LIVE MUSIC AND EVENT MANAGEMENT

BMTY7005: PORTFOLIO 2
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1. Introduction / background

The MA Music Business Class '22 is proposing an event that aims to showcase the musical talent, inspiring minds, and educational facilities located at Tileyard, London. Our event will be all about networking, educating, and showcasing. We aim to collect donations to fundraise for a music-based charity based at Tileyard- Small Green Shoots.

This all-day cross-media cultural event will see interviews during the day in The Gallery, followed by a music showcase taking place in both Vinyl Café and The Gallery at Tileyard. The Gallery aims to act as a venue for full-scale gigs. Vinyl will be more focused on smaller acoustic live performances in the back room, with the front room acting as a place for people to network and socialise freely.

This portfolio intends to provide an overview of our team's intentions for the event, touching on our decision-making, preparation, and accumulated assets across all aspects of the project's management. It will conclude with a personal reflective summary of my involvement on the team.

Team members consist of the following:

Róisín Doyle-Bakare (myself)
Fanchon Dehilotte
Justine Perret
Marta Teolata
Tom Parke
Jan Dittrich
Kieran Sienko
Valerie Etienne
Adam Zanotti
Craig Williams

2. Event Management Planning

2.1. Initial planning and event proposal

Planning for the event began in February. We liaised with lecturer and industry professional Robert Gutterman when brainstorming ideas. We initially hoped to do a Tileyard-wide event, using all Tileyard based venues to create a festival-type environment. This was swiftly determined to be too ambitious, so

we scaled down to a more manageable multimedia event across two neighbouring venues in the Tileyard complex. A provisional date of June 1st was decided as the best option available to us.

Provisional team roles were determined based on our strengths. Figure 1 shows the finalised staffing table for the event. As seen in contrast to the meeting minutes (*Appendix A*), the roles changed in some cases over the weeks. This was due to people displaying certain strengths in other areas and changing roles, or due to a role needing to be filled due to unfulfilled contribution from other team members.

ROLE	NAME
Event Managers (supervise all below roles)	Fanchon, Róisín
Licensing and Risk Assessment	Marta, Kieran, Fanchon
Site Map	
Finance and Ticketing	Tom, Jan, Adam
Marketing and Social Media	Justine, Jan, Marta
Programming and Artist Relations	Valerie, Róisín, Fanchon, Craig
Sponsorships and Partners	Róisín
Venue Liaison	Róisín, Kieran
ON THE DAY	
Event Managers	Fanchon, Róisín
Social Media	Justine
Hosting / Interviewing Speakers	Craig
MC in The Gallery	Adam
Artist Liaison	Róisín, Valerie
Ticketing	Tom
Floor Manager	Marta
Floor Manager Assistants	Kieran, Jan, Craig

Figure 1: Staffing for DemoFest

With the ethos and plans for the event discussed at meetings, I compiled an event proposal (*Appendix B*) to be sent to Harry Leckstein and Emily Hillier, who manage Tileyard Education proceedings and Tileyard venue bookings respectively. Course co-ordinator Steve Cole was also CC'd as one of our representatives. I based this proposal on a proposal created by myself and Kieran for a separate professional event that we run, which was a great baseline to have. I have had ongoing discussions with

Harry and Steve about the event, of which they are both happy to support (this will be detailed more in further sections of this portfolio).

We later met as a team to decide a name for the event, which became an urgent requirement for the marketing team to begin their planning. After ruling out many ideas due to potential copyright / trademark conflict, we collectively decided on 'DemoFest'. This fits the ethos of the event as a demonstration of the talent and facilities at Tileyard, as well as this acting as a 'demo'/trial event that future music business classes may want to carry forward.

From here, we split into our smaller cohorts as outlined in the Figure 1 above to finish planning, usually meeting in these smaller groups and reporting back to the wider team at regular meetings. Planning decisions and further discussion also took place in a group chat created on WhatsApp, with shared assets stored on a Google Drive.

2.2. Programming

The programming and artist liaison team oversee acquisition, programming, and communication with all speakers and performers at the event.

Myself and Fanchon spearheaded liaison with the MA Songwriting students here at Tileyard. We created a submissions Google Form for them to apply to perform with information we deemed important to obtain in advance (*Appendix C*). We received a lot of interest off the back of this, with a total of 16 applications to perform. Fanchon began to compile this information into a provisional programme for the evening (*Appendix D*). Val has many industry connections, so primarily managed obtaining speakers and a potential headline artist and compiled a programme for confirmed speakers (*Appendix E*).

We aim to reach out to chosen performers once our event is formally approved by Tileyard. We will obtain all equipment and resources required and requested by each artist in advance of the event, likely to be provided by Tileyard Education, and maintain clear and consistent communication in the lead up and on the day of the event itself.

