

Alive Network

Anna Cohen (2207430)
BMTY7004: Presentation



Alive Network
The UK's largest live entertainment booking agency



Why Alive Network?

My story



Picture: Anastasiou 2018

Who are We?

Find Out

- The biggest agency for live entertainment
- Over 2000 acts
- 9 genres of music
- 10,000 events per year

**Technology
= Efficiency
& High
Quality**

User Friendly Website

Booking Management Software

Audio and Visual Recording Studios



User Friendly Website

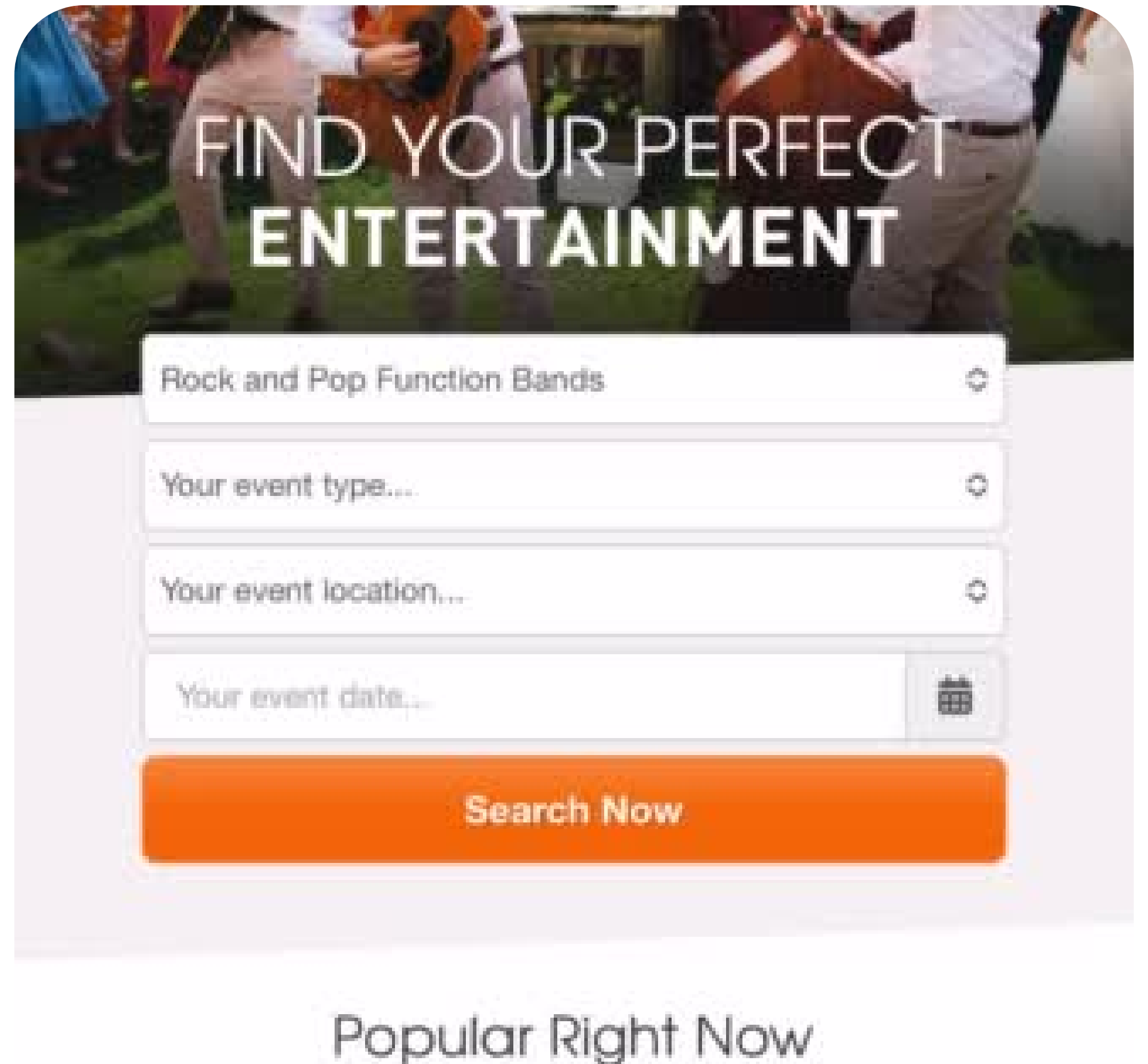
Why is it important?

