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MA MUSIC BUSINESS
MUSIC AND EVENT MANAGEMENT
BMYT7005
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PORTFOLIO 2

INTRO/DESCRIPTION
DATE June 1st 2022 - Location The Gallery and Vinyl Café

The MA Music class of '22 is planning a Tileyard based event.We are aiming to showcase the student's musical talent, the educational facilities, and opportunities available at Tileyard ,whilst highlighting and promoting the companies resident there.Using as many resources as Tileyard has to offer, we want to make it a 'free' event.We will collect donations; with 50% of the proceeds going to one of our chosen charities.

We had four charities to choose from; 'Music Declares Emergency'(Musicians and music professionals call for the government to deal with climate change and net zero emissions by 2030)

'Music in Mind', (Music as an aid to public health and well being),

'Power Up' in conjunction with prsfoundation.com - A long term initiative that supports black music creators, industry professionals and executives while addressing racial disparities in the music sector.

Finally, 'Small Green Shoots' - a charity that helps young people in compromised or difficult circumstances gain access to the creative 'grants, allowing the young people ('The Shoots') to build a career instead of just getting a job. This the charity we went for in the end.

We propose a day of activities starting from 12 noon until 11pm featuring talks/discussion and interviews (12 - 5-6pm) with music professionals who are either resident at Tileyard or invited onto the premises. This will be followed by performances in The Gallery and Vinyl Cafe (5 -6pm - 11pm) featuring students from the MA Business class and the Songwriters/ Producers class .

Performances in The Gallery will be of a 'heavier' nature ;rock/pop, rap, DJ's etc..And Vinyl Café will be more focused on acoustic sets in the back room, with the restaurant area acting as a place for people to net work and socialise freely with live music in background .

PERFORMERS/SPEAKERS

We intend to reach out to some of the mentors and prominent Tileyard community members to contribute to our daytime talks/discussions. We want as many people/ participants to attend our event as possible, so with that in mind we will also be looking for 'headliners' outside of the Tileyard Community to attract a wider audience. Some of the team have industry experience and connections with established musicians/artists and we want to capitalise on that. The performers/speakers will be introduced and interviewed by members of the music business class.

SUGGESTED PARTNERSHIPS/ SPONSORS

The event is going to rely on donations. Partnerships and sponsorships ..so the group discussed how we could use Tileyard's facilities , Tileyard education, and the two companies that regularly are involved in events on site.

TYX / Tileyard / Tileyard Education

The funding and location, in return for providing this service and advertising the vast Tileyard Community. We particularly want to focus on Tileyard education for incoming/ aspiring future students.

OStereo

This company based at Tileyard, run an established monthly networking eventuate Campfire. We will approach in sponsoring or linking with our team to run the networking aspect of our event.

Two Tribes / Camp / Vinyl

A limited edition Two Tribes beer can (with custom name and brand logo). This would bring with it a symbolic marketing plan with Two Tribes .

Food provided by Campfire and Vinyl catering - They will retain revenue from Food and drink.

EQUIPMENT/RESOURCES
(Gallery)

Chairs, 2x Microphones set up for daytime talks , with the event poster or logo as a backdrop, (Sound system PA).

Microphones (+ mic leads) and mic stand , Small drum kit / percussion . 1 keyboard. 1 Guitar amp.

All the musical equipment will be provided by Tileyard ..except if musicians want to bring in their own instruments.
Security for both venues - The thought was to bring outside security in.

ELEVATOR PITCHES

'Demo Fest' is a Tileyard based day-long event put together by the MA Music Business students to showcase the emerging talent of the '22 class. Educational talks and a music showcase will take place between The Gallery and The Vinyl Cafe . The targeted audience is Tileyard based professionals/residents, 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 'Demo Fest' , a dynamic event at Tileyard Complex, to showcase our musical talents, inspiring minds ,and our facilities for aspiring and like - minded music enthusiasts. We have artists from the student body performing. Ranging from DJ sets,Rock & Pop, bands , acoustic sets and hip hop etc…At Vinyl Café and The Gallery , who will attract all around the Tileyard community + external guests.This is a great opportunity to show Tileyard's potential and promote our members to a wide audience . Here you will come into play: we would like to offer you the chance to join our event as an official sponsor ,to engage with new customers and expose your brand.

SITE/LOCATION

We are using The Gallery and Vinyl Café both of which already have drinks licences. The curfew is 11pm with both venues.
The entire site and its staff are used to hosting large events .