2.3. Licensing and Health & Safety

The licensing and health and safety (H&S) team met early on to create a risk assessment, obtain a site map, and to discuss and formalise anything required for the licensing of the event (*Appendix F*, *G*, *and H* respectively). This included research into relevant regulations, guidance and codes of practice, as well as standard and potential risks for such an event. All team members are required to be aware of the H&S precautions in place for the event, though it will be formally regulated by the aforementioned cohort.

The team reported that DemoFest does not require a license, as a Temporary Event Notice to carry out a 'licensable activity' is only necessary on unlicensed premises in England or Wales (London Borough of Islington, no date). Both The Gallery and Vinyl Café are licensed and therefore do not require additional licences.

3. Marketing

3.1. Aesthetic and audience

The entire team were buzzing with ideas to market DemoFest, with Jan and Justine primarily in charge of creating assets and plans to bring these ideas to fruition.

Once the ethos and aesthetic was clear in our heads, Jan and Justine designed a logo, posters, stickers, and social media posts and accounts (see Figures 2-5 below). Our USP for the event is a showcase of Tileyard talent. This will be the first event of its kind to merge a display of student and professional talent alongside speakers involved in the industry, making for an event that should inspire and delight music-lovers from all walks of life.

The target audience is primarily members of the Tileyard community- including both professionals working on the site, and students studying there. This lends to an audience of mixed demographics, with a wide age group, all genders, and widely varying economic status. The main connection between all groups is a love of music, networking, and learning more about the music industry. This will be our key focus in marketing the event as a showcase. We hope to attract aspiring Tileyard residents and students also, which will involve marketing in key locations off campus such as to current undergraduates and non-Tileyard based music companies.

Figure 2: DemoFest stickers

Figure 3: DemoFest logo in purple

Figure 4: DemoFest provisional poster

Figure 5: DemoFest sample graphic for artist announcement social media post. Pictured: Darcy Blu.

3.2. Social media

The importance of social media in the modern-day music industry cannot be understated (Ferrone et al., 2019; Rosenblatt, 2019). Our marketing team is aware of this and aims to fully utilise it to market the event to as wide an audience as possible. This will be an ongoing endeavour to maintain engagement and create hype for the event, as outlined in a marketing and promotion plan created by Justine (*Appendix I*). A social media marketing plan will be made to outline the plan for content in the weeks leading up to the event.

Thus far, an Instagram page and Facebook event (Figure 6) have been created, with these platforms likely being where we will best reach our target audience. We will utilise the audience acquired by Tileyard and other potential sponsors / partners by requesting that they publicise the event through mailing lists and socials.

