



## Kyarah Boon

Live Music & Event Management

Assignment Title - Portfolio 2

Student Number - 1900269

Lecturer - Natalie Smith

Date: 03/04/2020

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## The Event

The Tileyard x NYU 2020 showcase was a unique opportunity for TYE Music Business MA students, Elliot and I to work on. This was a free showcase for all Tileyard students, and was a chance for the 30 NYU students who came to visit us to learn more about the Tileyard community and network with anyone they hadn't met before. On the 14th of January, 2020 the day began with a tour around the tileyard community for all NYU students, followed by music expert guest lectures during the day, a networking dinner, and a showcase at Two Tribes Brewery demonstrating the talent from three TYE students and three NYU students.



## Official Editorial

The official editorial written for the Tileyard x NYU event served its main purpose as a marketing campaign for what Tileyard is, the purpose of the event, and important details to know about the event itself.

The official editorial was published and released as a marketing asset as follow:

“Tileyard X NYU 2020

14<sup>th</sup> January 2020

19:00 – 23:00

The Gallery, Tileyard

18+

Tileyard is Europe’s largest professional music community in Europe with 250 music businesses and over 1000 working professionals. As an exceptionally creative co-working space, Tileyard has set itself up to be the heart of London's music industry.

Tileyard X NYU 2020: On January 14th, Tileyard Education is collaborating with NYU to showcase talented upcoming artists from across the globe. Tileyard X NYU 2020 will be a chance for you to experience our carefully selected artists perform live. This showcase will also be a distinct opportunity to network with songwriters, producers, managers, and other industry professionals.

Arrive early to receive a free drink complements of Two Tribes Brewery  
(first come, first served)

Doors open at 19:00.”

## Meeting Minutes

|                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                              |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| <b>Meeting 1</b>                                                                                  | Date & Time:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | October 23rd, 2019. 13:00pm<br>At Vinyl Cafe |
|                                                                                                   | Subject:<br>Initial introduction to the event                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Tileyard Winter Live<br>Showcase             |
|                                                                                                   | Next Scheduled Meeting:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | November 4th, 2019                           |
|                                                                                                   | Meeting attendees:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Elliot<br>Kyarah<br>Lucy<br>Arianna          |
| <b>AGENDA</b>                                                                                     | <b>MAIN POINTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |
| <ul style="list-style-type: none"> <li>• Introduction to the Winter Live Showcase idea</li> </ul> | <ul style="list-style-type: none"> <li>- Elliot and I presented our Tileyard Winter Live Showcase proposal to Lucy &amp; Arianna after submitting the event form.</li> <li>- The main points of discussion being:               <ol style="list-style-type: none"> <li>1. The event type being a showcase with Tileyard students (introducing the three artists that Elliot and I already decided on using)</li> <li>2. The venue being The Gallery</li> <li>3. With a total capacity of at least a 100 people, with an audience of students, non-Tileyard Education students and music industry people.</li> <li>4. Wanting to hold the event around December, ideally close to the 'end of term' date before everyone goes home for the holidays.</li> </ol> </li> </ul> |                                              |

|                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Feedback from Lucy &amp; Arianna on proposal</li> </ul> | <ul style="list-style-type: none"> <li>- The idea of a showcase for Tileyard Education students was approved, however the time schedule Elliot and I proposed was not the most convenient they explained.</li> <li>1. December period is the busiest period for Tileyard, and all music industry individuals will be occupied with Christmas events.</li> <li>2. The venue that we wanted to use, The Gallery, was not available on any of the dates we suggested during the December period.</li> <li>- Due to these issues inline with our initial proposal, Lucy and Arianna proposed on an event in collaboration with New York University (NYU) students, who were scheduled to visit our Tileyard campus in January.</li> <li>1. We all decided for the event to take place on <b>January 14th, 2020</b> - as this coincides with the NYU students and their schedule in visiting us.</li> <li>- Location wise we all agreed on the event taking place in The Gallery, as this was suggested in our initial proposal.</li> </ul> |
| <ul style="list-style-type: none"> <li>• Artists performing at the showcase</li> </ul>           | <ul style="list-style-type: none"> <li>- As Elliot and I suggested three Tileyard education students to perform we agreed upon this number, but seeing as the NYU students visiting us were all music students as well we wanted to include them into the actual showcase as well.</li> <li>- This gave us the final number of acts being six, three Tileyard Education students &amp; three NYU students.</li> </ul> <p>Tileyard Education Artists:</p> <ul style="list-style-type: none"> <li>- Chiara Oldano</li> <li>- Daniel Arieleno</li> <li>- Emily Craig</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

|                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Deciding upon the roles, and dividing these between the people on the team.</li> </ul> | <p> <b>Kyarah Boon</b> - Co-organiser<br/> <b>Elliot Devine-King</b> - Co-organiser<br/> <b>Olivia Rolland</b> - Marketing<br/> <b>Chiara Oldano</b> - Act<br/> <b>Daniel Arieleno</b> - Act<br/> <b>Emily Craig</b> - Act         </p> <p>Under the supervision of:</p> <p> <b>Lucy Ann Macieira</b> - Marketing<br/> <b>Arianna Cerroni</b> - Graphic Designer         </p>                                                                                           |
| <ul style="list-style-type: none"> <li>Side notes (Important to get into place &amp; preparation for next meeting)</li> </ul> | <ul style="list-style-type: none"> <li>- As we want non-Tileyard education students to attend this showcase we need to start brainstorming which universities / music education programs would be interested in attending this event.</li> <li>- Which music industry companies we could possibly get involved, how to get music industry people to attend the showcase in order to create a network like environment.</li> <li>- Start to workout a budget.</li> </ul> |
| <ul style="list-style-type: none"> <li>Getting into contact with NYU.</li> </ul>                                              | <ul style="list-style-type: none"> <li>- Lucy will introduce Elliot and I to <u>Deenah Bassiouny from NYU</u>, who will be our main source of communication from New York.</li> <li>- We will be then getting into contact with Deenah to see if some of the student from NYU would be interested in performing at our Showcase, if yes, then discussing which artists they decide on.</li> </ul>                                                                       |

|                  |                                       |                                                 |
|------------------|---------------------------------------|-------------------------------------------------|
| <b>Meeting 2</b> | Date & Time:                          | November 4th, 2019.<br>13:00pm<br>At Vinyl Cafe |
|                  | Subject:<br>Further Planning of Event | Tileyard x NYU Showcase                         |
|                  | Next Scheduled Meeting:               | November 28th, 2019                             |

|                                                                                                      | <div>Meeting attendees:</div> <div> Elliot<br/> Kyarah<br/> Lucy<br/> Arianna </div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| AGENDA                                                                                               | MAIN POINTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>Finalising dates for the event</li> </ul>                     | <ul style="list-style-type: none"> <li>In order to get as much recognition for the showcase throughout Tileyard and non-Tileyard sources we will be announcing the event on the <b>14th of November</b>.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>Check-list of things to set in place for the event</li> </ul> | <ul style="list-style-type: none"> <li>Kyarah in charge of collecting all the Artists's media which will be used for marketing the performers. I will need to collect: <ol style="list-style-type: none"> <li>Press photos</li> <li>Social Media links</li> <li>Artist biography</li> <li>Possible video of artist performing</li> </ol> This is to be collected by the <b>7th of November</b>, </li> <li>Lucy will get in contact with Pannos, the Tileyard-Education videographer, in order to confirm whether he is able to create announcement videos for marketing purposes.</li> <li>Elliot to get in touch with Manny, the Tileyard-Education sound engineer, to get confirmation if he's able to work the event on the 14th of Jan 2020.</li> <li>Kyarah to create a shared Google Drive by today (Nov. 4th) which will include all the material relating to the event. This is to be shared with Elliot, Lucy &amp; Arianna.</li> </ul> |

