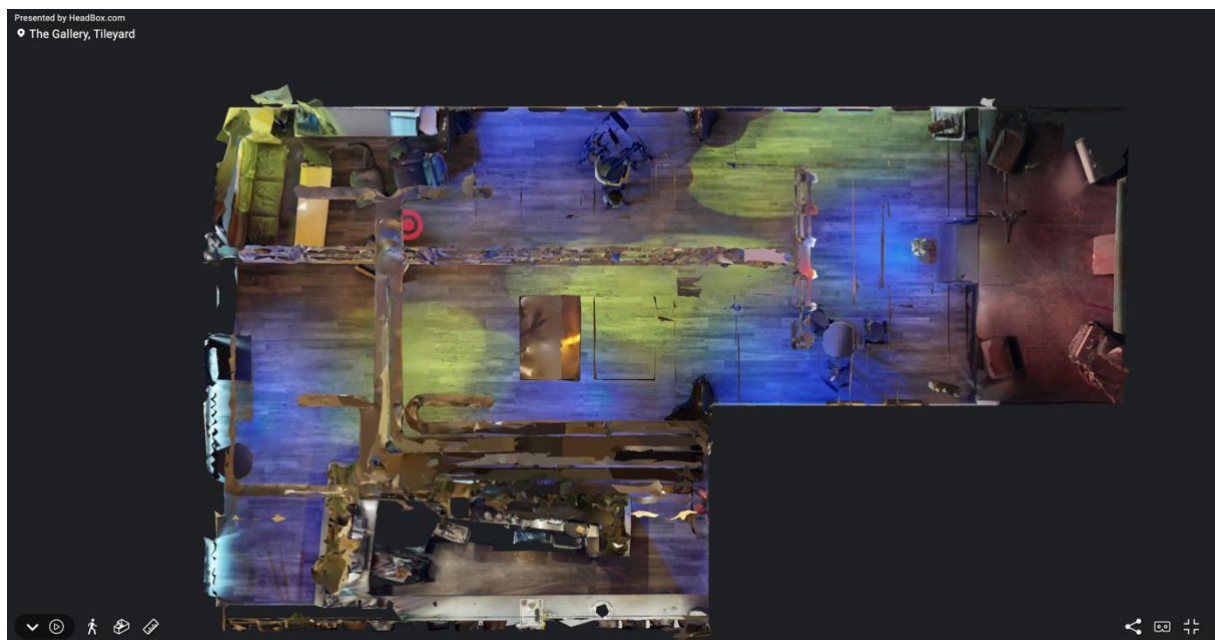


Figure 1: Provisional floor map to better represent one of the event locations, namely the Gallery at Tileyard.

4. Programming and Logistics

Regarding the program, three different programs with different start times had to be created due to the event concept. Details can be found in the schedule and logistics overview document as

well as in the dedicated documents for each venue. Specifically, there will be live acoustic music from 4:15 pm onwards at the Vinyl Café, the panel talks will start at 5 pm at the Gallery and the DJs will play from 6 pm at the Campfire.

One difficulty that arose during the planning process was the question of how to ensure that, with 440 potential visitors, the Gallery would not be completely overrun, or that people who would have liked to hear a certain discussion would not be able to get into the venue, even though they had paid the same ticket price. This challenge is solved in such a way that an access ticket to a specific panel talk can only be obtained on-site at a small extra charge. This way we always know how many listeners to expect at a session and everyone has an equal opportunity to secure a place. The evidence for the steps just described can be accessed via the links below:

- **Schedule and logistics overview:**

https://docs.google.com/document/d/1JnMrbxjivwsPB_KG019kCZeznFvXFwHi/edit?usp=sharing&ouid=100254818684264616489&rtpof=true&sd=true

- **Programming document for the Campfire:**

<https://docs.google.com/document/d/1wiVObqviox9RWAEGZnHpfHxQa6e5PT3tVim7JXJrzYo/edit?usp=sharing>

- **Programming document for the Gallery:**

https://docs.google.com/document/d/1Z3MNmsaY_vixwaY2dBPjVhTDRNLUavRW/edit?usp=sharing&ouid=100254818684264616489&rtpof=true&sd=true

- **Programming document for the Vinyl Café:**

<https://docs.google.com/document/d/1RLjYjTEz9Ae3G8psm1MjjTCQulCiNLGQNtvbhbmF7U/edit?usp=sharing>

5. Marketing and Promotion

To present a uniform image and attract as many visitors as possible, on the one hand, a separate logo was created for the event and the organizing group. While the initial logo designs (see mood board) were a bit too corporate for the target group we had in mind, we were then more drawn towards a modern, simple logo that combines the elements of the clef, a light bulb, and spark symbols. In this way, the idea of the coming together of different groups – industry as well as art – should be well represented. In terms of colour, we wanted to follow Tileyard's corporate identity to show the connection also visually.

On the other hand, a website was set up and corresponding social media channels were created on Facebook and Instagram. To be able to use these channels in a meaningful way, a rough marketing and media plan with a corresponding audience to be targeted was compiled. The last step was the creation of drafts for individual analogue documents such as flyers. The evidence for the steps just described can be accessed via the links below:

- **Marketing and Media Plan:**

<https://docs.google.com/spreadsheets/d/1xahqy4hR6hdwYSWhxmRct-L2H9P4lo8f/edit?usp=sharing&ouid=100254818684264616489&rtpof=true&sd=true>

- **Website:** <https://fusiontileyard.wixsite.com/fusion>

- **Related artwork:**

<https://drive.google.com/drive/folders/1jiXFs29uwpcTywMYPWg3WahDNJLtY2?usp=sharing>

6. Personal Reflective Summary

Since we were, fortunately, quite a large group as a core planning team, the individual tasks to be completed could be divided up very well. For my part, I was involved primarily in the planning of the panel discussion on the one hand, and certain marketing-related tasks and aspects on the other.

Regarding the panel discussions, I did a lot of research on which topics might be relevant and which speakers and hosts might be appropriate accordingly. The difficult part was to estimate how renowned the respective participants should be. On the one hand, this has to do with the fact that we do not have a huge budget for the first event and, of course, the availability of very renowned industry professionals is limited. Fortunately, however, suggestions came from other group members as well as from the Tileyard community. The final proposal for panel discussion topics, possible sub-categories, and speakers including a detailed list of the relevance of the chosen subjects as well as the necessary expertise of the proposed panel discussion members thus came from me.

Regarding marketing, among other things, I was responsible for creating the logo for the event and us the organizing team. Apart from that, I was responsible for the creation of individual artworks, such as appealing flyers, roll-ups, and even a stage backdrop. I must note here that as a non-Brit and without any significant practical experience in the live event management field,

I felt quite challenged with the overall assignment – especially in terms of licensing and risk management. This is less about language differences or difficult-to-understand terminology, but more about the unfamiliar regulations and country-specific requirements. Accordingly, I am very grateful that I was able to concentrate more on activities in the creative or program compiling area, while my team colleagues did the main work in the other areas.

Thus, in the really deep organizational areas of a live event of this magnitude and beyond, I can definitely expand my skills. Nevertheless, thanks to this project, I have noticed once again that I prefer to be involved in the creative conception as well as considerations in terms of marketing, target groups, external appearance, and visual assets at live events.

Bibliography

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Tileyard (2019a) *Two tribes* - Tileyard. Available at: <https://tileyard.co.uk/community/two-tribes/> (Accessed: 28 July 2023).

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Tileyard (2023a) *GearFest UK 2023* - Tileyard. Available at: <https://tileyard.co.uk/events/gearfest-uk-2023/> (Accessed: 28 July 2023).

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