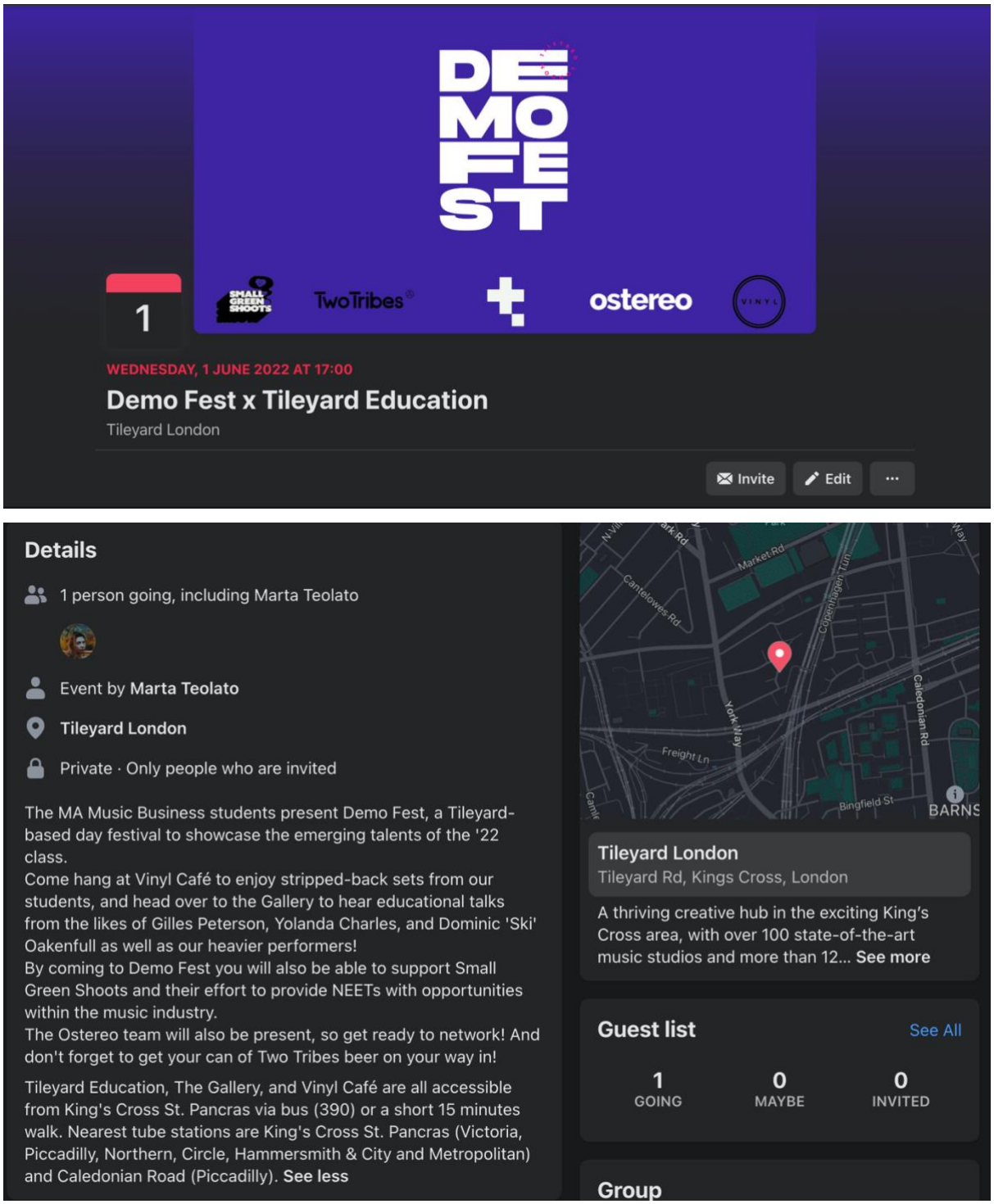


Figure 6: Facebook Event for DemoFest

4. Finances

4.1. Budget and Ticketing

The finance team liaised with Robert Gutterman and researched the standard costs that come with running similar events in order to build a preliminary budget (*Appendix J*). So far, we have received informal confirmation from Harry and Steve that Tileyard Education will support our event financially, and provide the venue hire free of charge once they can retain drink / food sales. In return, we will showcase the fantastic talent and opportunities that Tileyard Education have on offer, particularly for aspiring students.

The ticketing choice was heavily debated by the team, with different pros and cons becoming clear for having a free versus paid event. One downside was the high level of no-shows for free events, which was realised through discussions with industry professionals such as Sarah Slater, and through research on various blogs and articles (Eventbrite Blog, 2019; Todd, 2019). This was discussed across multiple meetings which can be seen in the accompanying meeting minutes, ultimately concluding that the best option would still be to have free tickets for data management and to gage an idea of numbers. This allows for Tileyard residents to decide on the day if they wish to attend without a barrier to entry of a paid ticket, which we imagine will be the situation for many attendees. With this, we will have an option for attendees to donate at the time of acquiring tickets, and we will collect further donations at the event to donate to our chosen charity.

Adam was tasked with creating a ticket platform comparison to help us conclude which one would be best for our specific requirements (*Appendix K*). Due to the late completion of this, as well as the lack of essential data points and the unreliable source of the chart included, there was no time for it to be altered or for a group decision to be formally made on this matter. However, based on our in-class discussion with Olly Goddard of Weezevents and collective enthusiasm for its features, it provisionally seems like a suitable option to suit our requirements.

As a not-for-profit event, our budget predicts a small loss despite the event's low running cost. We are putting this down to it being the launch of the event, and due to proceeds going to charity. Tileyard education (and our hopeful sponsors and partners) are happy to cover this small running cost.

4.2. Sponsorships and partners

I was assigned the job of researching and acquiring sponsorship for DemoFest. Due to the fact that we are waiting on formal confirmation to run the event, I have not yet had the opportunity to contact most of our hopeful sponsors / partners. For this, we will need to create a pitch deck to share to explain the event. It was decided early on that we would work with a charity to make this a fundraiser event. As seen in the event proposal, there are a number of charities we would like to work with. However, it was deemed best to stick with one charity, and with Small Green Shoots being a Tileyard based music-oriented charity they felt like a great fit. They will be contacted in due course to see if they are interested in this collaboration.

I am planning on contacting music company Ostereo, who run monthly networking events at Tileyard. With their event, they would have a large audience that crosses over in many aspects with our target audience, meaning that their sponsorship or partnership would provide us with fantastic reach to potential attendees. Additionally, having an established name working alongside us to run the event would add to our credibility and appeal.

One of the venues for the event- Vinyl Café- as well as on site brewery and bar Two Tribes / Campfire would also make for suitable sponsors. Vinyl Café will be hosting the event and able to provide catering and drinks for attendees. A collaboration with Two Tribes brewery would be beneficial for further drink and catering supply for The Gallery.

Contact details have been acquired for all hopeful sponsors and partners and will be contacted in due course.

5. Concluding personal reflection

Post-event, I plan to thoroughly reflect on my contribution to the team using Gibbs Reflective Tools as a guide (2013). I usually do this after group-oriented activities, be they professional or academic, to further improve my communication and team-working skills. As someone who aspires to be a good leader, and more importantly a good person and team-player, I find exercises like this incredibly useful.

I learned a great deal about event management and procured new contacts and skills during my time on this course. As someone who runs events in my own time, I found that I could apply the knowledge I already had to curating this event, in return acquiring further skills and knowledge to take into the professional world. Most notably, however, my teamwork and communication skills were both tested and enhanced.