**"Maintaining a strong
online presence is
absolutely vital to
staying competitive
in the modern
market"**

(Jones 2021)

User Friendly Website

Let's Go



The screenshot shows a web application for finding entertainment. At the top, there's a header image with the text "FIND YOUR PERFECT ENTERTAINMENT". Below this is a search form with four input fields: "Rock and Pop Function Bands", "Your event type...", "Your event location...", and "Your event date...". Each of the first three fields has a clear (X) button on the right. The "Your event date..." field has a calendar icon on the right. Below the input fields is a large orange button labeled "Search Now". At the bottom of the form area, the text "Popular Right Now" is visible.

FIND YOUR PERFECT
ENTERTAINMENT

Rock and Pop Function Bands

Your event type...

Your event location...

Your event date...

Search Now

Popular Right Now



Booking Management Software

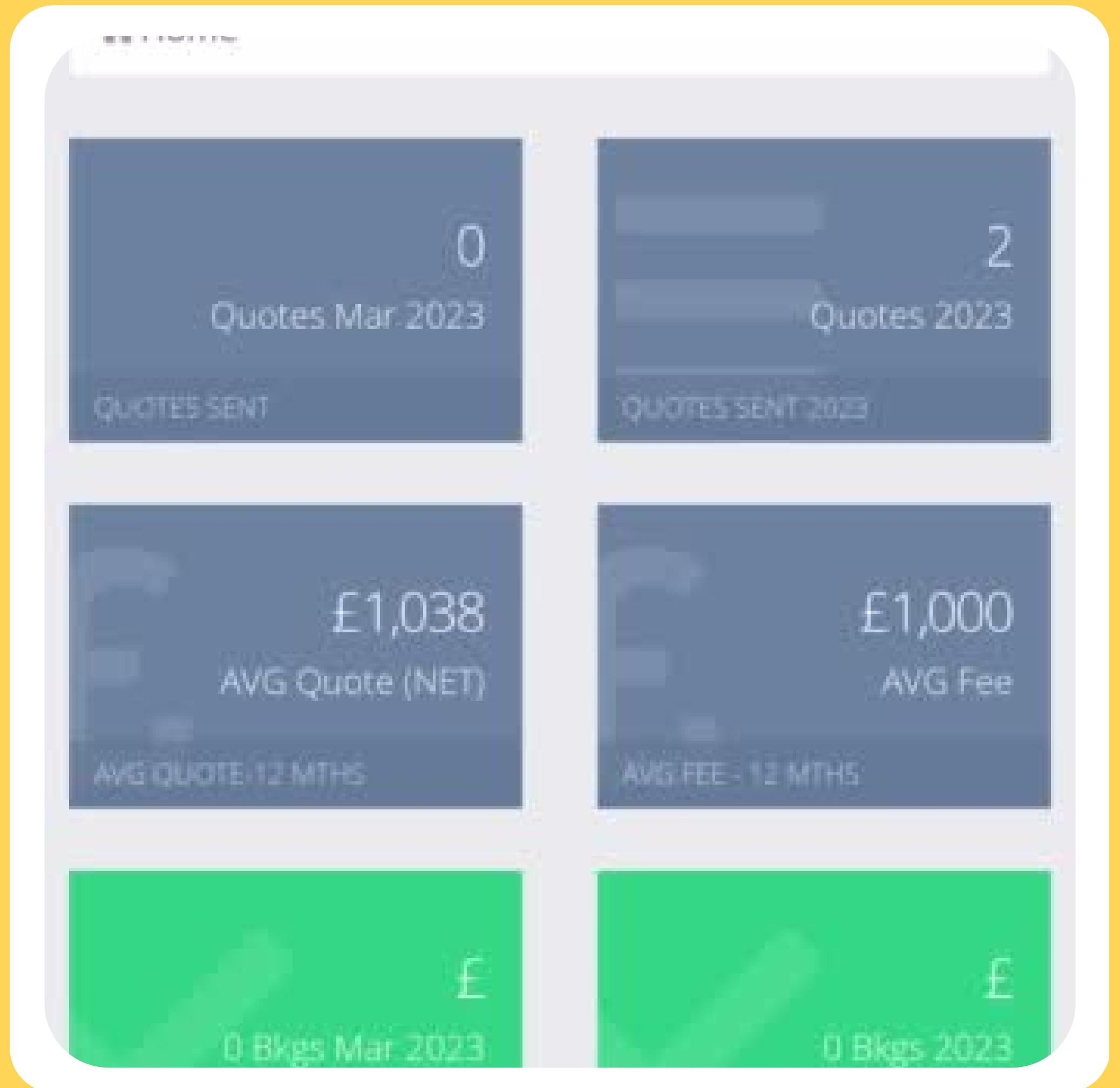
What are the
benefits?

