

Cover sheet

Assignment: Live Music & Event Management - SBTY7005

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Title: KIWE (Portfolio 2)

Due date: 17/03/2019

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Word length: None

I confirm that this work has not been copied, plagiarised or duplicated.

Signed:

KIWE

Live Music and Events Management – SBTY7005

MA Music Industry Entrepreneurship

Tileyard Education in Association with University of Wales and Trinity Saint
David

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1.0 Event Management Plan

Event Name	KIWE
Event Location	Two Tribes Brewery, Tileyard Studios, London N7 9AH
Event Date	13th March 2019
Organisation	KIWE

Event Overview

KIWE is a free live music event that supports the RnB/Soul community, creating space and a platform for undiscovered artists to execute their creativity, develop and network with other industry professionals. The event is designed to inspire and promote RnB/Soul culture through music and art. KIWE will be held on the 13th March at Two Tribes Brewery and will be hosted by founder and songwriter and recording artist Esther Cole. It will involve performances from singers within to genre and displays of art, celebrating some of the popular artists within this genre too, such as Aretha Franklin, Amy Winehouse and Erykah Badu. There will be interactive games such as a soul quiz and prizes. There will also be opportunities to network and connect with other industry professionals.

Roles

Name	Role	Responsibility
Esther Cole	Founder and Event Manager	Overall responsibility Booking artists Making Payments Planning \event Creating promotional resources Branding Programming
John U	Marketing and Promotion Assistant	Taking Lead on promotion through social media and researching other avenues for free or affordable promotion
Ross Wilson	Creative Assistant	Assisting with daily task and event planning

Organisational Structure

Event manager					
Venue	Artists DJ Instrumentalists	Suppliers	Marketing and Promotional Assistant	Creative Assistant	Volunteers
			Public/Attendees		

Program Schedule and Timetable

TIME	PLAN	DETAILS
2pm	Arrive at Venue	Complete any final printing and administration Hand out flyers to all the offices in Tileyard and to people on the street. Prepare free drink tickets.
4pm	Setup	Sound and Technical team setup up sound and Instruments KIWE Team, blow up balloons, set up vendor tables, decorate venue and layout accordingly and display artwork around venue.
5.30pm	Sound Check	Everyone gets 10 mins each
6:30pm -7pm	Doors open / Registration.	Doors open Mailing List Photos / Drinks / Network
7.15pm - 7.30pm	Esther Perform and open show RnB/Soul singer Hosting the entire show	What and why KIWE Explain raffle v mailing list vs Shaka Zulu prize Cake table Artists Pop Quiz and Prize
7.30pm - 8pm	J’Nai (RnB singer) Charla (RnB singer) Marnie Taylor (Soul Singer) Adam Wedd (Folk/Soul Singer) (One song each)	Both perform two songs each Introduce each artist in between sets
8pm – 8.30pm	Break	Pop Quiz Prize Giveaway (A KIWE branded beer dispenser)
8.30pm - 9pm	KAJA (Soul Singer) Siobhan Elouise (Soul Singer) (Two songs each)	Both perform two songs each Introduce each artist in between sets
9pm – 10pm	Networking and drinks (Announce Raffle Winner at 9:30pm)	Everyone receives a free raffle upon entry, after subscribing to our mailing list. Prize is a 3-course meal, drinks and club night at Shaka Zulu for two people
CLOSE		

Health and Safety

After doing my research to know the best possible way to approach this, I came to learn that risk assessments, emergency procedures, security and staffing will all be administered and provided by the venue. Fire exits are displayed on walls and are to be highlighted during event by myself the host. There are no temporary fixtures. Sound equipment and risk assessments are all to be facilitated by the production company supporting the event. This is arranged and managed between the venue and production company.