.Access will be from the main roads; coming from either Vale Royal or Tileyard Rd.

Appendix A

The Gallery

Vinyl Cafe

The risk assessment highlighted below is a necessary document that is needed when putting on an event for the protection of the people and staff.Obviously this event would be on a small scale .

Appendix B

Demo Fest @ Tileyard
RISK ASSESSMENT

DATE: 1/06/2022	DEPT/LOCATION: Tileyard Education
EVENT SITE: Gallery, Vinyl Cafe ASSESSMENT TYPE: Risk Assessment	

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

Risk Assessment Grading

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 Manager

	Risk	Assessment of Risk (Assume NO controls in place)			Controls	Resources Required	Assessment of Residual Risk (Control measures in place)			Further Action	Owner(s)
		Likelihood	Severity	Risk Rating			Likelihood	Severity	Residual Risk Rating		
1	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
2	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
3	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

RISK ASSESSMENT

4	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
5	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 audience. Make sure all exits are clear.	E, S
6	Crushing	2	3	6	Ensure 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
7	Falling	3	2	6	Ensure no equipment is out of place and there's 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

Appendix C

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

We want to host this event with as little expenditure as possible.Therefore the budget features what the actual fees would be if we were to do it outside of our current remit.

Appendix D

Event Budget for Demo Fest

EXPENSES

TOTAL EXPENSES	Estimated	Actual
	£4,064.00	£345.00

Site	Estimated	Actual
Venue hire	£2,000.00	£0.00
Security	£200.00	£200.00
PA Equipment	£50.00	£0.00
Cables	£50.00	£0.00
Microphones Rental	£8.00	£0.00
Monitors	£40.00	£0.00
Mixing Boards	£80.00	£0.00
Total	£2,428.00	£200.00

Miscellaneous	Estimated	Actual
Transport	£125.00	£125.00
Lanyards	£10.00	£10.00
Total	£135.00	£135.00

Staff	Estimated	Actual
Host Room 1 - Gallery	£115.00	£0.00
Host Room 2 - Vinyl Café	£60.00	£0.00
Sound Engineer	£60.00	£0.00
Site Manager	£120.00	£0.00
First Aid Responder	£96.00	£0.00
Photographer	£150.00	£0.00
Ticket Checker	£115.00	£0.00
Total	£716.00	£0.00

Refreshments for staff	Estimated	Actual
Food	£300.00	£0.00
Drinks	£125.00	£0.00
Total	£425.00	£0.00

Programme	Estimated	Actual
Performers	£0.00	£0.00
Speakers	£250.00	£0.00
Total	£250.00	£0.00

Creative Assets		
Graphics work	£50.00	£0.00
Stickers	£10.00	£10.00
Poster Printing	£60.00	£0.00
Total	£110.00	£10.00

Throughout this project, meetings have been documented

Appendix E

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 team to decide who should play
- Following up with Harry and Steve to confirm 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 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

Minutes: Project Check-In Meeting

28th March 2022

Members present: Róisín Doyle-Bakare, Fanchon Dehillotte, Justine Perret, Valerie Etienne, Tom Parke, Kieran Sienko
Via Zoom: Marta Teolato, Adam Zanotti

Discussion and Next Steps

Used the agenda created prior to meeting to address following issues:

1. Asset evaluation
    - Confirmed that everyone in the group has access to all assets in the Google Drive
    - Programme needs re-doing
    - Kieran has added licensing to the drive

2. Budget and ticketing clarification
    - Ticketing comparison to be uploaded today by Zanotti
    - Confirmed tickets will be free with voluntary donation
    - Confirmed all donations will be given to charity and not for recoupment- this will be covered by Tileyard Education
    - Confirmed that budget decisions have been researched by the team, with choices updated
    - Addressing issues in budget
        - Potential expenses
            - Covering travel expenses for non-student artists and speakers- highest expense scenario for transport worked out as £125
            - Security - approx. £200
            - Flyers, stickers, and lanyards
        - Performers do not need to be paid as it is a charity fundraiser
        - Video production not needed, covered by social media team
        - Estimated vs. actual
            - How much it will cost roughly if we were paying for the service vs. what we are actually paying

3. Programme and scheduling
    - Confirmed: 9 acts for Vinyl, 7 for Gallery
    - Confirmed that Fanchon has created a 'flow' unity to the order of the programming
    - Equipment
        - Equipment lists gathered by info collected in performer submission form
        - Likely to be provided by Tileyard
        - Will still need two keyboards for each venue
    - Craig assigned programming