There was an unfortunate miscommunication which led to conflict during the completion of the assignment. This may have been avoided sooner had a formal 'leader' been chosen and maintained from the outset. Though I had no intention of being the event manager initially, it slowly but surely developed that, with the number of roles I was assisting in alongside Fanchon, we were viewed and subsequently appointed as leaders of the team at a late stage. Unfortunately, Adam experienced what he deemed to be unfair treatment, caused by a breakdown in communication between team members for what was considered by many to be a lack of equal or adequate contribution on his behalf. As soon as Fanchon and I were assigned as event managers, we acted fast to attempt to diffuse the growing conflict and confusion with a de-escalation of discussion in the group chat and a swiftly arranged meeting for all team members to attend. This clarified any issues and made the event details a lot clearer for everyone.

Once assigned a leadership role, I believe I handled it well. When hosting meetings, I used previous work experience and further research to learn the correct way to conduct minutes and create meeting agendas (Bryant, 2017; Indeed Editorial Team, 2021). Both before and during my role as event manager, I ensured that I remained open to the thoughts and opinions of everybody present, and did everything that I could to ensure that conflicts were resolved as diplomatically as possible. From discussions with team members, I was happy to find that those I chatted with found my leadership to be balanced and effective, and as always I am open to and encourage any feedback to the contrary to better refine my people skills.

A key take-away I have from the completion of this assignment is a reminder of the importance of clearly defined roles and effective communication. Though it can be highly frustrating when team

members do not contribute their fair share, it is important to remain civil, professional, and to communicate thoughtfully and effectively at all times. Overall, I thought that our team worked incredibly well together, and I look forward to continuing to work with anyone who may be interested towards a successful DemoFest this summer.

6. Appendices

A copy of all assets used for this assignment can be found in the team's shared Google Drive here.

Appendix A- Selection of meeting minutes

Minutes: In-Class Meeting

22 February 2022

Assignment outline: Portfolio 2- 40%

1st April - 2000 words

- Hosting an actual event, but have the details ready by April
- Decide: split into two groups or one big group
- One day cross media live event held in Tileyard
- What is the event going to be?
    - Outdoor event at Campfire or Gallery
    - Using MA Songwriting students
    - Need permission from Campfire / Gallery
    - Need to appoint roles
    - Licensing issues - temporary event notice
        - Curfew, alcohol, etc.
        - They shouldn't charge us if they're getting revenue from food and bar

Our Objective

To plan a Tileyard based event with details in place by early April.

Deadlines/Milestones

Roles to be decided:

- Event manager
    - Writing event management plan
    - Health & Safety
    - Venue finder
- Accountant / Finance manager
    - Sponsorship and crowdfunding
    - Ticket sales
- Programmer
    - What *is* the event
- Licenser
- Marketer
- Floor Manager
- Artist relations

Venue key points to address:

- Capacity
- Licensing restrictions

    - Timings
    - Age
- Price, rental cost
- Bar deal

Project Update Roundtable

Provisional roles Assigned:

- Finance and ticketing
    - Tom
    - Jan
    - Zanotti
- Marketing, Promo, and Branding
    - Justine
    - Jan

Programming / artist relations

- Val
- Róisín
- Craig
- Event managers
    - Fanchon
    - Kieran
    - Marta
- Venue management
    - Kieran
    - Róisín
- Floor manager
    - Zanotti
- Licensing and H&S
    - Justine
    - Event managers

Ideas and tips

- Pin as an open day / showcase for future students
- Festival day type thing, campus wide
- More likely to come if they've purchased a ticket
- Charity fundraiser
    - Power Up, Jamal Edwards honoured, Music in Mind, London Music Fund,Love Music Hate Racism.
- Engaging local community
- Women in Jazz
- H&S: security, insurance, drug policies and testing

Minutes: Class Meeting Discussion

3 March 2022

Target audience

- Creatives
- Students
- Drinks people (sponsors)
- Catering / hospitality

Students (post grad and level 6)

- Broke! Limited funds
- Love music / musicians
- Socialites

Tileyard residents

- Industry professionals
- Wide age- 18-70
- Creative industries
- More money than students, young professionals with disposable income (double income no kids yet- DINKYS)
- Seniors and industry leaders

Outsiders

- Music lovers
- Aspiring students
- Aspiring Tileyard residents

Main modes of sharing:

- Posters
- LinkedIn
- Instagram
- Facebook

Minutes: Project Check-In Meeting

23 March 2022

Members present: Róisín Doyle-Bakare, Justine Perret, Fanchon Dehillotte, Marta Teolato, Tom Parke, Jan Dittrich.