|                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| Sponsorship                                                               | <ul style="list-style-type: none"> <li>- Elliot to email Jarrod Partington who works at Two Tribes, in order to make an inquire about possibly giving us one free keg of beer for the event.</li> <li>- Kyarah to further ask Callum Finlay about possible Whiskey sponsorship he would be able to arrange.</li> <li>- Lucy to make some inquiries about possible Tileyard offices or music companies who would want to get involved with the event and sponsor any equipment for example.</li> </ul>                                                                                                                               |
| <ul style="list-style-type: none"> <li>• Further update on NYU</li> </ul> | <ul style="list-style-type: none"> <li>- Initial contact has been made with Deenah, where we have all introduced ourselves and the concept / main ideas for the event.</li> <li>- NYU seemed very excited, and is onboard with the event. We have asked Deenah to start the process of finding NYU students who would want to perform.</li> <li>- Currently we are still waiting on Deenah to get back to us on which NYU students will be performing.</li> <li>- Elliot to send a follow-up email today (Nov. 4th) asking Deenah for the same artist details Kyarah is collecting from the Tileyard artists.</li> <li>-</li> </ul> |

|                  |                                       |                                                  |
|------------------|---------------------------------------|--------------------------------------------------|
| <b>Meeting 3</b> | Date & Time:                          | November 28th, 2019.<br>11:00am<br>At Vinyl Cafe |
|                  | Subject:<br>Further Planning of Event | Tileyard x NYU Showcase                          |
|                  | Next Scheduled Meeting:               | December 15, 2019                                |
|                  | Meeting attendees:                    | Elliot<br>Kyarah<br>Lucy<br>Arianna              |

| AGENDA                                                                           | MAIN POINTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <ul style="list-style-type: none"> <li>• Change of Venue</li> </ul>              | <ul style="list-style-type: none"> <li>- We originally planned for the showcase to be held in The Gallery, but this is now changed to <b>Two Tribes Brewery</b> as our main venue for the showcase.</li> <li>- This decision was made due to the advice from Lucy, and as the itinerary will change to the guest speaker lectures of the day being held in The Gallery.</li> <li>- Soundcheck is essential to happen before the showcase, so we need two different venues for the guest lectures and the showcase.</li> <li>- Elliot and Kyarah to speak to Two Tribes right after meeting (Nov. 28th) to get confirmation of this venue is available on the 14th of January 2020.</li> </ul> |
| <ul style="list-style-type: none"> <li>• Change of Event Announcement</li> </ul> | <ul style="list-style-type: none"> <li>- Event announcement to be pushed back to the <b>2nd of December 2019</b>, as essential assets for marketing purposes are not yet in place.</li> <li>1. Need complete confirmation on Two Tribes being our venue.</li> <li>2. Need NYU artist confirmation from Deenah</li> <li>3. Need to collect their assets and artworks for marketing, but has not yet been completed due to delay from NYU.</li> <li>4. Get the NYU students emails and phone numbers.</li> </ul> <p>Kyarah &amp; Elliot to contact Deenah again for these ASAP.</p>                                                                                                             |
| <ul style="list-style-type: none"> <li>• Sponsorship Follow-up</li> </ul>        | <ul style="list-style-type: none"> <li>- Contact has been made with Two Tribes and they have offered us a sponsorship of one free keg of beer.</li> <li>- Callum Finlay, on the Music Business MA course has offered the possibility of a Teelings whisky sponsorship.</li> <li>- Elliot to get into contact with Callum and pursue this sponsorship for the event.</li> </ul>                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>• Tickets</li> </ul>                      | <ul style="list-style-type: none"> <li>- Arianna to start creating the Eventbrite page for the event when all the final marketing assets are put into the shared Google Doc.</li> <li>- Eventbrite will be our only source of ticketing for anyone wanting to attend the event.</li> <li>- We agreed as this event will be held under Tileyard Education, the <u>tickets will be cost free.</u></li> </ul>                                                                                                                                                                                                                                                                                    |

|                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                  |
|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| <b>Meeting 4</b>                      | Date & Time:                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | December 15th, 2019.<br>15:00pm<br>At Vinyl Cafe |
|                                       | Subject:<br>Further Planning of Event                                                                                                                                                                                                                                                                                                                                                                                                                                           | Tileyard x NYU Showcase                          |
|                                       | Next Scheduled Meeting:                                                                                                                                                                                                                                                                                                                                                                                                                                                         | January 8th, 2020.                               |
|                                       | Meeting attendees:                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Elliot<br>Kyarah<br>Lucy                         |
| <b>AGENDA</b>                         | <b>MAIN POINTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                  |
| • Deenah Confirmation on NYU students | <ul style="list-style-type: none"> <li>- Communication has gotten a lot better with Deenah, and she has confirmed the NYU students who will be performing:               <ol style="list-style-type: none"> <li>1. Archana</li> <li>2. Abhilasha Sinha</li> <li>3. Lindsey Ferguson</li> </ol> </li> <li>All artist information has been send to Kyarah &amp; Elliot. Kyarah to place these assets into the Google Doc. in order to start the marketing on NYU side.</li> </ul> |                                                  |
| • Venue Confirmation                  | <ul style="list-style-type: none"> <li>- Venue change to Two Tribes has been completely confirmed.</li> <li>- Two Tribes also confirmed sponsoring the event with one keg of beer.</li> <li>- 14th of January to have booked off Two Tribes from 15:00.</li> </ul>                                                                                                                                                                                                              |                                                  |
| • Marketing Update                    | <ul style="list-style-type: none"> <li>- Marketing process has begun, official announcement on the tileyard page has been made.</li> <li>- Eventbrite has been set up, around 20 tickets have already been purchased.</li> <li>- Kyarah and Elliot to get into contact with all the artists today (Dec. 15th) to start promoting the event on social media pages.</li> </ul>                                                                                                    |                                                  |

|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                |
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| <b>Meeting 5</b>             | Date & Time:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | January 8th, 2019.<br>12:00pm<br>At Vinyl Cafe |
|                              | Subject:<br>Final Meeting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Tileyard x NYU Showcase                        |
|                              | Meeting attendees:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Elliot<br>Kyarah<br>Lucy<br>Arianna<br>Harry   |
| <b>AGENDA</b>                | <b>MAIN POINTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                |
| • Final Points of Discussion | <ul style="list-style-type: none"> <li>- Main point of discussion being the order of events that will need to take place on Tuesday the 14th of Jan.</li> <li>- Going over the NYU schedule with Lucy, Elliot and Kyarah to be involved with the Tileyard tour.</li> <li>- Run-through soundcheck schedule, contact all artists again to remind them what time to be present for soundcheck.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                |
| • Points for Kyarah          | <ul style="list-style-type: none"> <li>- Kyarah will introduce all the artists on stage one-by-one before their performance - therefore to ask all artists what they would like to have said on their behalf.</li> <li>- Contact all artists again to post the event on their social media pages with the following <u>similar</u> information:</li> </ul> <p>“Excited to announce I will be performing at the Tileyard x NYU showcase on the 14th of January. Thrilled to be performing with amazing artists from NYU (tag NYU) and TYE (tag TYE)”</p> <p>The final social media announcement must include:</p> <ul style="list-style-type: none"> <li>- Tileyard x NYU event on the 14th of January</li> <li>- Tickets are free and must contain the Eventbrite link</li> <li>- Location is Two Tribes.</li> <li>- First keg of beer is FREE - first come first serve.</li> </ul> |                                                |

