

PORTFOLIO: AN EVENT AT TILEYARD LONDON

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Student Number: 1903196

Module Title: Live Music & Event Management

Assignment Title: Portfolio 2

Module Lecturer: Natalie Smith

For this assignment, students were asked to individually assemble some of the artifacts that are needed in order to organise and put on a 1 day event at Tileyard London. Normally, a team of multiple people may be needed to organise an event of this scale, therefore I have created this portfolio from the perspective of a project manager who has a full team.

During the first lecture of the Live Music & Events Management Module, I learned that in the modern day, event companies are beginning to mix different elements of entertainment in order to make the event more interesting for the public. Examples of this include events like Escape Room (Escape Room, 2020) and Secret Cinema (Secret Cinema, 2020). I wanted to create a music (business) industry event that incorporated more than just one element. After attending a networking event at Tileyard London earlier in 2019 I noticed a few things. Firstly, there were not many established professionals attending the event, secondly, the entertainment was performed solely by undiscovered musicians and thirdly, the networking space was in a “standard” room environment. I had the idea that if a networking event could feature established performing artists, this may attract more “high profile” industry professionals to the event, resulting in making the event much more desirable for people to attend. From personal experience I know that the music industry is a relatively informal industry and therefore if the event could capture a more nightclub/party-like theme, this may help make the event more fun, but also make it easier to network as people drop their guard slightly when they are enjoying themselves.

NetworkNOW is a networking party for music professionals held on Wednesday June 10th 2020, it features entertainment from both established and unestablished artists, with a nightclub feel throughout the venue. The decision to hold the event midweek was to gain the highest attendance rate possible. Having the event towards the end of the week would risk causing disinterest, as people may have social plans and are generally

not interested in work. Early week is when people tend to organise and prepare for the week ahead and would risk people being sluggish from the previous weekend (Zeetings, 2016). The event will use Tileyard London's Gallery (an indoor music venue with a bar) and the Courtyard/Carpark area located outside it (Appendix B & Appendix C). Due to a large area of the event being outside, the summer month of June was decided in hopes of having warm weather and no rain, although Initially I wanted to have the event in May, but it needed to be pushed back to allow for more time for planning. Two Tribes Brewery, also located at Tileyard London, was looked at as a possible venue as it is free to book out, but after review it was decided Two Tribes was too small and did not have the correct technical spec.

The Gallery is already a registered premises and therefore has a license, however, as we are making the car park into a venue, we need to obtain the correct license from the council. The event is under 500 person capacity so we only need a TEN (Temporary Event Notice) for the event, this can be found at Appendix A. I would have liked to hire university students as bar staff for The Gallery in an attempt to lower costs, however, none of the students own a personal license so The Gallery will provide a staff member who does. The FOH (front of house) team is essential for any live music event to keep sound levels balanced and provide the best sound experience possible. The Gallery's FOH desk is positioned to the left hand side, ideally it would be better to have to FOH in the centre of the room which is the sweet spot, however, as the room is quite small this is not an option (Crosby, 2020).

The event will run from 17:00-22:00, but music will not start until 18:00 as we don't want to risk disturbing the surrounding offices who may still be working. As there will be music playing outdoors we also risk disturbing local residents from sleeping, so the curfew of the event will be 22:00. Doing this may also help to get the council to approve the event as we are implementing measures for sustainability. For the outside area of the event, a large marquee will be placed running the length of the car park. The

marquee offers protection from rain, but also as a way of offering darkness so the lighting can be seen, plus, it should bring people closer together to encourage more interaction with each other (Appendix B). A DJ booth will be placed inside, and the marquee will be decorated to look more like a nightclub with a dancefloor. 3 DJs, who work within the Tileyard community, will perform between 18:00-22:00. The opening DJ will play slower music to try and build hype for the crowd before the next DJs play, who will perform more energetic sets. The Gallery will have an open mic to give undiscovered musicians the chance to perform in front of industry professionals, before John Newman and Sigala take to the stage from 20:00. It may seem unrealistic to book artists of such high calibre, however, Sigala is signed to Tileyard Music and therefore this may make the Tileyard community more inclined to attend the event. John Newman has an album launch at the end of the month and therefore has agreed to play for free as there will be many radio stations and playlist tastemakers attending the event. Due to the event incorporating an open mic show, it was crucial to book an MC to keep the crowd entertained. In order to gauge artist fees for Sigala, the MC and the DJs, the team researched; where they have played, if the event sold out, and the amount of followers they have on social media.