Project Update Roundtable

Updates from team

Justine

- Made an instagram- demofest22
- Facebook event incoming
- Photoshop template underway
- Marketing promotion plan complete
- Awaiting logo from Jan
- Planning to use QR codes, Eventbrite ticketing
- Will specify advertisements - not planning on using social media adverts
- Sticking with the demo 'theme' to make a messy / rough style in marketing

Fanchon

- Starting to organise who would play where for a setlist
- Multiple additions of acts by Valerie need to be clarified
- Awaiting to meet with Kieran and Marta tomorrow to do licensing
- Made a template on staffing for the event
- Added elevator pitch to event proposal

Róisín

- Created a Google Drive to contain assets. A second folder with essential assets was created that everyone would have access to once they submitted their portion of the workload as was deemed fair by the group.
- Monitoring answers from the performer submissions - will get in touch with successful applicants with more details and arrange a meeting with team to decide who should play
- Following up with Harry and Steve to confirm date and venue
- Will confirm and reach out to sponsors and charity
- Will reach out to Val to confirm artists and speakers that she has arranged

Tom

- Uploaded the budget to Google Drive
- Added lanyards to finances
- Will add digital marketing to budget as a free expense

Marta

- Site map and health & safety have been uploaded

- Awaiting to meet with Kieran and Fanchon tomorrow to do licensing

Jan

- Working on the poster
- Working on the logo- will send to Justine soon
- Warm orange tones chosen for branding
- Added elevator pitch to event proposal

Next Steps

- Going ahead with Small Green Shoots- will contact in due course
- Ostereo- we will reach out to them to see if they are interested in sponsorship
- Need updates from Val, Zanotti, Kieran, Craig
- Need to confirm that we are all on the same page about the event itself
- Need to assign official staffing roles - Fanchon uploading updated staffing info in drive- has changed from initial meeting. Anyone who has not contributed / agreed to a role has not been added to this sheet. Roughly:
    - Justine and Jan- social media marketing (videos, photos etc.)
    - Zanotti- host / presenting artists in Gallery
    - Róisin and Val- artist liaison
    - Tom- ticketing
    - Marta, Kieran, Fanchon- Floor manager and assistants

Minutes: Project Check-In Meeting

24 March 2022

Members present: Róisín Doyle-Bakare, Fanchon Dehillotte, Valerie Etienne, Jan Dittrich, Tom Parke, Marta Teolato.

Discussion and Next Steps

Questions for Robert:

- Ticket pricing
    - Valerie- want to attract people there
    - Fanchon- freedom of movement, let's Tileyard residents just pop in
    - Robert- reasons for ticket: funding the event, database of people interested
    - Donations on the night and at the time of getting free tickets
    - Decision made: free tickets on Eventbrite for a database, an idea of numbers, an option to donate at the time of getting tickets, and donations with a card machine on the night
    - Check out Weezevents for ticketing

Clarifying

- The two Google Drive folders have now been merged and organised.
- Acts and speakers
    - Val added document to drive outlining confirmed and interested speakers
    - Need to reach out to others (potentially two slots) of our mentors etc.
    - We are having the end say in who plays in what venue
    - Fanchon has made a document to map out who plays where and set times etc.
    - Need to confirm who will be interviewing people
    - Tileyard Music / residents that could perform:
        - Georgia Meek
        - Tamaraebi (signed with Autonomy)
- Vibe
    - Vinyl and Gallery will have clashing times which is ok cause different environments
    - There'll be 20 mins between acts with checks etc.
    - Vinyl- networking, drinking, eating in front, acoustic acts in back
    - Gallery- gig environment
- Steve
    - Get a hire fee and details directly from the Gallery and Vinyl Cafe and send this onto Steve and Harry. See what's possible
    - See if they'll give it for free
    - He will talk to them directly and mention that they'll be approached next week
    - Agrees with the rationale of the date of June 1st
    - What is the contingency plan?
        - If the venues aren't free / too expensive etc.
        - Just add a line or two that mentions where your second choice might be- e.g. Campfire, local pubs
        - Consider: At what point would you cancel or postpone if a problem occurred? How do you inform everyone?
    - Make it as real as possible

Minutes: Project Check-In Meeting

28th March 2022

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

Discussion and Next Steps

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

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

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

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

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

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

Appendix B- Event proposal

Introduction / description:

The MA Music Business Class '22 is proposing a Tileyard based event that aims to showcase the musical talent, inspiring minds, and educational facilities available at Tileyard. Our event will be all about networking, educating, and showcasing. We aim to collect donations on the night both to fund the event and with 50% of proceeds going to a music charity as opposed to charging for entry.

We propose an all-day event whereby we host discussions/interviews during the day in The Gallery (12-5pm), with a music showcase from 5pm onwards taking place in both Vinyl Café and The Gallery. Music played in the Gallery aims to be 'heavier' performances, i.e. DJ sets, Rap, Hip-Hop, punk/rock, pop etc. Vinyl will be more focused on acoustic live performances in the back room, with the front room acting as a place for people to network and socialise freely with the live music in the background.

Proposed date/time: May 26th (Thursday). Talks/interviews from 12-5pm, music from 5/6-11pm.