**"The flexible nature
of a bespoke
software allows you
to make changes
quickly and keep up
with your customers'
demands"**

(Khamooshi 2020)

Booking Management Software

Book Now





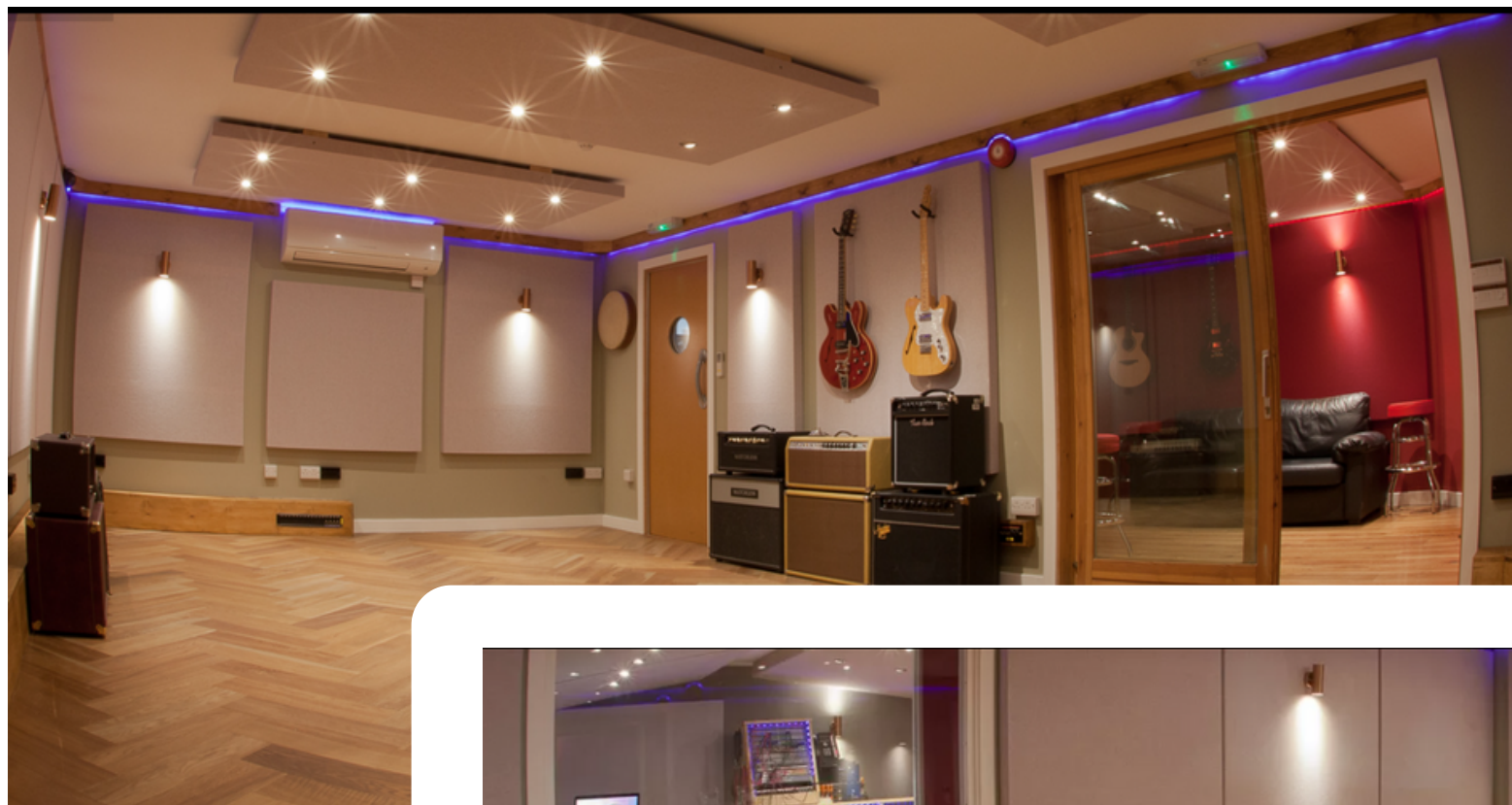
High Tech Recording Studio

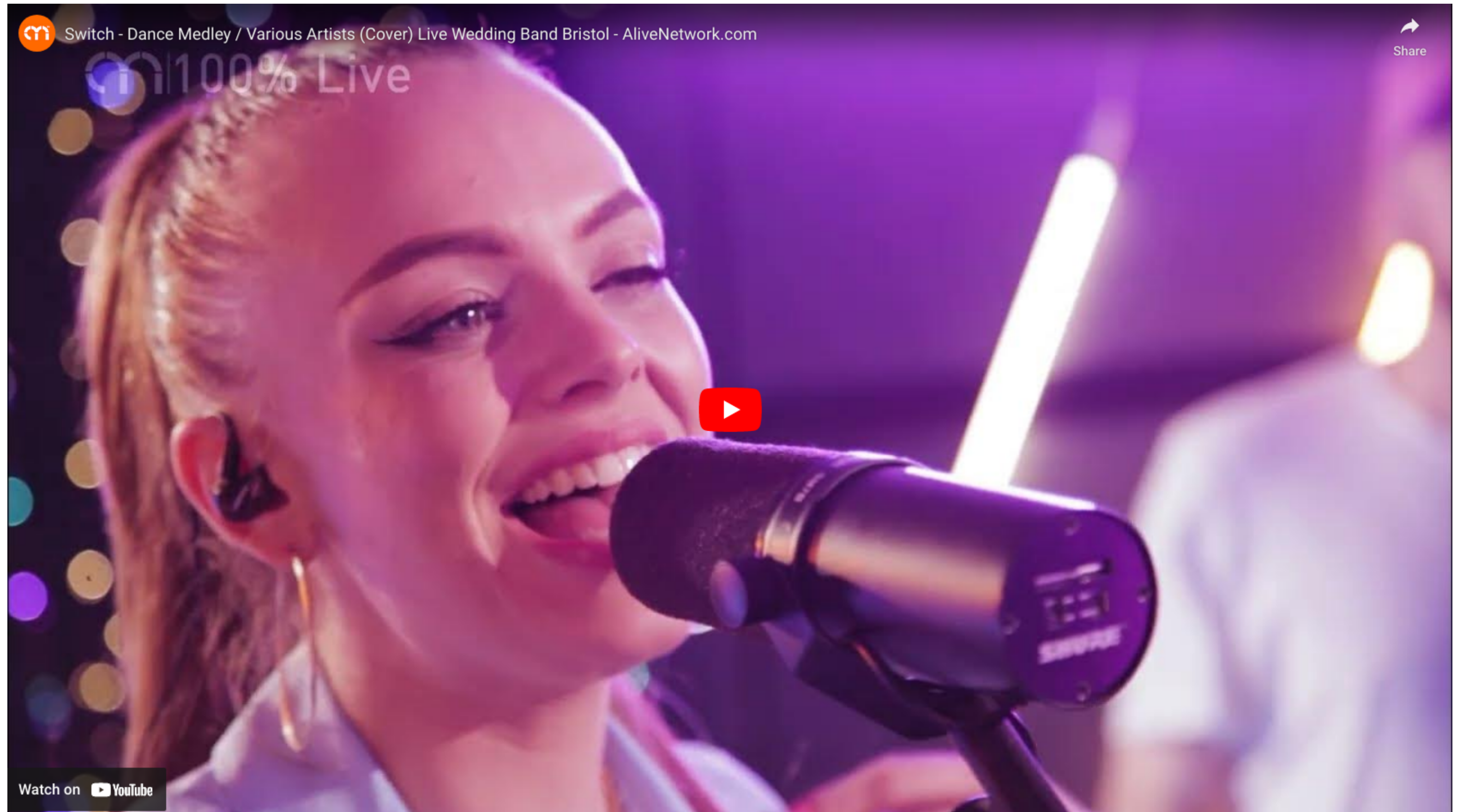
Why have our own?