|                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <ul style="list-style-type: none"> <li>• Points for Elliot</li> </ul> | <ul style="list-style-type: none"> <li>- Elliot to contact all artists (from both TYE and NYU) to gather technical requirements, members of their band, and to send this to Manny in the form of a technical rider.</li> <li>- Elliot to create the official Facebook page for the event, in order to remind everyone again.</li> <li>- Elliot to contact Jarrod Partington in order to figure out a number of free tokens to be printed and handed out for the free keg of beer.</li> </ul> |
| <ul style="list-style-type: none"> <li>• Points for Harry</li> </ul>  | <ul style="list-style-type: none"> <li>- Harry (Head of TYE) to give a brief introduction of the event and welcoming all the NYU students before the performances start.</li> </ul>                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>• Marketing Update</li> </ul>  | <ul style="list-style-type: none"> <li>- Around 70% of tickets on Eventbrite have been purchased, push artists more to get non-TYE students to come to the event.</li> <li>- Lucy to send out another email about the event to the TYE mailing list to get some music industry people to come.</li> </ul>                                                                                                                                                                                    |

# Tileyard Education Events Application

## Appendix A



### TILEYARD EDUCATION EVENTS BOOKING FORM

|                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>NAME OF THE EVENT</b>                                                                                                                                                                                                                                                                                                                                      |
| Winter Music Showcase                                                                                                                                                                                                                                                                                                                                         |
| <b>TYPE OF EVENT (E.G. LIVE GIG, SHOWCASE, NETWORKING EVENT, TALK)</b>                                                                                                                                                                                                                                                                                        |
| Showcase                                                                                                                                                                                                                                                                                                                                                      |
| <b>VENUE (E.G. TWO TRIBES, THE GALLERY, EXTERNAL - IF EXTERNAL, GIVE US SOME SUGGESTIONS)</b>                                                                                                                                                                                                                                                                 |
| The Gallery                                                                                                                                                                                                                                                                                                                                                   |
| <b>IDEA OF CAPACITY YOU WANT FOR THE EVENT?</b>                                                                                                                                                                                                                                                                                                               |
| 100 – Need to confirm with Dan Rainey what the Gallery capacity is exactly                                                                                                                                                                                                                                                                                    |
| <b>WILL YOU BE CHARGING FOR YOUR EVENT? IF YES, HOW MUCH PER TICKET?</b>                                                                                                                                                                                                                                                                                      |
| NO                                                                                                                                                                                                                                                                                                                                                            |
| <b>DO YOU HAVE A BUDGET FOR THIS EVENT?</b>                                                                                                                                                                                                                                                                                                                   |
| Yes, 150 pounds (To cover the cost of the space)                                                                                                                                                                                                                                                                                                              |
| <b>WHAT PROMOTIONS PLAN WOULD YOU PUT IN PLACE?</b>                                                                                                                                                                                                                                                                                                           |
| <p>Flyers and posters</p> <p>Social media posts (active engagement)</p> <p>Lottery (Two tribes t shirt, bottle of champagne, tbc)</p> <p>Sponsor (tbc) – in talks with two tribes, we also have back up options</p> <p>Short video teasers</p> <p>Facebook event</p> <p>Full marketing plan will be drawn up by Olivia once the event has been confirmed.</p> |
| <b>WHAT IS YOUR SOCIAL MEDIA REACH COMBINED WITH ALL PEOPLE INVOLVED? (INSTAGRAM &amp; FACEBOOK)</b>                                                                                                                                                                                                                                                          |

|                                                                                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 20K                                                                                                                                                                                                                                                                                                                                                                       |
| <b>WHAT SORT OF AUDIENCE ARE YOU HOPING TO ATTRACT? (E.G. STUDENTS, MUSIC INDUSTRY, LOCAL COMMUNITY)</b>                                                                                                                                                                                                                                                                  |
| Students, non-Tileyard students and music industry                                                                                                                                                                                                                                                                                                                        |
| <b>NAMES OF PEOPLE ON YOUR TEAM, AND HOW MANY PEOPLE DO YOU HAVE TO SUPPORT YOUR EVENT? AND THEIR ROLES? (E.G. EVENT MANAGER, MARKETING, DESIGNER)</b>                                                                                                                                                                                                                    |
| Kyarah Boon : Co-organiser<br>Elliot Devine King: Co organiser<br>Chiara Oldano : Co organiser & act<br>Daniel Arieleno : Act<br>Emily Craig: Act<br>Olivia Rolland – Marketing                                                                                                                                                                                           |
| <b>IF IT IS A LIVE MUSIC EVENT, PLEASE SEND LINKS TO LIVE ACTS YOU'LL BE BOOKING. THIS CAN BE YOUTUBE, SPOTIFY, SOUNDCLOUD ETC.</b>                                                                                                                                                                                                                                       |
| Chiara Oldano - <a href="https://www.youtube.com/watch?v=gc71wtDqic">https://www.youtube.com/watch?v=gc71wtDqic</a><br><br>Daniel Arieleno - <a href="https://www.instagram.com/tv/D3FpF31A2IIY/">https://www.instagram.com/tv/D3FpF31A2IIY/</a><br><br>Emily Craig <a href="https://www.youtube.com/watch?v=51ds2Gyp3YU">https://www.youtube.com/watch?v=51ds2Gyp3YU</a> |

ALL FORMS RETURNED TO: [lucy@tileyardeducation.co.uk](mailto:lucy@tileyardeducation.co.uk)

Prior to the agreement of working together with Lucy & Arianna on the collaborative Tileyard x NYU event, Elliot and I submitted the following application as seen in *Appendix A*. This was completed in order to get the approval of organising our own event. After the following application was reviewed and approved, Lucy requested a meeting in order to discuss the information, which led us to the conclusion of organising an event that included both TYE and NYU students.

# Licensing

A Temporary Event Notice (TENs) was a simple way for us to obtain licensable activity for a one-off event without the need of a premise or personal license (Islington GOV, 2003).

The following licence as seen in *Appendix B* below, is the official Islington Temporary Event Notice accordance to the 2003 Licensing Act submitted by myself.

## Appendix B

 **Islington**

**Islington**  
**Temporary Event Notice**  
**Licensing Act 2003**

For help contact  
[licensing@islington.gov.uk](mailto: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:  This is the unique reference for this application generated by the system.

Your reference:  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?

☐ Yes ☒ No Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

**Applicant Details**

\* First name:

\* Family name:

\* E-mail:

Main telephone number:  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

☒ Applying as an individual

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.

Continued from previous page...

### Your Address

\* Building number or name:

\* Street:

District:

\* City or town:

County or administrative area:

\* Postcode:

\* Country:

Address official correspondence should be sent to.