Location: Gallery, Vinyl Café, Car park out front

Performers / Speakers:

We intend to encourage students in Tileyard Education to get involved and perform (including students with particular expertise such as sound engineering, production, marketing etc.).

Headliners will be reached out to by the programming / artist relation team, some of which have connections with established artists inside and outside of the Tileyard community. We will be in touch with Tileyard Music and other teams for contacts.

We intend to reach out to some of our mentors and other prominent Tileyard community members to be guest speakers for daytime discussions. They will be interviewed by members of the music business class hosting the event.

Suggested partnerships / sponsorships

Charities:

- Collecting donations for a chosen music charity
- Gain a wider audience with their reach
- Potential options: Music Declares Emergency, Music in Mind, Power Up, Small Green Shoots

TYX / Tileyard / Tileyard Education

- Funding and location in return for providing publicity and advertising to the vast Tileyard community, particularly for Tileyard Education incoming / aspiring future students

Ostereo

- Run an established monthly networking event at Campfire

- May be interested in sponsoring or linking with our team to run the networking aspect of our event

Two Tribes / Campfire / Vinyl

- A limited edition Two Tribes beer can (with custom name and brand logo). This would bring with it a symbiotic marketing plan with Two Tribes.
- Food provided by Campfire and Vinyl catering
- Looking into the potentiality of food trucks in the carpark at Vinyl café
- They retain food / drink revenue

Equipment / resources needed

- Chairs, mic, and set up for daytime talks
- Mics etc. for live performances in Vinyl
- DJ decks (preferably CDJs or XDJs) for Gallery
- Lighting setup with different coloured lights for Gallery
- Stocked bar and bartenders (potential extra work for students) in Gallery and Vinyl
- Security
- Soundsystem

Elevator Pitch

Hi, we're hosting DemoFest, a dynamic event at the Tileyard Complex, to showcase our musical talents, inspiring minds and our facilities for aspiring and like-minded music enthusiasts. We have artists performing songs ranging from DJ sets, acoustic to hip-hop at Vinyl and The Gallery, who will attract the Tileyard community and external guests as well. This is a great opportunity to show Tileyard's potential and promote our members to a wide audience. Here's where you'll come into play: we'd like to offer you to join our event as an official sponsor to engage with new customers and expose your brand.

Appendix C- Performer submission form

Performer submission

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

doylebar@tcd.ie Switch accounts

*Required

Email *

Your email address

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

Your answer

How would you describe your music style / genre? *

Your answer

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

- ◯ The Gallery
- ◯ Vinyl Café
- ◯ No Preference

What equipment would you need to perform? *

Your answer

Will you be performing solo or in a group? *

- ◯ Solo
- ◯ Group
- ◯ Other: _____

Do you have live performance experience?

- ◯ Yes
- ◯ No
- ◯ Other: _____

Approx. how long could your set be?

Your answer

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

Your answer

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

Your answer

Any further comments / questions?

Your answer

Appendix D- Programme for artists

ARTIST PROGRAMME

10 x 6 = 1h (for breaks)

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

Start at 5.30 pm

20 minutes set in vinyl with 5 minute breaks

35 minutes in gallery with 10 minute breaks

Hoping to end earlier in vinyl so that people naturally flow towards the gallery where music will still be playing

	Act Name	Location	Set Time	Equipment Required	Relation to Tileyard
1	Zanotti	The Gallery	5.30pm - 6pm (35 minutes)	1 vocal and backing tracks	Music Business MA
break			6pm - 6.10pm (10 minutes)		
2	The Confederate Dead		6.10pm - 6.45pm (35 minutes)	Band - drum kit, bass amp, two vocals	Vittorio (guitarist) from the Production MA
break			6.45pm - 6.55pm (10 minutes)		
3	Robbinson's Village		6.55pm - 7.30pm (35 minutes)	Mixer and DI box	James from Production MA
break			7.30pm - 7.40pm (10 minutes)		

4	Giack Bazz		7.40pm - 8.15pm (35 minutes)	Band - drum kit, 2 amps, keyboard stand, one vocal	Managed by Marta from Business MA
break			8.15pm - 8.25pm (10 minutes)		
5	Gender Warfare		8.25pm - 9pm (35 minutes)	Band - drum kit, guitar cabinet, bass amp, _ vocals ?	Mia (guitarist) from Level 6 Production
break			9pm - 9.10pm (10 minutes)		
6	Fanchon		9.10pm - 9.45pm (35 minutes)	Band - drum kit, 2 guitar amps, bass amp, one vocal	Music Business MA
break			9.45pm - 9.55pm (10 minutes)		
7	Tamareibi		9.55pm - 10.30 pm (35 minutes)	Band - equipment requirements to be confirmed	Autonomy Music
1	Molly Roberts	Vinyl Café	5.30pm 5.50pm (20 minutes)	Piano and 1 vocal	Songwriting MA
break			5.50pm -5.55pm (5 minutes)		