The event will be fully ticketed at £12 per person via Eventbrite so we know how many people to expect. The capacity limit for The Gallery will be set to 250 so that there is no risk of overcrowding. The appropriate ingress and egress procedures will be calculated and put into place in the event management plan. Security staff will need to be present on the door in order to keep track of how many people are inside The Gallery.

Originally, 4 food vendors were discussed in order to give the event more interest and variety for refreshment and to increase the event's pitch fee income. Due to there not being enough space, it was decided that having two vendors would work better (1 for hot food such as burgers and hot dogs and 1 healthier option such as salads and vegetarian options).

Sponsorships are a great way to lower costs and get access to certain things an event would otherwise not be able to afford. When looking for sponsorships, it was agreed it would be best to find a minimum of 1 for alcohol, 1 for soft drinks, 1 music company and 1 music oriented charity. After some research, we found that Red Bull often sponsors music events and even have their own recording studios. Smirnoff also offer great sponsorship schemes.

As this is the first time the event is taking place, we can not predict the level of success of the event, therefore it was decided that it would be a waste of money to have a website built (websites are also becoming less important), instead, only social media accounts were set up. The team created and scheduled posts in advance in order to gain some online presence before we run advertisements for the event (Appendix E). A Facebook event was also set up so we can see exactly who is coming, it also enables us to invite specific people in a more informal way than sending an email. In hindsight, it may have been better to have not used a Facebook group as it may cause confusion among attendees, as they think that signing up as “going” to the event on Facebook qualifies as having a ticket.

The logo has been designed in a fun and uplifting font as I wanted to avoid giving the impression of the event being a corporate event. The photo used in the flyer is clearly of a rave and has bright colours which should help the flyer stand out. (Appendix G).

The team tried using team management tools such as Trello to optimise organisation and productivity, but everyone decided a spreadsheet was the best option due to the clear and simple layout. Although, I should learn to use Trello more often as it is becoming a popular tool and ultimately does offer more benefits than a spreadsheet. Using colour coded cells helps to keep the spreadsheet organised and makes it easier to read (Appendix D).

A technical programme is needed to effectively manage the stage and to organise staff on the floor. It's crucial to have a technical programme so the correct equipment is on stage for each artist. The timings on the spreadsheet are so the crew know when to carry out certain tasks. It's important that the equipment is changed over in a timely manner to allow for a smooth transition between each artist's set (Appendix I).

Meeting minutes were used in order to keep track of everything that was discussed. Although the minutes in Appendix H are all from internal meetings, meeting minutes prove extremely important when meeting with external entities so that anyone can refer to them for clarification. The best way for teams to access administrative documents is to save them on a cloud-based server such as Google Docs. Google Docs proved beneficial for project management as all documents save in real time and can be accessed by all team members seamlessly. It's important for staff and team members to all use the correct form of communication, Whatsapp groups work best for general discussions, whilst emails are better suited for more formal messages. Filenames also need to be labeled correctly as it can cause a lot of confusion if not. I asked all team members and external companies to name files using a set formula of *venue name_document type_version number*.

Appendices



**Islington
Temporary Event Notice
Licensing Act 2003**

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 1 of 9

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	NetworkNow	You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.
Are you an agent acting on behalf of the applicant?		Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.
☐ Yes ☒ No		

Applicant Details

* First name	Oliver	
* Family name	Brierley-Jones	
* E-mail	oliver@networkknow.co.uk	
Main telephone number	07456205508	Include country code.
Other telephone number		
☐ Indicate here if you would prefer not to be contacted by telephone		
Are you:		
☐ Applying as a business or organisation, including as a sole trader		A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.
☒ Applying as an individual		

Continued from previous page...