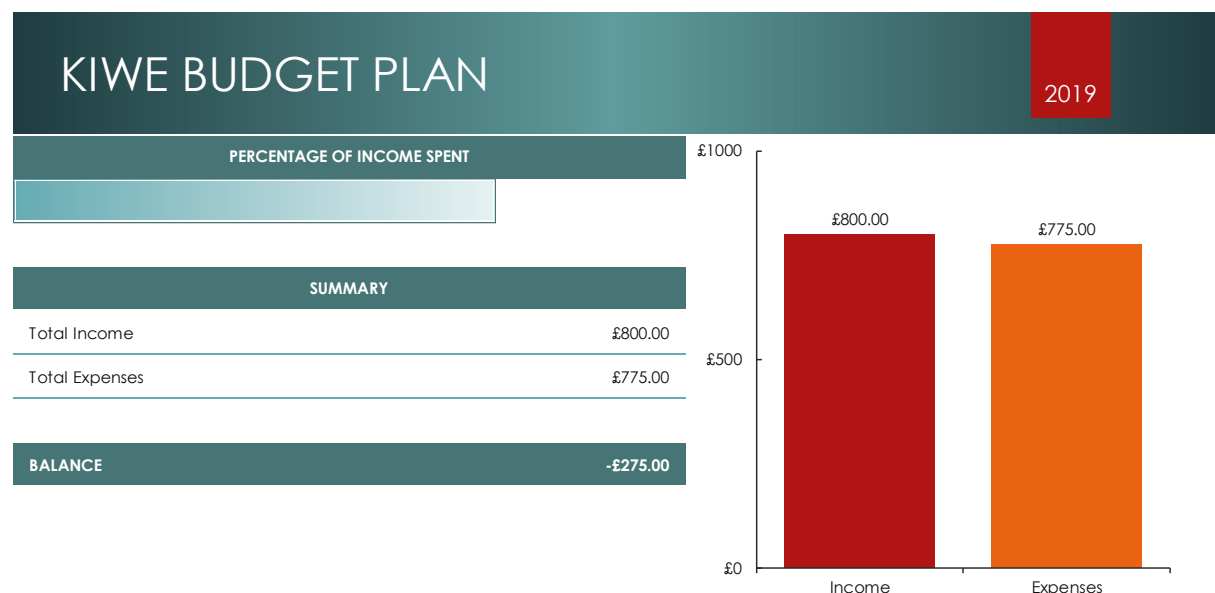
Venue can accommodate 140 people and provides two toilets which is adequate according to HSE guidelines (HSE, 2019). There will be no vehicles managed on site and on street parking is available to all attendees at their own risk.

2.0 Meeting Minutes

I have taken lead on taking notes. However, because KIWE is a not for profit event and nobody involved was receiving a pay, we kept meetings to a minimum and decided to do majority of work from home and communicated via email and WhatsApp. However, I did regularly take notes and draft down ideas during and after these communications. Please see [appendix a](#) for screenshots of notes taken by me in my notebook, computer and phone.

3.0 Budget Plan

I planned to keep budget low by utilising Tileyard facilities and creative students and by also taking advantage of Tileyard promotional network and contacts.



EVENT EXPENSES	
Item	Amount
Venue	£0.00
Sound Technicians	£200.00
Branded Balloons	£40.00
Flyers	£55.00
Tshirts	£60.00
Vinyl for printing brand name on Tshirts	£45.00
Instrumentalists	£50.00
Prizes	£80.00
Stationary and resources	£30.00
Free Drinks for first 30 people at door	£25.00
General Printing	£20.00
Petrol and Parking	£50.00
Promotion	£60.00
Photographer and Videographer	£60.00

4.0 Licensing and Staffing

All licensing and staffing will be organised by venue. We will not be administrating any licenses or recruiting and staff. However, we will have friends on the day volunteering. They will be giving out raffle tickets in exchange for email address, providing drink tokens and generally mingling with guests in KIWE branded t-shirts.

5.0 Floor Management

As I am the host of KIWE events and KIWE is currently a small not for profit event I will self-manage the floor with the assistance of John U and Ross W - my group. As a team we

will work together to ensure that everybody is interacting in the activities, engaged in conversation, registering to our mailing list and understanding the concept behind KIWE and why we do what we do. KIWE will be a free flow atmosphere, where people can get involved, engage and move around as they please. The atmosphere must be light and unstrict.

6.0 Marketing

This marketing plan has been designed by me. John and Ross will be assisting me in implementing it.

Key Event Marketing Goals

- Get at least 100 people to register for the event from within London.
- Get at least 200 people to follow KIWE between Instagram, Twitter and Facebook.
- Get at least 40 people to subscribe to our mailing list

Key Target Audiences

Primary target audience:

- RnB/Soul artists who want an opportunity to perform, meet other performers and network. Industry professionals that are either looking for opportunities for artists they work with to perform or who want to hear and meet new undiscovered artists in that genre.

Secondary target audience:

- RnB/Soul, live music lovers, between the ages of 18 and 50 who are looking for a great night out that is different to a typical club night.