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

Place of birth

**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

Street

District

City or town

County or administrative area

Postcode

Country

**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

Telephone number

Other telephone number

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**Section 3 of 9**

**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 reference(s)). [\(See also guidance on completing the form, note 1\)](#)

\* 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

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. [\(See also guidance on completing the form, note 1\)](#)

Continued from previous page...

outside area.

Describe the nature of the premises below (see also guidance on completing the form, note 4):

The premises is a complex of business units, connected to Tilleyard Road, which has a number of business units, offices, and recording studios. Two Lines Brewing is located a five minute walk from the central business hub. The event will be held on the ground floor of the venue.

Describe the nature of the event below (see also guidance on completing the form, note 5):

The Tilleyard x NYU event is an all day multi cultural and live music event for students of Tilleyard Education and New York University. Students from both universities will be performing, starting from 12.00pm until 23.00pm.

< Previous 1 2 3 4 5 6 7 8 9 Next >

#### Section 4 of 9

##### 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 entertainment
- ☐ 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

14 / 01 / 2020  
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

14 / 01 / 2020  
dd mm yyyy

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

1200-0000

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

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

700

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

< Previous 1 2 3 4 5 6 7 8 9 Next >

|                                                                                                                                                                                             |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Section 5 of 9</b>                                                                                                                                                                       |  |
| <b>RELEVANT ENTERTAINMENT</b> <a href="#">(See also guidance on completing the form, note 13)</a>                                                                                           |  |
| State if the licensable activities will include the provision of relevant entertainment. If so, state the times during the event period that you propose to provide relevant entertainment. |  |
| <div> <div>The event will have indoor amplified music for the dancers from 1200 until 1400, and amplified music for both inside and outside the venue from 1400 until 2300.</div> </div>    |  |
| <div> <div>&lt; Previous</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> <div>8</div> <div>9</div> <div>Next &gt;</div> </div>             |  |

|                                                                                                                                                                                 |                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| <b>Section 6 of 9</b>                                                                                                                                                           |                                                     |
| <b>PERSONAL LICENCE HOLDERS</b> <a href="#">(See also guidance on completing the form, note 14)</a>                                                                             |                                                     |
| Do you currently hold a valid personal licence? <input checked="" type="radio"/> Yes <input type="radio"/> No                                                                   |                                                     |
| Provide the details of your personal licence below.                                                                                                                             |                                                     |
| Issuing licensing authority                                                                                                                                                     | <div>Islington Premises Licence</div>               |
| Licence number                                                                                                                                                                  | <div>11181 081 11 7</div>                           |
| Date of issue                                                                                                                                                                   | <div>08 / 11 / 2017</div> <div>dd / mm / yyyy</div> |
| Any further relevant details                                                                                                                                                    | <div></div>                                         |
| <div> <div>&lt; Previous</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> <div>8</div> <div>9</div> <div>Next &gt;</div> </div> |                                                     |

|                                                                                                                                                                                                                                                                 |                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <b>Section 7 of 9</b>                                                                                                                                                                                                                                           |                                                               |
| <b>PREVIOUS TEMPORARY EVENT NOTICES</b> <a href="#">(See also guidance on completing the form, note 15)</a>                                                                                                                                                     |                                                               |
| 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? <input type="radio"/> Yes <input checked="" type="radio"/> 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                                                                                                                                                                                                                             | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| b) Begins 24 hours or less after the event period proposed in this notice?                                                                                                                                                                                      |                                                               |
| <div> <div>&lt; Previous</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> <div>8</div> <div>9</div> <div>Next &gt;</div> </div>                                                                                 |                                                               |

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:

a) Ends 24 hours or less before; or

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

☐ Yes ☒ No

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:

a) Ends 24 hours or less before; or

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

☐ Yes ☒ No

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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 fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

**DECLARATION** (See also guidance on completing the form, note 18)

I declare that the information contained in this form is correct to the best of my knowledge and belief.

I understand that it is an offence:

- (a) 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
- (b) 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 £70,000, or to imprisonment for a term not exceeding six months, or to both.

**You must check the box for this declaration**

☒ 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?"

**A full name must be entered**

\* Full name

**A capacity must be entered**

\* Capacity

**The date of signature must be provided**

\* Date  /  /

ed mm yyyy

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-with-temporary-event-notice/declaration/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.

Appendix C demonstrates the premise licence that Two Tribes follows, which is needed for them to function legally. The following demonstrates what Two Tribes can and cannot do, and outlines their opening and closing times, performance of live & recorded music, film, dance, and the sale of alcohol.

## Appendix C



### PREMISES LICENCE SUMMARY

#### LICENSING ACT 2003

|                            |                |                            |                 |
|----------------------------|----------------|----------------------------|-----------------|
| Premises<br>Licence Number | LN18113-081117 | Date of Original<br>Grant* | 8 November 2017 |
|----------------------------|----------------|----------------------------|-----------------|

*\*An Annual fee associated with this licence is to be paid annually on the anniversary of the original grant date.*

|                                                                                          |        |           |        |
|------------------------------------------------------------------------------------------|--------|-----------|--------|
| Postal address of premises, or if none, ordnance survey map reference or description     |        |           |        |
| TWO TRIBES BREWING<br>UNIT4, TILEYARD ACORN PRODUCTION CENTRE<br>103-105 BLUNDELL STREET |        |           |        |
| Post town                                                                                | London | Post code | N7 8BN |
| Telephone number                                                                         |        |           |        |

Where the licence is time limited the dates  
Not Applicable

#### Licensable activities authorized by the licence

##### For the ground floor

- The provision of regulated entertainment by the way of:  
The performance of plays  
The exhibition of films  
The performance of live music  
The playing of recorded music  
The performance of dance
- The provision of late night refreshment
- The sale of retail alcohol

#### The times the licence authorizes the carrying out of licensable activities

- The provision of regulated entertainment for the performance of plays;
- |           |       |    |       |
|-----------|-------|----|-------|
| Monday    | 11:00 | to | 23:00 |
| Tuesday   | 11:00 | to | 23:00 |
| Wednesday | 11:00 | to | 23:00 |
| Thursday  | 11:00 | to | 23:00 |
| Friday    | 11:00 | to | 23:00 |
| Saturday  | 11:00 | to | 23:00 |