Your Address

Address official correspondence should be sent to.

* Building number or name	71 E
* Street	Drayton Park
District	
* City or town	Islington
County or administrative area	
* Postcode	N5 1DH
* Country	United Kingdom

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next >](#)

* required information

Section 2 of 9

APPLICATION DETAILS [\(See also guidance on completing the form, general notes and note 1\)](#)

Have you had any previous or maiden names?

☐ Yes

☒ No

* Your date of birth

/ /
dd mm yyyy

Applicant must be 18 years of age or older

National Insurance number

QQ123456C

This box need not be completed if you are an individual not liable to pay UK national insurance.

Place of birth

Chester, United Kingdom

Correspondence Address

Is the address the same as (or similar to) the address given in section one?

☒ Yes

☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name

71E

Street

Drayton Park

District

City or town

Islington

County or administrative area

Postcode

N5 1DH

Country

United Kingdom

Additional Contact Details

Are the contact details the same as (or similar to) those given in section one?

☒ Yes

☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail

oliver@networkknow.co.uk

Telephone number

07456205508

Other telephone number

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* required information

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THE PREMISES

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

Give the address of the premises where you intend to carry on the licensable activities or if it has no address give a detailed description (including the Ordnance Survey references). ([See also guidance on completing the form, note 2](#))

* Does the premises have an address?

☒ Yes ☐ No

Address

Is the address the same as (or similar to) the address given in section one?

☐ Yes ☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

* Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)?

☐ Neither ☒ Premises licence ☐ Club premises certificate

* Premises licence number

Location Details

* Provide further details about the location of the event

The event is located at Tileyard London. The indoor area of the event will be located at The Gallery, which already possesses a premises license. The outdoor part will take place in the courtyard, which is also used as car park.

If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, give a description and details below ([see also guidance on completing the form, note 3](#))

The event will use The Gallery and the car park/courtyard. The event boundary will end where the courtyard meets the road. A tape line will mark the boundary.

Continued from previous page...

Describe the nature of the premises below [\(see also guidance on completing the form, note 4\)](#)

The majority of buildings on the premises are used as offices and studios for music companies. The courtyard is normally used as a car park and walkway, and The Gallery is used as an event space for live music, conferences and university lectures.

Describe the nature of the event below [\(see also guidance on completing the form, note 5\)](#)

The event will run from 17.00 - 22.00 on June 10th 2020. The event is a combination of a conference and a music concert. It will have amplified live music from an indoor space, and (quieter) amplified recorded music in an outdoor space inside a marquee.

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LICENSABLE ACTIVITIES

State the licensable activities that you intend to carry on at the premises

[\(see also guidance on completing the form, note 6\):](#)

- ☐ The sale by retail of alcohol
- ☒ The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club
- ☒ The provision of regulated entertainment
- ☒ The provision of late night refreshment
- ☐ The giving of a late temporary event notice

[\(See also guidance on completing the form, note 7\).](#)

Late notices can be given no later than 5 working days but no earlier than 9 working days before the event.

[\(See also guidance on completing the form, note 8\).](#)

Event Dates

There must be a period of at least 10 working days between the date you submit this form and the date of the earliest event when you will be using these premises for licensable activities.

State the dates on which you intend to use these premises for licensable activities

[\(see also guidance on completing the form, note 9\)](#)

Event start date / /
 dd mm yyyy

The maximum period for using premises for licensable activities under the authority of a temporary event notice is 168 hours or seven days.

Event end date / /
 dd mm yyyy

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock)

[\(see also guidance on completing the form, note 10\)](#)

Continued from previous page...

State the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers

499

Note that the maximum number of people cannot exceed 499.