        - Craig was to insert a start time and end time and to figure out how long to give people. Team decided that 15 minutes per person will not work. This now needs to be fixed by Fanchon.
    - Timings confirmed
        - 10:15-30pm end time aim to allow for overtime, plan to finish by 11pm
        - Set up with start at 5:30pm
        - 35 minute sets in The Gallery
        - 20 minute sets in Vinyl
    - Interviews
        - Val and Craig to gather questions
        - Val to conduct interviews and to create a preliminary schedule for talks

4. Marketing decisions
    - Colours fit with aesthetic with rough demo and summer vibes
    - Social media
        - Instagram focus
        - Not venturing into TikTok
    - Physical flyers and stickers around the community
    - The use of QR codes
        - One for posters and stickers to bring you to the website for ticketing
        - Using dynamic QR codes that change which link they lead to and monitoring who is scanning them etc.
        - One on the night at the entrance that take you to a web page that has info on the performers and programme
    - Marketing to target audience
        - Utilising partners and sponsors existing audiences
        - Internally pushing it with promotion, basic hashtags etc.
        - Reaching out to our own friends etc.

Having gathered all the necessary documentation , to put on the event , we then decided to think about the people we wanted to come and talk.. I have established links in the music industry and as part of the Artist / Liaison team, I put myself forward to get some of my friends to come and have a chat/interview. There are couple of ‘big names’ amongst them.To attract as many people as possible.

Appendix F

Demo fest - June 1st 2022 TBC.

The Gallery - Talks/Discussion

1 **Gilles Peterson** (INTERESTED)
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 (CONFIRMED) Bass Player with a Vast amount of experience ..Has played with an eclectic mix of Artists.. Hans Zimmer , Squeeze, Sting, Paul Weller , Robbie Williams, Dave Stewart… 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** (CONFIRMED)
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 date too)

https://www.skioakenfull.com/

https://www.facebook.com/skioakenfull

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

4.**Paul Weller** (AWAITING RESPONSE)
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/

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

https://www.facebook.com/paulweller

I added a running order..With Paul Weller headlining .He is still to be confirmed.Having such a huge name would make our event a real crowd puller. The other three are big names within their field, and already have a large following within their own right.

Appendix G

TALKS TIMETABLE

12.15 - 1.00pm	Dominic 'Ski' Oakenfull Musician, Producer Head of curriculum at Point Blank Music School	'Song Deconstruction' LIVE With Valerie Etienne (MA Music Business)
1.15 - 2.15pm	Gilles Peterson DJ, Broadcaster, Label Owner Founder of Brownswood Records, Worldwide FM, and We Out Here.	Chat /Interview Q & A (Interviewed by Valerie Etienne)
2.30 - 3.30pm	Yolanda Charles MBE World Renowned Bassist, Band leader Session Musician , Educator	Talk / Interview 'Women in Music' Q & A (interviewed by Valerie Etienne)
3.45 - 4.00pm	TBC	TBC
4.15 - 5.30PM	Paul Weller Musician The Jam , The Style Council	Performance/Chat/Interview '50 years of Music ' 'Magic: A Journal of Song' (Interviewed by Dylan Jones) TBC

As mentioned in our project minutes/notes we're reaching out to the Tileyard Student body ,amongst them, many musicians, singer songwriters & band members. A performer submission form was compiled ,to find out who was interested and to share their details ,social media and music.

Appendix H

Performer submission

Please let us know if you would be interested in potentially performing on June 1st Tileyard event. Feel free to ask questions and leave comments, we'll get back to you asap!

Email *

Valid email

This form is collecting emails. Change settings

Full name and performer name (if different from full name) *

Short answer text

How would you describe your music style / genre? *

Short answer text

Would you prefer to perform a casual set in Vinyl Café, or a gig-style performance in The Gallery?

- The Gallery
- Vinyl Café
- No Preference

What equipment would you need to perform? *

Long answer text

Will you be performing solo or in a group? *

- Solo
- Group
- Other...

Do you have live performance experience?

- Yes

Approx. how long could your set be?

Short answer text

Please include any links to your music, socials, website etc. here

Long answer text

Are there any guest speakers you would be particularly interested in hearing at the event?

Paragraph

Long answer text

Any further comments / questions?