|                                                                                                                                   |       |    |       |
|-----------------------------------------------------------------------------------------------------------------------------------|-------|----|-------|
| Sunday                                                                                                                            | 11:00 | to | 23:00 |
| <ul style="list-style-type: none"> <li>The provision of regulated entertainment for the performance of films:</li> </ul>          |       |    |       |
| Monday                                                                                                                            | 11:00 | to | 23:00 |
| Tuesday                                                                                                                           | 11:00 | to | 23:00 |
| Wednesday                                                                                                                         | 11:00 | to | 23:00 |
| Thursday                                                                                                                          | 11:00 | to | 23:00 |
| Friday                                                                                                                            | 11:00 | to | 23:00 |
| Saturday                                                                                                                          | 11:00 | to | 23:00 |
| Sunday                                                                                                                            | 11:00 | to | 23:00 |
| <ul style="list-style-type: none"> <li>The provision of regulated entertainment for the performance of live music:</li> </ul>     |       |    |       |
| Monday                                                                                                                            | 11:00 | to | 23:00 |
| Tuesday                                                                                                                           | 11:00 | to | 23:00 |
| Wednesday                                                                                                                         | 11:00 | to | 23:00 |
| Thursday                                                                                                                          | 11:00 | to | 23:00 |
| Friday                                                                                                                            | 11:00 | to | 23:00 |
| Saturday                                                                                                                          | 11:00 | to | 23:00 |
| Sunday                                                                                                                            | 11:00 | to | 23:00 |
| <ul style="list-style-type: none"> <li>The provision of regulated entertainment for the performance of recorded music:</li> </ul> |       |    |       |
| Monday                                                                                                                            | 11:00 | to | 23:00 |
| Tuesday                                                                                                                           | 11:00 | to | 23:00 |
| Wednesday                                                                                                                         | 11:00 | to | 23:00 |
| Thursday                                                                                                                          | 11:00 | to | 23:00 |
| Friday                                                                                                                            | 11:00 | to | 23:00 |
| Saturday                                                                                                                          | 11:00 | to | 23:00 |
| Sunday                                                                                                                            | 11:00 | to | 23:00 |
| <ul style="list-style-type: none"> <li>The provision of regulated entertainment for the performance of dance:</li> </ul>          |       |    |       |
| Monday                                                                                                                            | 11:00 | to | 23:00 |
| Tuesday                                                                                                                           | 11:00 | to | 23:00 |
| Wednesday                                                                                                                         | 11:00 | to | 23:00 |
| Thursday                                                                                                                          | 11:00 | to | 23:00 |
| Friday                                                                                                                            | 11:00 | to | 23:00 |
| Saturday                                                                                                                          | 11:00 | to | 23:00 |
| Sunday                                                                                                                            | 11:00 | to | 23:00 |
| <ul style="list-style-type: none"> <li>The provision of late night refreshment:</li> </ul>                                        |       |    |       |
| Friday                                                                                                                            | 23:00 | to | 00:00 |
| Saturday                                                                                                                          | 23:00 | to | 00:00 |
| <ul style="list-style-type: none"> <li>The sale of retail alcohol:</li> </ul>                                                     |       |    |       |
| Monday                                                                                                                            | 12:00 | to | 23:00 |
| Tuesday                                                                                                                           | 12:00 | to | 23:00 |
| Wednesday                                                                                                                         | 12:00 | to | 23:00 |
| Thursday                                                                                                                          | 12:00 | to | 23:00 |
| Friday                                                                                                                            | 12:00 | to | 00:00 |
| Saturday                                                                                                                          | 12:00 | to | 00:00 |
| Sunday                                                                                                                            | 12:00 | to | 23:00 |

|                                                     |       |    |                         |
|-----------------------------------------------------|-------|----|-------------------------|
| To permit an additional two hours on New Year's Eve |       |    |                         |
| The opening hours of the premises:                  |       |    |                         |
| Monday                                              | 11:00 | to | 23:00                   |
| Tuesday                                             | 11:00 | to | 23:00                   |
| Wednesday                                           | 11:00 | to | 23:00                   |
| Thursday                                            | 11:00 | to | 23:00                   |
| Friday                                              | 11:00 | to | 00:00 the following day |
| Saturday                                            | 11:00 | to | 00:00 the following day |
| Sunday                                              | 11:00 | to | 23:00                   |

|                                                                                             |
|---------------------------------------------------------------------------------------------|
| Where the licensee authorises supplies of alcohol whether these are on and/or off supplies: |
| On or Off Supplies:                                                                         |

|                                                                                                        |
|--------------------------------------------------------------------------------------------------------|
| Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence |
| Two Tribes Brewing Ltd<br>28 Ford Avenue<br>Hove<br>BN3 2PL                                            |

|                                                                                            |
|--------------------------------------------------------------------------------------------|
| Registered number of holder, for example company number, charity number (where applicable) |
| 03860428                                                                                   |

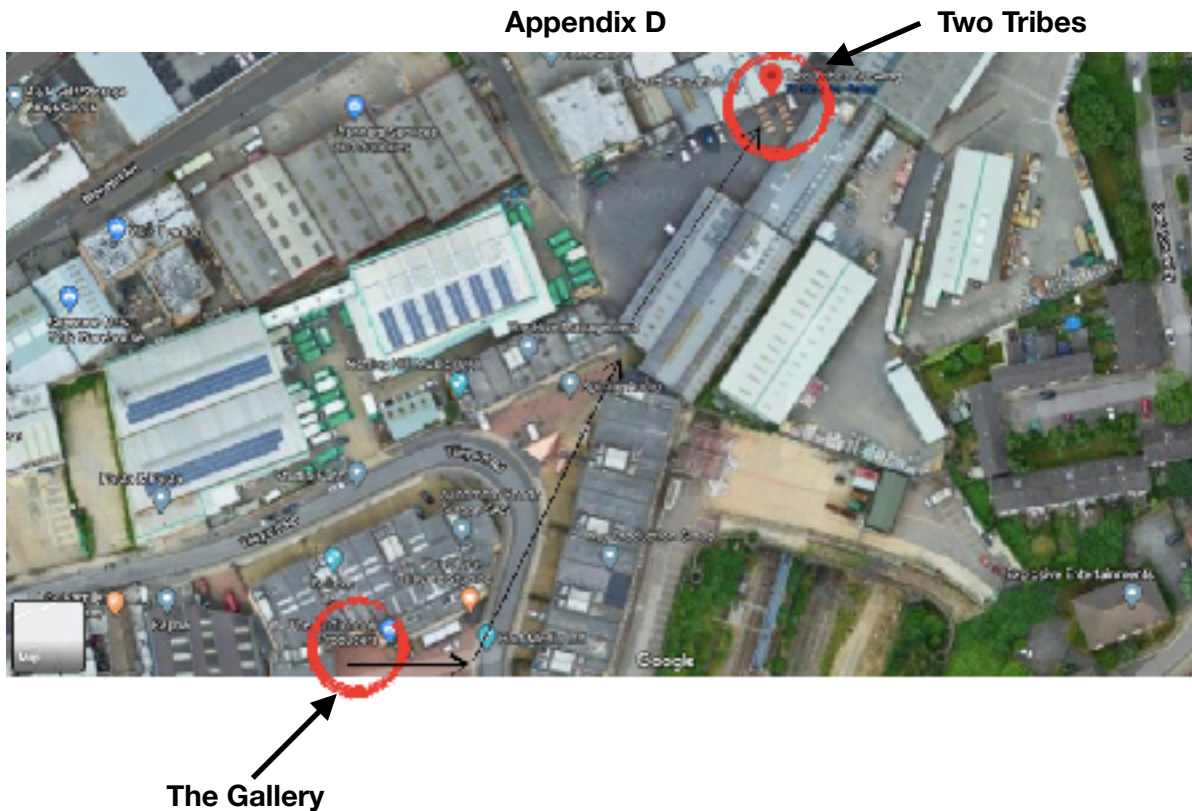
|                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------|
| Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol |
| Justin Tutton<br>175 Queens Park Road<br>Tingdon<br>BN7 2TA                                                                      |

|                                                                              |
|------------------------------------------------------------------------------|
| State whether access to the premises by children is restricted or prohibited |
| No restrictions                                                              |

Basingstoke Council  
 Public Provision Division  
 222 Upper Gower  
 London  
 W4 6XR  
 Tel: 020 7627 6081  
 Email: [licensing@basingstoke.gov.uk](mailto:licensing@basingstoke.gov.uk)

## Floor Management

Appendix D



*Appendix D* demonstrates the distance and route that was walked in order to get from The Gallery to Two Tribes. The Gallery was used as the main location for all the guest speakers to hold their lectures, and where the NYU dinner was held. TYE students had the option to join the lectures, however the dinner was specifically only for NYU students.