[\(see also guidance on completing the form, note 11\)](#)

If the licensable activities will include the supply of alcohol, state whether the supplies will be for consumption on or off the premises, or both

[\(see also guidance on completing the form, note 12\):](#)

- ☒ On the premises only
- ☐ Off the premises only
- ☐ Both

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Section 6 of 9**PERSONAL LICENCE HOLDERS** [\(See also guidance on completing the form, note 14\)](#)

Do you currently hold a valid personal licence? ☒ Yes ☐ No

Provide the details of your personal licence below.

Issuing licensing authority

Licence number

Date of issue / /
dd mm yyyy

Any further relevant details

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* required information

Section 7 of 9**PREVIOUS TEMPORARY EVENT NOTICES** ([See also guidance on completing the form, note 15](#))

Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?

☐ Yes☒ No

Have you already given a temporary event notice for the same premises in which the event period:

a) Ends 24 hours or less before; or ☐ Yes

☒ No

b) Begins 24 hours or less after the event period proposed in this notice?

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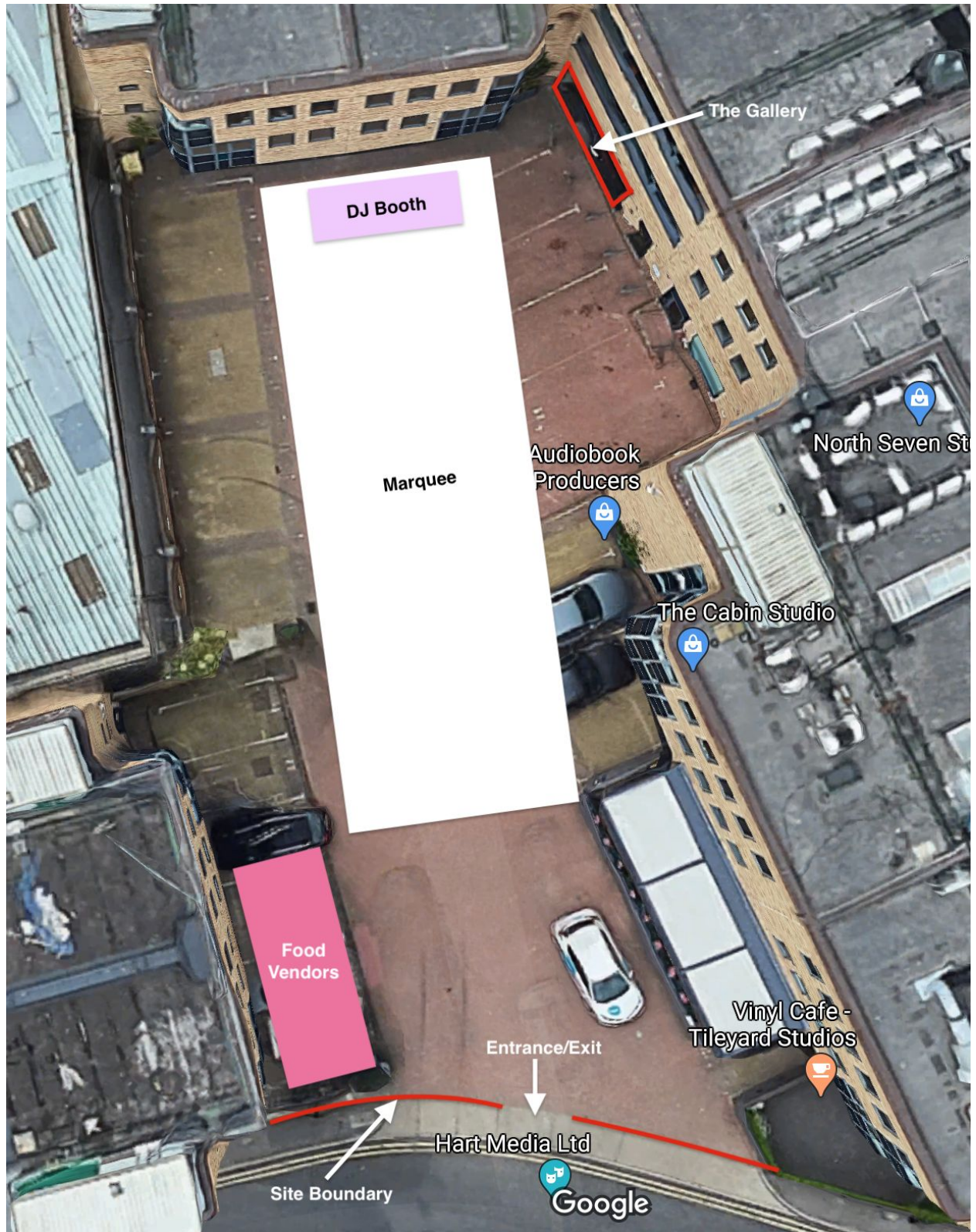
* required information