2	Ydea		5.55pm - 6.15pm (20 minutes)	Piano and 1 vocal	Josephine from Songwriting MA
break			6.15pm - 6.20pm (5 minutes)		
3	Rachel Hill		6.20pm - 6.50pm (20 minutes)	Guitar amp and 1 Vocal, jack leads for her pedal	Songwriting MA
break			6.50pm - 6.55pm (5 minutes)		
4	George Bone		6.55pm - 7.15pm (20 minutes)	Piano and 1 vocal	Songwriting MA
break			7.15pm - 7.20pm (5 minutes)		
5	Madra Rua		7.20pm - 7.45pm (20 minutes)	1 vocal and backing tracks	James Reidy from Songwriting MA
break			7.45pm - 7.50pm (5 minutes)		
6	Valerie Etienne		7.50pm 8.20pm (20 minutes)	Small Keyboard 1Mic & Stand 1 Guitar amp Percussion (various)	Music Business MA
break			8.20pm - 8.25pm		

			(5 minutes)		
7	Nox		8.25pm 8.45pm (20 minutes)	Equipment requirements to be confirmed	Basak from Songwriting MA
break			8.45pm - 8.50pm (5 minutes)		
8	Gaby Duboisjolie		8.50pm - 9.20pm (20 minutes)	1 vocal and backing tracks	Songwriting MA
break			9.25pm - 9.30pm (5 minutes)		
9	Darcy Blue		9.30pm - 9.50pm (20 minutes)	1 vocal, keys, guitar player	Production MA

Appendix E- Programme for speakers

TALKS TIMETABLE - THE GALLERY

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

Appendix F- Risk assessment

Demo Fest @ Tileyard
RISK ASSESSMENT

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

Relevant Regulations, guidance and Codes of Practice:

Health & Safety At Work Act 1974
Management of Health & Safety At Work Regs 1999
RIDDOR 1995
COSHH regs 2002
Electricity at Work Regs 1989
Provision and Use of Work Equipment Regs 1998
Disability Discrimination Act 1995
Working At Height Regs 2005 Control of Noise at Work Regs 2005 (Noise Regulation)
Personal Protective Equipment at Work Regs 1992 (02)
Civil Contingencies Act 2004

Other Guidance used: The Event Safety Guide HSE Publications:
Managing Crowds Safely 1996
Technical Standards for Places of Entertainment

Risk Assessment Grading

Probable Likelihood	Severity
1 = Improbable	1 = Slight / superficial
2 = Remote	2 = Minor
3 = Possible	3 = Moderate
4 = Probable	4 = Major
5 = Frequent	5 = Fatal

Qualifying the Risks
RISK = LIKELIHOOD X SEVERITY

The resulting risks can be expressed as follows:

1-5	Very Low
6-10	Low
11-15	Moderate
16-20	High
21-25	Very High

KEY ROLES – Abbreviated Key

B: Bar Staff
S: Security
E: Event Manager

RISK ASSESSMENT

	Risk	Assessment of Risk (Assume NO controls in place)			Controls	Resources Required	Assessment of Residual Risk (Control measures in place)			Further Action	Owner(s)
		Likelihood	Severity	Risk Rating			Likelihood	Severity	Residual Risk Rating		
1	Intoxication	5	3	15	Check that the staff is trained, offer and display free tap water, keep the drink deals to a minimum. Work with security to understand how to react in front of intoxicated people. Spot intoxicated people and communicate with bar staff. Have medics on site.	Staff, water, medics	5	3	15	Make sure no intoxicated people get served.	B, S, E
2	Harassment/ Exclusion	3	3	9	Provide disabled and gender neutral toilets. Make the lineup inclusive. Have security around to prevent crimes against protected categories.	Diverse lineup, toilets	2	3	6	Raise awareness on relevant campaigns.	S, E
3	Electrocution	2	4	8	Check all electrical equipment in the venue has passed security tests and is working properly. Check for cables and sockets that are not protected and take precautionary measures. Look out for spillages close to sockets or cables.	/	1	4	4	Report and/ or fix electrical equipment straight away, check equipment beforehand.	E

RISK ASSESSMENT

4	Fire	2	5	10	Check all fire exits are working and get familiar with the layout of the venue. Check there's no inflammable equipment/ liquids next to electrical cables and avoid fireworks/fires if it's not safe. Ensure smoking is not allowed close to the stage. Make sure all fire exits are clear and visible.	/	1	5	5	Make sure appropriate fire extinguishers are on site. Check fire exits are open.	E, S
5	Terrorism	1	5	5	Work with security to ensure audience members are not conducting hostile behaviour / hostile reconnaissance.	Security, metal detectors	1	5	5	Have security conduct checks on audience. Make sure all exits are clear.	E, S
6	Crushing	2	3	6	Ensure stage is protected by barriers and that moshing / crowd surfing is protected by security staff. Have security observe the gig at all times.	Barriers	1	3	3	Brief security on the issue.	E, S
7	Falling	3	2	6	Ensure no equipment is out of place and there's no spillages on the floor. Report spillages straight away and work with security to prevent falling in the pit.		2	2	4	Brief security on the issue / make sure cleaning products are available on the bars.	E

RISK ASSESSMENT

Appendix G- Site map

The Gallery

Vinyl Cafe

Appendix H- Licensing information

Licensing

Do we require it for Demo Fest 2022?: No

Why?