Appendix E



## Appendix F



*Appendixes E & F* demonstrate the floor plan of Two Tribes, the showcase venue. *Appendix E* outlines the inside of the venue and where the stage was placed. It shows where the main floor for the audience was, where the bar is located, and where the male & female toilets can be found. *Appendix F* demonstrates the outside area, which we had permission to use. This area was mainly used for people to network outside and for individuals to smoke if they wish to do so.

## Sponsorship

After being in contact with Two Tribes, and changing the showcase location to be here, Two Tribes donated one keg of beer for the guests of the event. After discussion in one of our final meetings we concluded that the best way to control the free beer would be through tokens.

These were to be handed out at the start of the showcase with a first come first serve method. This was highly advertised during our marketing campaigns as we knew more people would show up early to the showcase if there was free beer. This was a huge success as majority of the ticket holders came early, and stayed for the music.

## Budgeting

### Appendix G

| Item               | Cost | Paid By                 |
|--------------------|------|-------------------------|
| Venue              |      | £0 -                    |
| TYE Artists        |      | £0 -                    |
| NYU Artists        |      | £0 -                    |
| Digital Marketing  |      | £0 -                    |
| Physical Marketing |      | £0 -                    |
| Artwork            |      | £0 -                    |
| Staff              |      | £0 -                    |
| Sound Engineer     |      | £150 Tileyard Education |
|                    |      |                         |
| TOTAL              |      | £150                    |

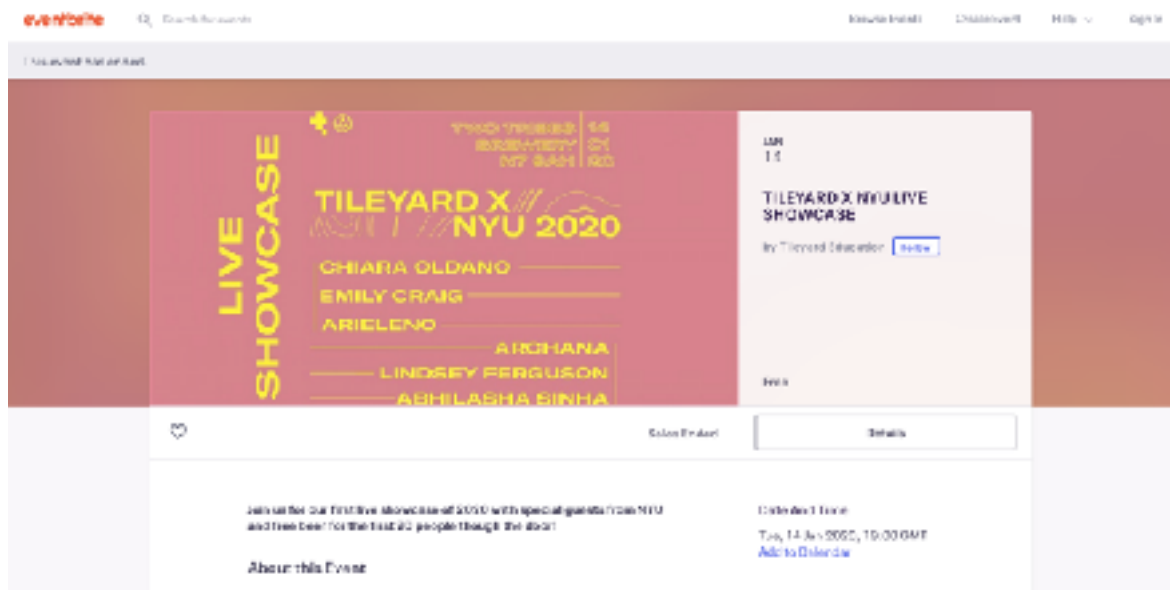
As the Tileyard x NYU Event was a collaboration between both universities, and as the event was held on the Tileyard Education campus, we were fortunate enough to make use of the venues and materials available to us. The only cost we had was hiring the sound engineer, Manny, who works under TYE. The venue was cost free as Two Tribes works with TYE when it comes to showcases & events, and The Gallery was also free of charge as that was used for educational purposes.

As a team we decided that there was no need to invest any many into the marketing of this event as the entire team had a combined digital reach of over 26,000 across all social media platforms. We believed that this was a good amount for the capacity available for the venue (150 people), which was proven as we sold out all tickets before the event date and the entire venue was filled with people.

## Ticketing

Even though we decided to not put any charge on the tickets, we still created the Eventbrite page (*Appendix H*) in order to closely monitor the amount of people we should be expecting on the day of the event, and to ensure that our social media marketing campaigns were successful.

## Appendix H



Overall, our organic take on the marketing campaigns demonstrated to be successful as 55 of the tickets were obtained through the Eventbrite channel, while the remaining 95 tickets were all sold through the organiser channels.

## Marketing

As mentioned before, our take on the marketing campaigns for this event were very organic as we did not invest any money and only made use of all the co-organisers social media pages, social media platforms from both universities, and all artist social media pages. This gave us a reach of over 26,000 which we found to be enough in order to sell out all the tickets.