Section 8 of 9	
ASSOCIATES AND BUSINESS COLLEAGUES (See also guidance on completing the form, note 16)	
Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	☐ Yes ☒ No
Has any associate of yours already given a temporary event notice for the same premises in which the event period:	☐ Yes ☒ No
a) Ends 24 hours or less before; or b) Begins 24 hours or less after the event period proposed in this notice?	
Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	☐ Yes ☒ No
Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period:	☐ Yes ☒ No
a) Ends 24 hours or less before; or b) Begins 24 hours or less after the event period proposed in this notice?	
< Previous 1 2 3 4 5 6 7 8 9 Next >	

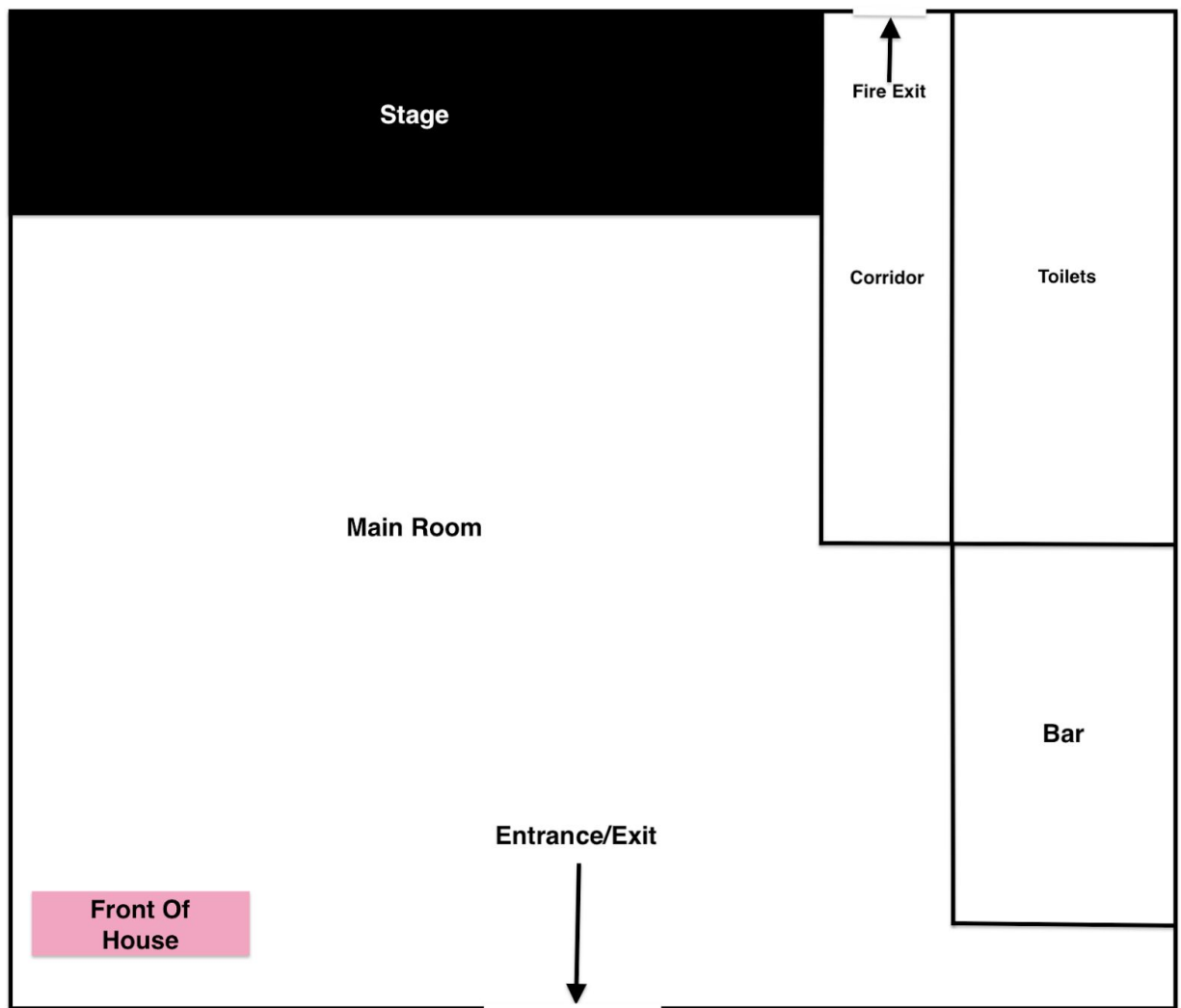
* required information

Section 9 of 9		
CONDITION (See also guidance on completing the form, note 18)		
It is a condition of this temporary event notice that where the relevant licensable activities described in Sections 4 and 5 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.		
PAYMENT DETAILS		
This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.		
This formality requires a fixed fee of £21		
DECLARATION (See also guidance on completing the form, note 19)		
* The information contained in this form is correct to the best of my knowledge and belief * I understand that it is an offence: * (i) to knowingly or recklessly make a false statement in connection with this temporary event notice and that a person is liable on conviction for such an offence to a fine up to level 5 on the standard scale; and * (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on conviction for any such offence to a fine not exceeding £20,000, or to imprisonment for a term not exceeding six months, or to both ☒ Ticking this box indicates you have read and understood the above declaration This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?" * Full name Oliver Brierley-Jones * Capacity Event Project Manager & Organiser * Date 01 / 02 / 2020 dd mm yyyy Add another signatory Once you're finished you need to do the following: 1. Save this form to your computer by clicking file/save as... 2. Go back to https://www.gov.uk/apply-for-a-licence/temporary-event-notice/islington/apply-1 to upload this file and continue with your application. Don't forget to make sure you have all your supporting documentation to hand.		
< Previous 1 2 3 4 5 6 7 8 9		

Appendix A: Temporary Event Notice form (Islington Council, 2020)