Long answer text

We had loads of responses , most wanted to play for as long as possible , but we had to curate the performances and allocate a set time each, allowing for changeover of equipment etc..in between sets

Appendices I and J

ARTIST PROGRAMME

10 x 6 = 1h (for breaks)

5.30pm - 10pm = 5h30 - 1h = 240 minutes / 7 acts= roughly 35 minutes per gallery set

Start at 5.30 pm

20 minutes set in vinyl with 5 minute breaks

35 minutes in gallery with 10 minute breaks . Hoping to end earlier in vinyl so that people naturally

flow towards the gallery where music will still be playing

Appendix I

	Act Name	Location	Set Time	Equipment Required	Relation to Tileyard
1	Zanotti	The Gallery	5.30pm - 6pm (30 minutes)	1 vocal and backing tracks	Music Business MA
	break		6pm - 6.10pm (10 minutes)		
2	The Confederate Dead		6.10pm - 6.45pm (35 minutes)	Band - drum kit, bass amp, two vocals	Vittorio (guitarist) from the Production MA
	break		6.45pm - 6.55pm (10 minutes)		
3	Robbinson's Village		6.55pm - 7.30pm (35 minutes)	Mixer and DI box	James from Production MA

break			7.30pm - 7.40pm (10 minutes)		
4	Giack Bazz		7.40pm - 8.15pm (35 minutes)	Band - drum kit, 2 amps, keyboard stand, one vocal	Managed by Marta from Business MA
break			8.15pm - 8.25pm (10 minutes)		
5	Gender Warfare		8.25pm - 9pm (35 minutes)	Band - drum kit, guitar cabinet, bass amp, _ vocals ?	Mia (guitarist) from Level 6 Production
break			9pm - 9.10pm (10 minutes)		
6	Fanchon		9.10pm - 9.45pm (35 minutes)	Band - drum kit, 2 guitar amps, bass amp, one vocal	Music Business MA
break			9.45pm - 9.55pm (10 minutes)		

7	Tamareibi		9.55pm - 10.30 pm (35 minutes)	Band - equipment requirements to be confirmed	Autonomy Music

1	Molly Roberts	Vinyl Café	5.30pm 5.50pm (20 minutes)	Piano and 1 vocal	Songwriting MA
break			5.50pm -5.55pm (5 minutes)		
2	Ydea		5.55pm - 6.15pm (20 minutes)	Piano and 1 vocal	Josephine from Songwriting MA
break			6.15pm - 6.20pm (5 minutes)		
3	Rachel Hill		6.20pm - 6.50pm (20 minutes)	Guitar amp and 1 Vocal, jack leads for her pedal	Songwriting MA
break			6.50pm - 6.55pm (5 minutes)		
4	George Bone		6.55pm - 7.15pm (20 minutes)	Piano and 1 vocal	Songwriting MA

break		7.15pm - 7.20pm (5 minutes)		
5	Madra Rua	7.20pm - 7.45pm (20 minutes)	1 vocal and backing tracks	James Reidy from Songwriting MA
break		7.45pm - 7.50pm (5 minutes)		
6	Valerie Etienne	7.50pm 8.20pm (20 minutes)	Small Keyboard 1Mic & Stand 1 Guitar amp Percussion (various)	Music Business MA
break		8.20pm - 8.25pm (5 minutes)		
7	Nox	8.25pm 8.45pm (20 minutes)	Equipment requirements to be confirmed	Basak from Songwriting MA
break		8.45pm - 8.50pm (5 minutes)		
8	Gaby Duboisjolie	8.50pm - 9.20pm (20 minutes)	1 vocal and backing tracks	Songwriting MA

break			9.25pm - 9.30pm (5 minutes)		
9	Darcy Blue		9.30pm - 9.50pm (20 minutes)	1 vocal, keys, guitar player	Production MA

Appendix J

STAFFING

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

In terms of Marketing the event, it was agree that we would go with Facebook , Instagram and an event platform page .We will post regular Instagram updates leading up to the actual event..'coming soon' type of postings, small videos, direct to the consumer .Each artist appearing, talking directly to camera .We'll post Instagram stories throughout the day.

As usual utilise all social media as quoted to promote in the lead up to the event.

Appendix K

Demo Fest – Marketing & Promotion Plan

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)

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

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.