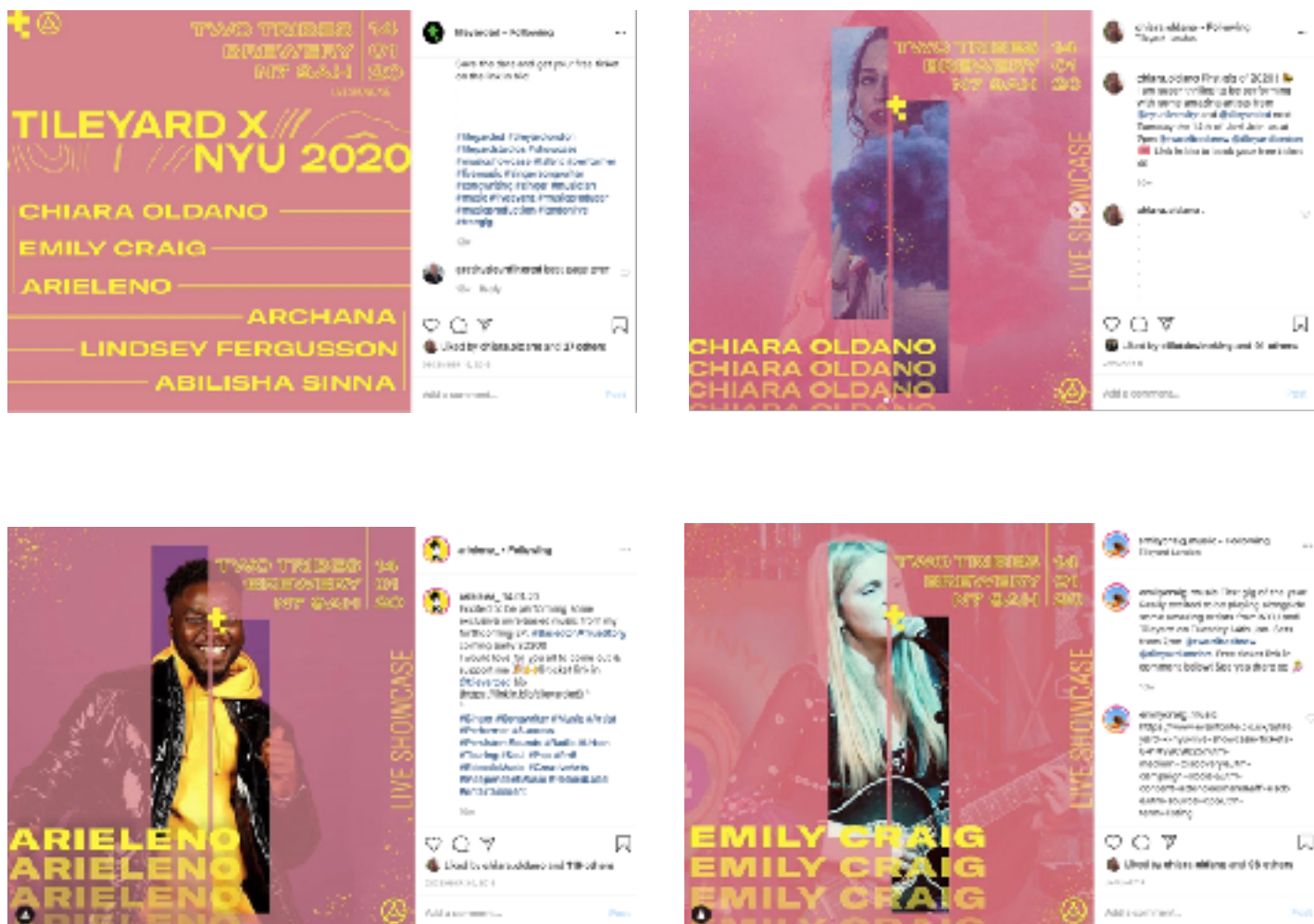
Social media pages began posting about the event at least once a week from the 2nd of December, 2019. This gave us over a months time to sell out all tickets. Tileyard Education posted on all social media platforms Facebook, Instagram, Twitter, etc. while we encouraged all the artists to post about it daily at least 7 days before the event. All TYE artists managed to do this, however it was harder to monitor this on the NYU side.

## Appendix I



Appendix I, demonstrates how there was a continuous increase in ticket sale the closer it got to the date of the event. Specifically, there is a surge in the number of tickets sold when all the artists began to post about the event daily, one week prior to the event date. All tickets were sold out before the event began, which showed that our marketing strategy was successful.

## Appendix J



Appendix J, shows example posts from Tileyard Education and from some of the artists that performed at the event, all artists created a caption similar to the caption script we wrote for them. This demonstrates how they reached out to their audience, which caused a surge in ticket sales. All of the artists and the university social media pages are set up as 'business' accounts, meaning they can get analytical insight on their social media reach, we used this feature as our main source of social media outreach measurer.

## Artwork

The artwork was created by Arianna, who is the leading graph designer for Tileyard. As this event was going to be under Tileyard, she offered to help us by creating the artwork for all the social media pages. During one of our group meetings we decided upon a few things we found to be essential in creating the artwork:

- Consistency in all the artwork
- Clearly shows the name of the artists
- Clearly shows the essential information about the event
- Two Tribes Logo
- Tileyard Logo

### TYE ARTISTS



### NYU ARTISTS



# Schedule

## Appendix K

### NYU x TYE Showcase 14th of January 2020

| <u>Time</u>          | <u>Activity</u>                                                                                                                                                                                                                             | <u>Location</u>              | <u>Involved</u>                     |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-------------------------------------|
| 13:00                | <b>Final Meeting</b><br>With all co-organisers to run through the schedule together, ensuring everyone is on the same page.<br>Kyarah to print out posters, and hang them in the direction from The Gallery to Two Tribes.                  | Vinyl Cafe                   | Kyarah<br>Elliot<br>Lucy<br>Arianna |
| 14:00                | <b>Arrival of NYU Guests</b><br>Will start with a brief introduction from Lucy on Tileyard, tour will be set to start at 14:15.                                                                                                             | Vinyl Cafe as starting point | Lucy<br>Arianna                     |
| 15:00                | <b>Stage Set Up</b><br>Kyarah and Elliot to be at Two Tribes for 3pm in order to meet with the staff and sound engineer. Setting up the venue by creating as much space on the inside as possible.                                          | Two Tribes                   | Kyarah<br>Elliot<br>Manny           |
| 15:30                | <b>NYU &amp; TYE Students to Meet</b><br>All students to meet at The Gallery in order to all meet each other.                                                                                                                               | The Gallery                  | Lucy<br>Arianna                     |
| 16:00 (NYU schedule) | <b>Talk with Kayode Thomas</b><br>All NYU students and TYE students who met at The Gallery will now start their guest lecture talk.                                                                                                         | The Gallery                  | Lucy<br>Arianna                     |
| 16:00 (TYE schedule) | <b>Venue Set Up</b><br>Kyarah and Elliot will be setting up the venue by creating as much space on the inside as possible. Removing all chairs & tables.                                                                                    | Two Tribes                   | Kyarah<br>Elliot                    |
| 17:30 (NYU schedule) | <b>NYU Dinner</b><br>After the guest lectures all NYU students will be having a joined dinner before the showcase.                                                                                                                          | The Gallery                  | Lucy<br>Arianna                     |
| 17:30 (TYE schedule) | <b>Soundcheck for TYE Artists</b><br>As the NYU students are having dinner the soundcheck for TYE artists will begin in order to ensure we have enough time for all the soundcheck.                                                         | Two Tribes                   | Kyarah<br>Elliot<br>Manny           |
| 18:00                | <b>Soundcheck for NYU Artists</b><br>Dinner is set to be finished at this time, Elliot and Kyarah to pick up the NYU artists and walk them to Two Tribes so they can do their soundcheck. All sound-checks to be completed at 18:45 LATEST. | Two Tribes                   | Kyarah<br>Elliot<br>Manny           |
| 19:00                | <b>NYU x TYE Showcase to Start</b><br>At this time the free tokens for beer will begin to be handed out to all the people arriving at the event.                                                                                            | Two Tribes                   | Kyarah<br>Elliot<br>Manny           |
| 19:00 - 19:20        | <b>Act 1</b>                                                                                                                                                                                                                                | Two Tribes                   | Emily Craig                         |

**NYU x TYE Showcase**  
**14th of January 2020**

|               |                                                                                                                                                                                   |            |                                |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------------------------|
| 19:30 - 19:50 | <b>Act2</b>                                                                                                                                                                       | Two Tribes | Lindset Ferguson               |
| 20:00 - 20:20 | <b>Act 3</b>                                                                                                                                                                      | Two Tribes | Chiara Oldano                  |
| 20:30 - 20:50 | <b>Act 4</b>                                                                                                                                                                      | Two Tribes | Archana<br>(Maella filling in) |
| 21:00 - 21:20 | <b>Act 5</b>                                                                                                                                                                      | Two Tribes | Arieleno                       |
| 21:30 - 21:50 | <b>Act 6</b>                                                                                                                                                                      | Two Tribes | Abhilasha Sinha                |
| 22:00         | <b>All Performances To Be Finished</b><br>All acts are scheduled to be completed by this time, leaving one hour for music on a playlist to run and for people to enjoy the venue. | Two Tribes | Kyarah<br>Elliot<br>Lucy       |
| 23:00         | <b>NYU x TYE Showcase to End</b><br>At this time the event is scheduled to be completed, and the venue will close.                                                                | Two Tribes | Kyarah<br>Elliot<br>Lucy       |
| 23:00 - 23:30 | <b>Clean Up</b><br>Everything to be moved back into Two Tribes, ensuring that the venue goes back to its original set-up.                                                         | Two Tribes | Kyarah<br>Elliot               |