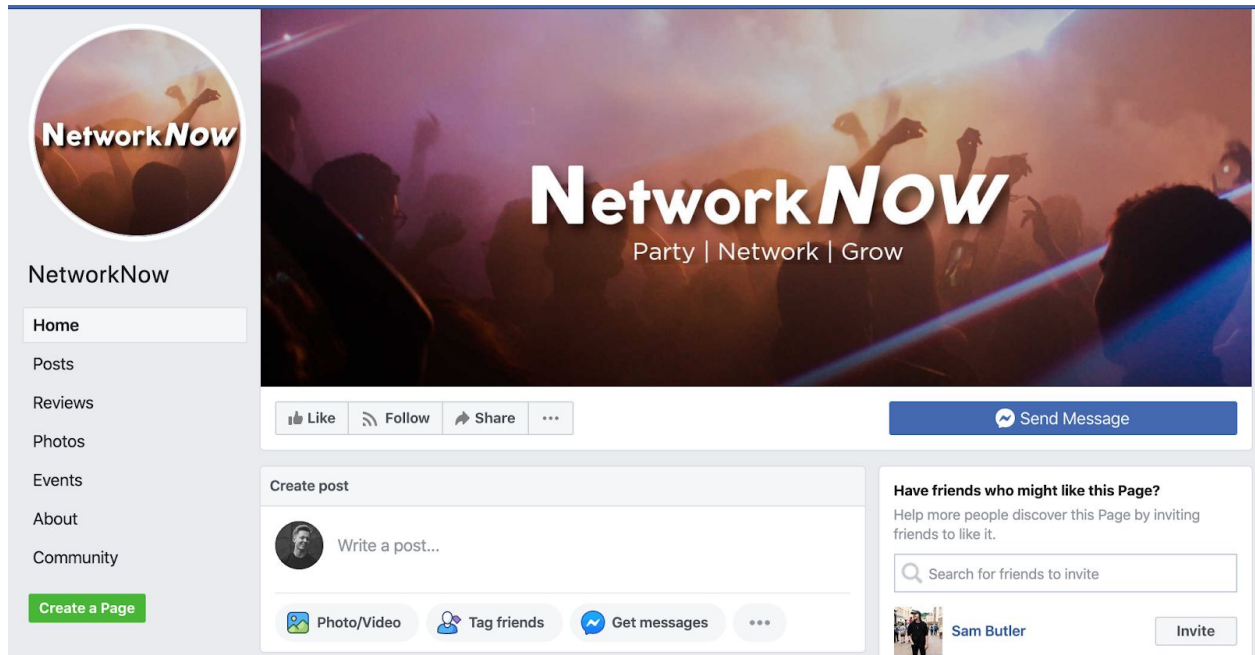
Appendix B: Site map of the Courtyard



Appendix C: Site map of The Gallery

1	Team Management: Task List			
2	Done	In-progress	Not started	
3	James			
4	Action	Deadline	Status	Notes
5	<i>Branding</i>			
6	Audience Profile Research	18/03/20		
7	Colour Profile	18/03/20		
8	Logo Design & Typography	22/03/20		
9	<i>Marketing/Media</i>			
10	Complete event flyer	27/03/20		
11	Social Media Setup	27/03/20		
12	Create FB Event Page	30/03/20		
13	Create & Schedule Social Media Posts	03/04/20		
14	Start Social Media Advertisements	13/04/20		
15	Arrange photographer & videographer	05/05/20		
16	Put flyers up in Vinyl Cafe	10/05/20		Ask Vinyl for permission
17	Plug Event @ TYE To Students	21/05/20		
18	Ask Lucy to include Flyer in "student inside	27/05/20		Offer 50% student discount
19				
20	Sam			
21	Action	Deadline	Status	Notes
22	<i>Logistics</i>			
23	TEN Application Form	18/03/20		Establish good relationship with someone from council
24	Site Map	18/03/20		
25	Event Management Plan	17/04/20		
26	Stewards/Security Plan	17/04/20		Ask security company to show proof of SIA license
27	Traffic Management Plan	17/04/20		
28	Ingress/Egress/Crowd Density Plan	17/04/20		
29	Order Marquee	20/04/20		
30				
31	Emma			
32	Action	Deadline	Status	Notes
33	<i>Production</i>			
34	Book Artists	02/02/20		Prioritise this over all else
35	Artist's Hospitality & Tech Rider	17/02/20		
36	Order tech (audio/lighting etc...)	24/02/20		
37	<i>Organisation</i>			
38	Find a London music Charity for fundraiser	20/02/20		
39	Drinks Sponsors	09/03/20		Approach 3 types of drinks companies
40	Company Sponsors	20/03/20		Offer TY companies first chance
41	Food Vendor	13/04/20		

Appendix D: Team Management Spreadsheet



Appendix E: NetworkNow Facebook page



Appendix F: NetworkNow Facebook Event

NetworkNow

Party | Network | Grow

Grow your network & party with
London's A&Rs, managers, publishers,
artists, songwriters and producers