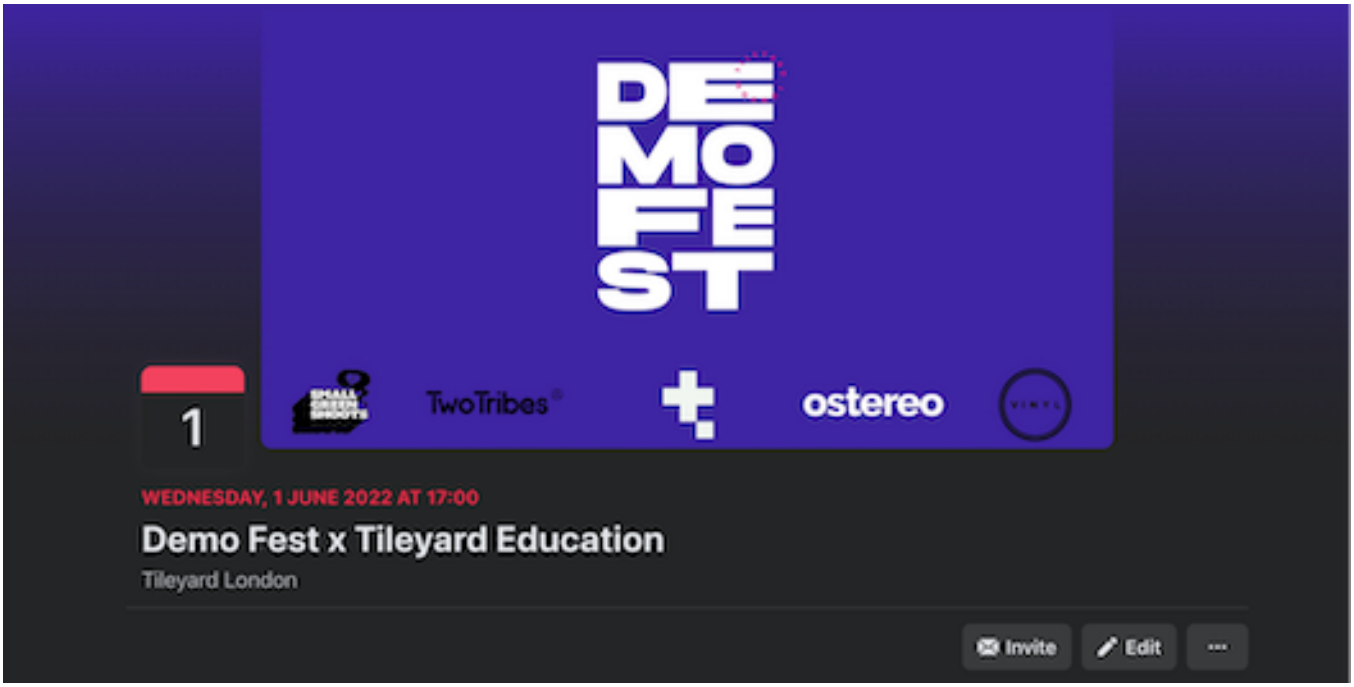
Tasks (ideally before deadline)