## Programming

### Appendix L

#### Artist 1 - Emily Craig (TYE Student)

19:00 - 19:20

(10 minute turn over for act 2 to set up)

#### Artist 2 - Lindsey Ferguson (NYU Student)

19:30 - 19:50

(10 minute turn over for act 3 to set up)

#### Artist 3 - Chiara Oldano (TYE Student)

20:00 - 20:20

(10 minute turn over for act 4 to set up)

#### Artist 4 - Maella (TYE Student)

*Original Artist Planned : Archana (NYU Student) but fell ill.*

20:30 - 20:50

(10 minute turn over for act 5 to set up)

**Artist 5 - Arieleno (TYE Student)**

21:00 - 21:20

(10 minute turn over for act 6 to set up)

**Artist 5 - Abhilasha Sinha (NYU Student)**

21:30 - 21:50

Acts to be completed by 22:00

## Technical Rider

### Appendix M

**Artist 1 - Emily Craig (TYE Student)**

|             |                                                                                                          |
|-------------|----------------------------------------------------------------------------------------------------------|
| Drum Kit    | x1                                                                                                       |
| Guitar      | x1                                                                                                       |
| Bass        | x1                                                                                                       |
| Keys        | x1                                                                                                       |
| Saxophone   | x1                                                                                                       |
| Vox         | x3                                                                                                       |
| SIDE NOTES: | All members in the band will bring their own instruments / materials except for the drum kit & keyboard. |

**Artist 2 - Lindsey Ferguson (NYU Student)**

|                  |    |
|------------------|----|
| Keys Mono Stereo | x1 |
| Vox              | x1 |

**Artist 3 - Chiara Oldano (TYE Student)**

|          |    |
|----------|----|
| Drum Kit | x1 |
| Guitar   | x2 |
| Bass     | x1 |
| Keys     | x1 |

### Artist 3 - Chiara Oldano (TYE Student)

|             |                                                                                                                                                                                                                                                                                                                                           |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Vox         | x4                                                                                                                                                                                                                                                                                                                                        |
| SIDE NOTES: | <p>"We are bringing our own keyboard but will be using the Tileyard keyboard stand. We are also bringing our own guitars and bass but would need to use the following equipment"</p> <ul style="list-style-type: none"><li>- Guitar amp x1</li><li>- Bass guitar amp x1</li><li>- Stereo DI for keys x1</li><li>- Mic stands x4</li></ul> |

### Artist 4 - Archana (NYU Student)

|      |    |
|------|----|
| Keys | x1 |
| Vox  | x1 |

### REPLACEMENT Artist 4 - Maella (TYE Student)

|        |    |
|--------|----|
| Guitar | x1 |
| Vox    | x1 |

### Artist 5 - Arieleno (TYE Student)

|             |                                                                                                                                                                                                                  |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Drum Kit    | x1                                                                                                                                                                                                               |
| Guitar      | x1                                                                                                                                                                                                               |
| Bass        | x1                                                                                                                                                                                                               |
| Keys        | x1                                                                                                                                                                                                               |
| Vox         | x3                                                                                                                                                                                                               |
| SIDE NOTES: | <p>"We are bringing a keyboard and bass guitar and the drummer will be bringing breakables, but we will need"</p> <ul style="list-style-type: none"><li>- Bass amp x1</li><li>- DI box for keyboard x1</li></ul> |

### Artist 6 - Abhilasha Sinha (NYU Student)

|                                           |                                                                                                        |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------|
| Vocal Processor (TC Helicon Harmony G-XT) | x1                                                                                                     |
| Acoustic Guitar with Pickup               | x1                                                                                                     |
| XLR Cables                                | x3                                                                                                     |
| Quarter Inch Cables                       | x2                                                                                                     |
| Vox                                       | x1                                                                                                     |
| DI Box                                    | x3                                                                                                     |
| Extension Board                           | x1                                                                                                     |
| SIDE NOTE:                                | Has very different equipment requirements for performance so is <u>in definite need of soundcheck.</u> |

## Reflective Summary

Overall, the event was a success as we were able to achieve majority of the goals we had set for ourselves during the group meetings and discussions. The showcase itself was extremely successful as all the tickets were sold out, and the entire venue was filled with students, industry experts, and general music lovers. The overall turnout was extremely rewarding as we did the marketing ourselves and without investing any money into it. The entire day, especially for the NYU students, was an accomplishment for us as we received great feedback from all the NYU students and NYU faculty who came to visit us at Tileyard. They thoroughly enjoyed the tour, and guest lectures we organised for them, and the dinner and showcase was a great opportunity for everyone to network and build new connections. Even though the event was a success, there are a few aspects on the day that could have gone differently or could have been prevented during the organisation process.

The first issue that we came across on the day was that certain events in the schedule ran later than expected, therefore affected the co-organisers schedules in ensuring that everything was running smoothly. Particularly the NYU Dinner ran approximately 45 minutes late as the pizza delivery took much longer than expected. Even though this was an external factor and out of our control, it resulted in the soundcheck not being done in the order of the performers and for the NYU students getting a shorter soundcheck than anticipated. The weather was another external factor which hugely affected the crowd-control situation during the showcase held at Two Tribes. As all the tickets were sold out, we expected the overall outcome of attendees to be successful.

The inside of the venue is relatively small, so we were relying on the outside area of the venue to balance out the number of people being inside and outside. The weather affected this hugely as it was raining majority of the night, resulting everyone wanting to be inside. When planning this event we assumed that more people would want to be outside socialising, with the Two Tribes doors open so that the music can still be heard. Instead, everyone was trying to cram inside the venue and the doors had to remain closed so that no rain would come inside. Overall, there were no injuries or issues, but this was definitely more likely as the capacity overflowed on the inside of the venue. In the future this can be prevented by placing a marquee outside the venue so that attendees still have the option to stand outside. An issue that the artists expressed while organising the event was that they would have liked more performance time, this could have been achieved if we selected fewer artists however we made the option to choose the total amount of six artists as we wanted to showcase as many artists as possible. On the day of the event we had one NYU student unexpectedly fall sick, which resulted in us quickly having to find a backup singer to take Archana's place. Luckily, Tileyard is filled with talented individuals so it did not take long to find someone willing to take her place. However, for future reference I would've liked to have another NYU student as a backup in order to balance out the number of performers from each university. This could have been achieved if planned ahead of time, but as we did not do this the simpler option was to choose a TYE student who has performed at Two Tribes before.

## Bibliography

“Temporary Events Notice (England and Wales).” Temporary Events Notice (England and Wales) - GOV.UK, 2016.

“Beer + Music + Art.” *Two Tribes*, twotribes.co.uk.

“Eventbrite - Ticketing.” *Eventbrite*.