PERFORMANCES FROM

Sigala

JOHN
NEWMAN

+ Open Mic For Undiscovered Talent

JUNE 10th
5PM-10PM

In Partnership With



Tileyard London, N5 9AH
info@networknow.co.uk @NetworkNow

Appendix G: Event Flyer

NetworkNOW: Meeting Minutes #1

Date: 01.01.20

Location: Techlab, Tileyard Education

Present: Oliver Brierley-Jones, James Spark, Sam Acton, Emma Smith

Next Meeting: 01.03.20

Agenda:

1. Booking Artists
2. Venue
3. Charity fundraiser
4. Sponsors
5. Licenses

#	Agenda Item	Review	Action
1.	Booking Artists	- 4 mid-tier or 2 top-tier artists? - DJ or live? - Open mic set time	- Book Sigala & John Newman (Both have singles out soon, ask if they will do it as a promo show=cheaper fee) - Live sets from Open Mic & John Newman, DJ set to finish from Sigala - Open Mic to run from 18:00-20:00 - DJ in Courtyard throughout
2.	Venue	- How to make use of Courtyard? - Use of each area?	- Calculate dimensions of area & rent a marquee to fit - Gallery will be used for all performing artists. Courtyard will be used for DJ + networking
3.	Charity	- Type of Charity - How to get people to donate	- Approach MUSIC charities, preferably London based

			- % of tickets is donated to charity. Ask charity to promote event on their socials
4.	Sponsors	- Type of sponsorship - How can we offer them something in return?	- Approach 2 drinks companies (preferably 1 alcoholic & 1 soft drink). Find companies who are known for sponsoring music - 1 music company (PRS may be interested) - Offer to put the company logo on all banners & flyers. Dedicate a social media post to each company.
5.	Licenses	- What licenses do we need? - Best way of being "respected" by the council?	- Gallery already has a premises license. TEN will be needed for courtyard - Sam Acton to <u>keep good</u> relationship with them. Ask them if they need help with anything, be polite even if <u>the</u> make things difficult for us.

NetworkNOW: Meeting Minutes #2

Date: 01.03.20

Location: Techlab, Tileyard Education

Present: Oliver Brierley-Jones, James Spark, Sam Acton, Emma Smith

Next Meeting: 01.05.20

Agenda:

1. Branding
2. Marketing
3. Ground Staff
4. Food Vendor

#	Agenda Item	Review	Action
1.	Branding	- Fonts & Colours - Similar Events	- Fonts will be clean & bold, colours will be bright & vibrant to give a fun vibe & catch people's eye
2.	Marketing	- Where/Type - Budget	- Run social media campaigns, mainly Instagram, starting in April - Budget will be decided nearer the time, as still unsure how profitable event will be
3.	Ground Staff	- Security Company - Extra team?	- Find reputable security company/ask council for advice - Ask TYE MA Business students to volunteer to help run event (offer good reference for CV)
4.	Food Vendor	- Types Of Food	- Two vendors, 1 hot food

		- Selecting A Company	(burgers/hot dogs), 1 cold/healthy food (salads, vegetarian) - Ask John Saunderson for details of company used for Ostereo events
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Appendix H: Meeting Minutes

The Gallery: Programme

Artist	Set Time: On	Set Time: Off	Tech List	Notes
Open Mic	18:00	19:50	<i>Singers/Guitarists</i> Requirements - 2x Vocal Mic - 2x Guitar Cable - 2x Instrument Mic - 1x DI Box	- Engineer to be present at side of stage to assist with any set ups
John Newman	20:00	20:58	<i>Full Band</i> Requirements - 4x Vocal Mic - 2x Guitar Cable - 1x Wireless Guitar connector - 1x Drum Kit - 1x Synthesizer cable - 3x DI Box Artist to bring own Front Of House crew	- Engineers to stand by stage at 21:50 ready to remove equipment after set & ensure smooth transition for Sigala - 2x Security personnel to stand by stage
Sigala	21:00	22:00	<i>DJ Set</i> Requirements - 2x CDJ 2000 - 1x DJM 900 FOH boost volume to max	- 2x Security personnel to stand by stage

Appendix I: Technical Programme for The Gallery

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