Temporary Event Notice (TEN) if you want to carry out a 'licensable activity' on unlicensed premises in England or Wales. The premises (Both the gallery and vinyl café) are licensed and therefore do not require licences.

- **If the premises did not have licences, then there are specific criteria that need to be followed to successfully apply for a TEN:**
  - have fewer than 500 people at all times – including staff running the event
  - last no more than 168 hours (7 days)
  - You must be at least 18 to apply for a TEN.
  - Pay a fee of £21
- The issuing authority for this licence is **London Borough of Islington**

https://www.gov.uk/temporary-events-notice/islington

Appendix I- Marketing plan

Demo Fest – Marketing & Promotion Plan

Assets

- logo
- flyer
- Photoshop template for social posts (logo + partners + artist picture and info)
- QR codes leading to artist and speaker info (to have at venue doors on the day)

Online Tools

- Facebook event page
- Instagram page
- Platform page for ticketing

Pre-event Promotion

- Instagram posts with each artist and speaker in the run up to the event
- posters/flyers with logo, partners, names, etc. + QR code to link to tickets
- Sponsors and partners mailing lists
- Hashtags: #networking, #livemusic, #singersongwriter, etc.

On-the-day Promotion

- Instagram stories on the day – artists, speakers, vibe
    - during preparation, to encourage people to come
    - during the event
    - after the event, to thank people for coming, etc.

Tasks (ideally before deadline)

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

Tasks (after deadline)

- QR codes
- Eventbrite page

Appendix J- Budget

Event Budget for Demo Fest — EXPENSES

TOTAL EXPENSES	Estimated	Actual
	£4,064.00	£345.00

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

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

Staff	Estimated	Actual
Host Room 1 - Gallery	£115.00	£0.00
Host Room 2 - Vinyl Café	£60.00	£0.00
Sound Engineer	£60.00	£0.00
Site Manager	£120.00	£0.00

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

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

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

Event Budget for Demo Fest — INCOME

TOTAL INCOME	Estimated	Potential
	£375.00	£175.00

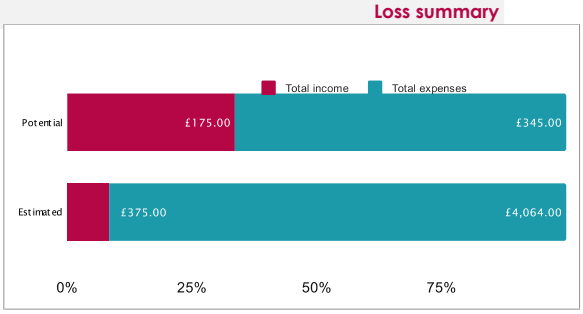
ADMISSIONS

Estimated no.	Potential no.	Type	Voluntary Donation	Estimated income	Potential income
55	25	Adults @	£5.00	£275.00	£125.00
40	20	Students @	£2.50	£100.00	£50.00
0	0	Children @	£0.00	£0.00	£0.00
Total				£375.00	£175.00

Event Budget for Demo Fest — PROFIT

Loss summary

Total	Estimated	Potential
Total income	£375.00	£175.00
Total expenses	£4,064.00	£345.00
tal profit (or loss)	-£3,689.00	-£170.00



Appendix K- Ticketing platform comparison

Ticket comparison for DemoFest event

Company	Ticket price			
	£5	£10	£20	£100
Ticketlab	**£0.50**	**£0.70**	**£1.20**	**£4.20**
Tickitbookit	£0.75	£1.50	£3.00	£15.00
Tickettext	£1.00	£1.00	£2.00	£10.00
Ticketlight	£0.70	£1.00	£1.25	£5.00
Eventbrite Essentials (before VAT)	£0.71	£0.91	£1.31	£4.51
Eventbrite Professional (before VAT)	£0.79	£1.07	£1.62	£6.02
Fatsoma	£0.50	£1.00	£2.00	£10.00
Billetto	£0.68	£0.90	£1.32	£4.68
WeGotTickets	£0.50	£1.00	£2.00	£8.00
Skiddle	£0.75	£1.25	£2.25	£10.25

(Ticket Lab, 2016)

TicketLab is the cheapest ticketing company to use. The prices include the same costs as their competitors with no hidden costs. Ticket Lab take a small booking fee when customers buy their tickets (Ticket Lab, 2016).

eventbrite

Eventbrite would work well with DemoFest because it has an option for customers booking tickets to donate and as DemoFest is collaborating with a charity it could keep account of how much money is being donated. On Eventbrite it's an easy process to make it create the donation page with a secure two-click checkout from the EventBrite landing page. Eventbrite also has specialist features to help boost the ticket and donation sales for the event (Eventbrite, 2022).

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