Key Messages and Brand

Brand:

- The following name will be used in our promotional campaign: KIWE. Which stands for Kicking it with Esther – A RnB Soul songwriter, recording artist and creative entrepreneur who believes in promoting the RnB/Soul culture and supporting the community.
- Our moto will be “It’s a Soul Thang”, “Doing it for the culture” and “A Night of RnB/Soul Adventures”.
- The images used to promote our event will be designed around pink, purple, black and white colours and will be images of performers and people laughing, dancing, networking and having fun. KIWE will be written in black or white thick font, with no effect. Current font for brand is ‘Anton’.

Key Messages for event:

- Wednesday 13th March 2019 at Two Tribes Brewery, Tileyard Studios, N7 9AH
- “A Night of RnB/Soul Adventures”

- Live music, networking, food, drinks, competitions, prizes, free raffle for everyone and a free drink for the first 30 people that enter. Supporting the RnB and soul community. Free entry.
- This event will be showcasing some of London's most talented soul and RnB underground artists.
- Book early as tickets are limited

Marketing Support and Partnerships

Marketing will be supported by Tileyard Education and Two Tribes Brewery. They have agreed to share promotional material on their social media platforms and send out emails promoting event.

Key Stakeholder - Communication Plan

Stakeholder	What/Message	How	When	Who
Venue – Two Tribes Brewery	Obtain confirmation of permission to use their venue	Through email and visitation	By January 14 th , 2019	Esther Cole – Event Manager
Tileyard Ed	Approval to use their logo Request to promote event on their platforms Keep all sponsors up to date with the progress of the event and make sure to send invites.	Send details of event and ask for them to promote it via email	By 30 th January 2019	Esther Cole – Event Manager

Marketing Activities

Market Tools	How
Word of Mouth	Attending other events and sharing the event in conversation. Requesting for others to share the event also.
Email and post mail	Promoting via email messages and posting flyers through letterboxes.
Early bird tickets	Providing free drinks for those who come first.
Ticketing	Free tickets online via Eventbrite and Facebook.
Email signature	Including all the event details in my email signature.
Guest speaking opportunities	Use any given opportunity to make noise about the event and invite people.
Social Media	Promote the event with Facebook, Twitter, YouTube and Instagram. Make promotional video using 'promo.com' and professional posters using Canva. Buy ads and boost posts for maximum reach.
SMS/Messenger	Send event invites through text, messenger and WhatsApp.
Flyers	Hand out flyers across London with KIWE street team, in branded clothing. Film it and then later post it on social media.

Social Media

Outlined is our existing social media reach, how we plan to build and promote the event.

Targets:

Analytic	Current situation	Goal (13th March 2019)
Current likes on Facebook	16	50
Current Twitter followers	4	50
Current Instagram follower	18	100

Social Media Plan:

Date	Channel	Details	Who
14/01/2019	Facebook Instagram Twitter	Launch social media platforms for KIWE	Esther Cole – Event Manager
14/01/2019	Facebook Instagram Twitter	Tickets are now on sale posts.	Esther Cole – Event Manager
14/01/2019	Eventbrite	Create, publish and share event	Esther Cole – Event Manager
Everyday	Facebook Instagram Twitter	Promote KIWE, share a post relating to the event or themed around soul and RnB, artists, music, singing and events.	Event Manager and Marketing and Promotional Assistant – John U
Weekly	Facebook Instagram Twitter	Announce a different act weekly.	Marketing and Promotional Assistant – John U

Email Marketing

Database	Current situation	Goal (5th October 2019)
Current contacts	0	40
Sponsors, partners, supporters, donors	0	1

Email database will be expanded by:

- The “subscribe to mailing list” posts on social media.
- A raffle ticket in exchange for contact details at event.

Printed Resources

Details of printed material such as posters, fliers, newsletters etc.

Collateral	By When	Distribution channels	Who	Cost
1000 x A6 flyers (one sided)	Designed and printed by 1 st March 2019	Hand out, post in letterboxes and on cars	Myself, John and Ross with Street Team	£35 for flyers

Marketing Evaluation Plan

We will use the analytics provided by Facebook, Instagram and Eventbrite to track the progress and outcome of our marketing. We will also make use feedback forms, ticket sales, phone calls and emails to help us evaluate our marketing at the end of the event.