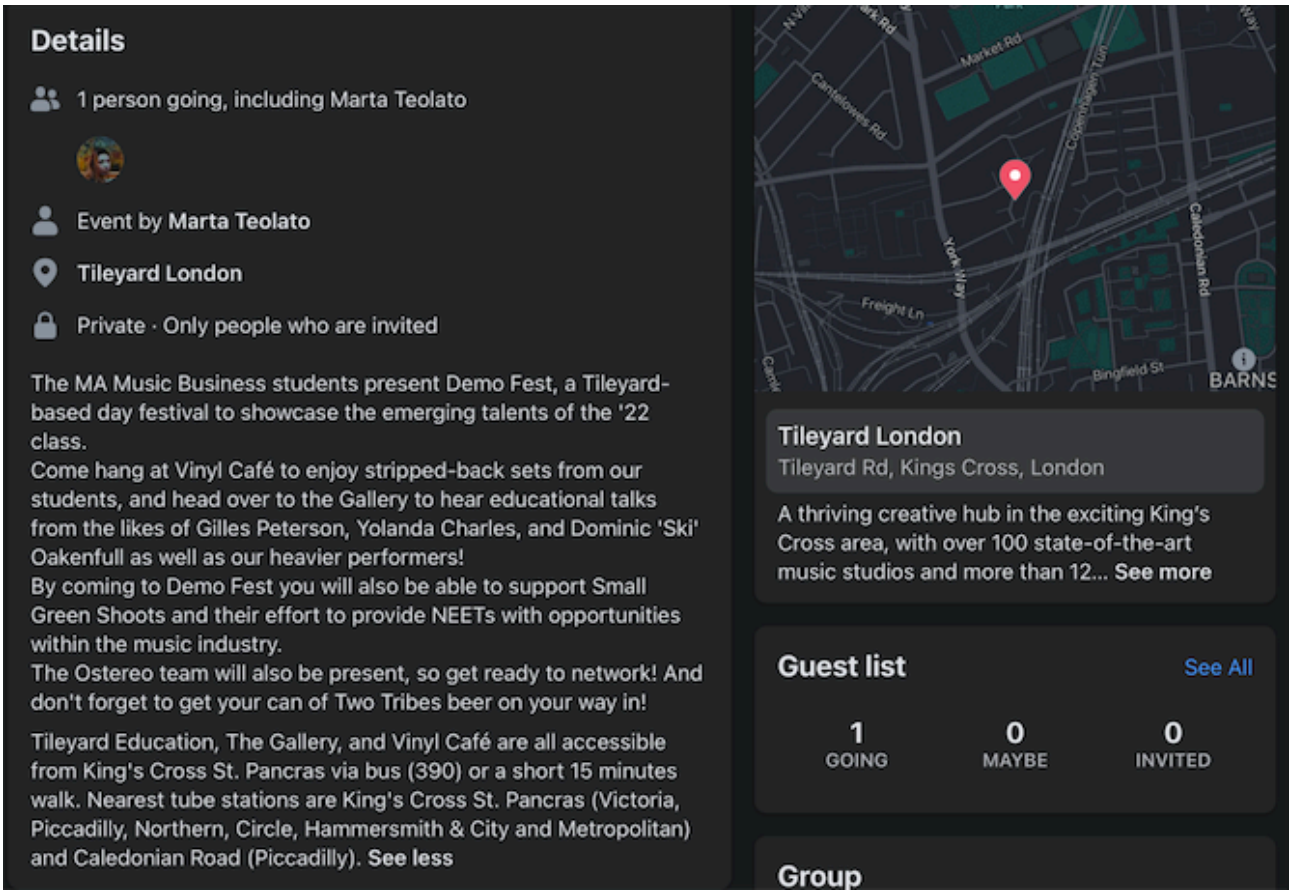
- Logo: Jan
- Flyer design: Jan
- Photoshop template: Justine
- Facebook event: Marta
- Instagram page: Justine

Appendix L

Instagram - Promoting the eventbrite tickets via Instagram

Face Book -Info /Promotion





A member of our group produced the logo.In three distinct colour ways, It could be used in a myriad of products /content.Stickers will be stuck in strategic places to catch the eye. Large posters will go up in and around Vinyl Cafe and The Gallery .Staff lanyards i think should be made using all three logo examples .Thinking of more ways to use the logo ..mainly in Merchandising ..the easiest and most obvious being T-shirts.

Appendix M

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Eye catching event posters ..Especially the one with Darcy Blu who is appearing live at Vinyl

Appendix N

The event as stated before , is donation based.I was concerned initially because i assumed people would be more invested if they purchased a ticket. I wanted at least a minimum price for the tickets (£5) The group insisted because they said people who were given the option of a donation tended to pay more than the' ' supposed' minimum

Our actual Expenditure will be just £345 a small 'risk' most sponsors will be prepared to take.For me attracting a big audience is important ,
Hence, getting in as many big names as possible .We want to put this 'festival' on this summer (2022) and for it to continue every summer. We'd like to set a precedent and sponsors will continue to invest in future Demo Fests The hope is that the MA Business classes of the future carry on a new 'tradition

The member of the group who was doing the ticket comparison prices submitted the contribution late so i am including it here ..but in our case i'm not sure it applies because our event is free.

The figures Below deal with the commission on sales of tickets up to £100 .Ticketlab being the cheapest.The group consensus is to use the weezevents app on the day ..great tracking options on the day for who's coming and also after the event.

Appendix O

Ticket comparison for DemoFest event

Company	Stamp	Ticket price			
		£5	£10	£20	£100
Ticketlab		**£0.50**	**£0.70**	**£1.20**	**£4.20**
Tickitbookit		£0.75	£1.50	£3.00	£15.00
Ticketext		£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

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).

Bibliography

Patwary, Foysal. “6 Best Site to Compare Concert Ticket Prices in 2021.” Vocalbop, 13 Oct. 2021, vocalbop.com.
Pollack, David. “How to Run a Grassroots Music Venue.” Music Venue Trust, musicvenuetrust.com.