Marketing Budget

Item	Supplier	Cash Budget
Income		
Flyers	Instant Print	£55
T-shirts and Hoodies	MDP Supplies	£60
Vinyl for printing	MDP Supplies	£45
Branded Balloons	Balloons Galore	£40
TOTAL		£200

7.0

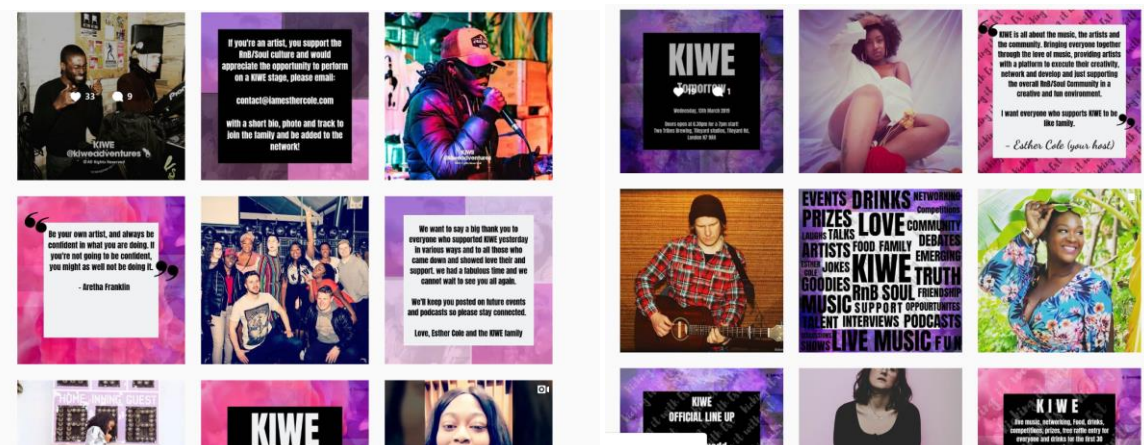
Personal Reflection

My involvement in the planning and executing of this event was very intense being that the event was an original concept of mine and a project that I have been passionately wanting to launch for some time. Now that the event is over, and has been successfully executed, I am extremely pleased with the results and outcome of its turnout.

Here is a link to the Eventbrite page for KIWE:

<https://www.eventbrite.co.uk/e/kiwe-tickets-52400803213#>

And here are some screenshots of posts and images that were used in the promotion of the event:



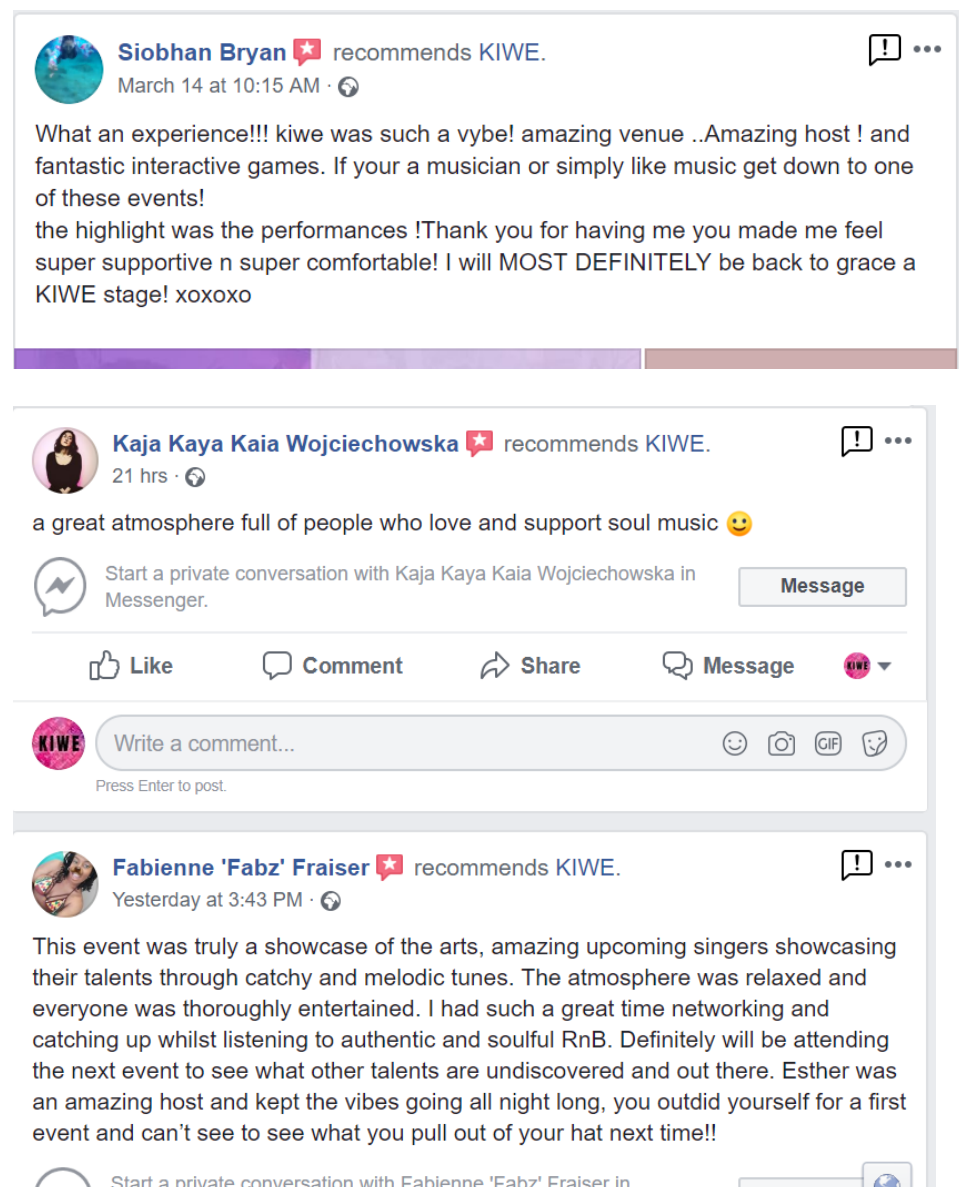
<https://www.instagram.com/kiweadventures/>

You can see clearly that the message and branding was positively and effectively delivered as planned and outlined in the above management and marketing plans. We stayed committed to the original key messages and branding plans and it served us good. We were able to gain

more followers across all social media platforms and our Instagram followers grew from 18 followers to 85 followers with an average of 30 likes per post. Our Facebook grew from 16 to 68 and twitter from 4 to 24 followers.

We also had over a 120 people register for the event although roughly, only 50 people showed up. Regardless, I am please with these results because it shows that many people were interested in attending and I strongly believe this is due to the appropriate branding style and consistency in promotion. According to an Eventbrite blog, it is usually a good idea to expect at least 50% of people to not show up to free events (Booker, 2017) so this was expected.

We received amazing feedback and was given many great reviews via Facebook reviews. Please see screenshots below of some reviews:



We also received 46 subscriptions to our mailing list and had many people request we do the event again.

Changes I would make to for the future is being strict with my budgeting plan. I exceeded my overall budget and ended up spending way more than planned, which proves that although budgeting plans can create barriers on your spending and provide you with a strategy (Sawyer, 2019), without discipline and great negotiation skills that plan can fail.

There are also other extra measures I would put in place for future events to help monetise KIWE. For example, I will not provide free videos of performances and images to artist but request a donation for unwatermarked work. This way KIWE can build an income through footage taken. Watermarked footage can be provided for free as this will promote KIWE as a business. I would also investigate having KIWE listed on other platforms such as Calendar Listings and What's on Listings, for maximum reach.

Overall, planning and executing this event was challenging but fulfilling and I am looking extremely forward to organising another one.

8.0

Reference List

- Booker, B. (2017). 9 Planners on How to Manage Attendance at Free Events - Eventbrite. [online] Eventbrite UK Blog. Available at: <https://www.eventbrite.co.uk/blog/how-to-manage-attendance-free-events-ds00/> [Accessed 17 Mar. 2019].
- HSE. (2019). How many toilets should a workplace have?. [online] Available at: <http://www.hse.gov.uk/contact/faqs/toilets.htm> [Accessed 17 Mar. 2019].
- Sawyer, K. (2019). Event Budgeting Guide: Master Your Event Budget in 2019 - Eventbrite. [online] Eventbrite US Blog. Available at: <https://www.eventbrite.com/blog/event-budget-guide-ds00/> [Accessed 16 Mar. 2019].

Appendices

Appendix 1:

https://drive.google.com/file/d/1pb61xlyStdu9t0noz_Bs4f8lewzDxRlu/view?usp=sharing

Appendix 2:

https://drive.google.com/file/d/1K_qNQJ1N7rVwj-m4oPaZ8Mt7Ouj1eKut/view?usp=sharing

Appendix 3:

<https://drive.google.com/open?id=17t4TuLDZlGuqECcOJUixMLwJ5qFu2pHs>

Appendix 4:

https://drive.google.com/file/d/1ScAB42HCEQebd_AtscvKEA6NSYtu4Xwp/view?usp=sharing

Appendix 5:

https://drive.google.com/file/d/1uZr5H8h6FRAN8TbBhk5_7ON6a_sBCV1Q/view?usp=sharing

Appendix 6:

<https://drive.google.com/file/d/1lZrQoJb61Vi4nVmtNcYxsfn6XBAVghCX/view?usp=sharing>