**"67% of consumers
say that the quality of
a product image is
"very important" in
selecting and
purchasing the
product"**

Stoffer 2018

High Tech Recording Studio





28% COMMISSION



28% COMMISSION

Average £500 per booking

Average 190 bookings per week



TURNOVER

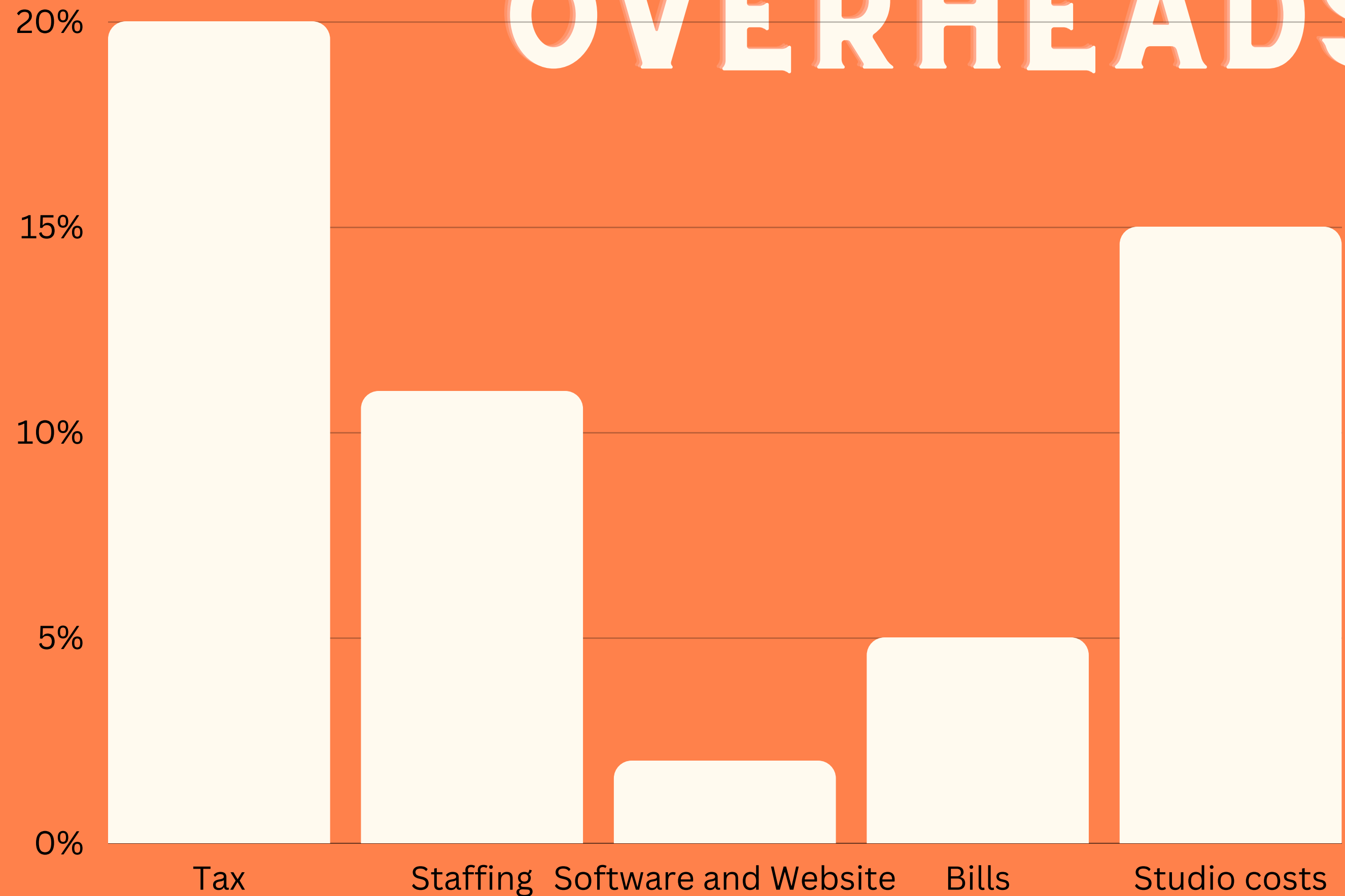
£140 (28% of £500)

£26,600 (x 190 bookings per week)

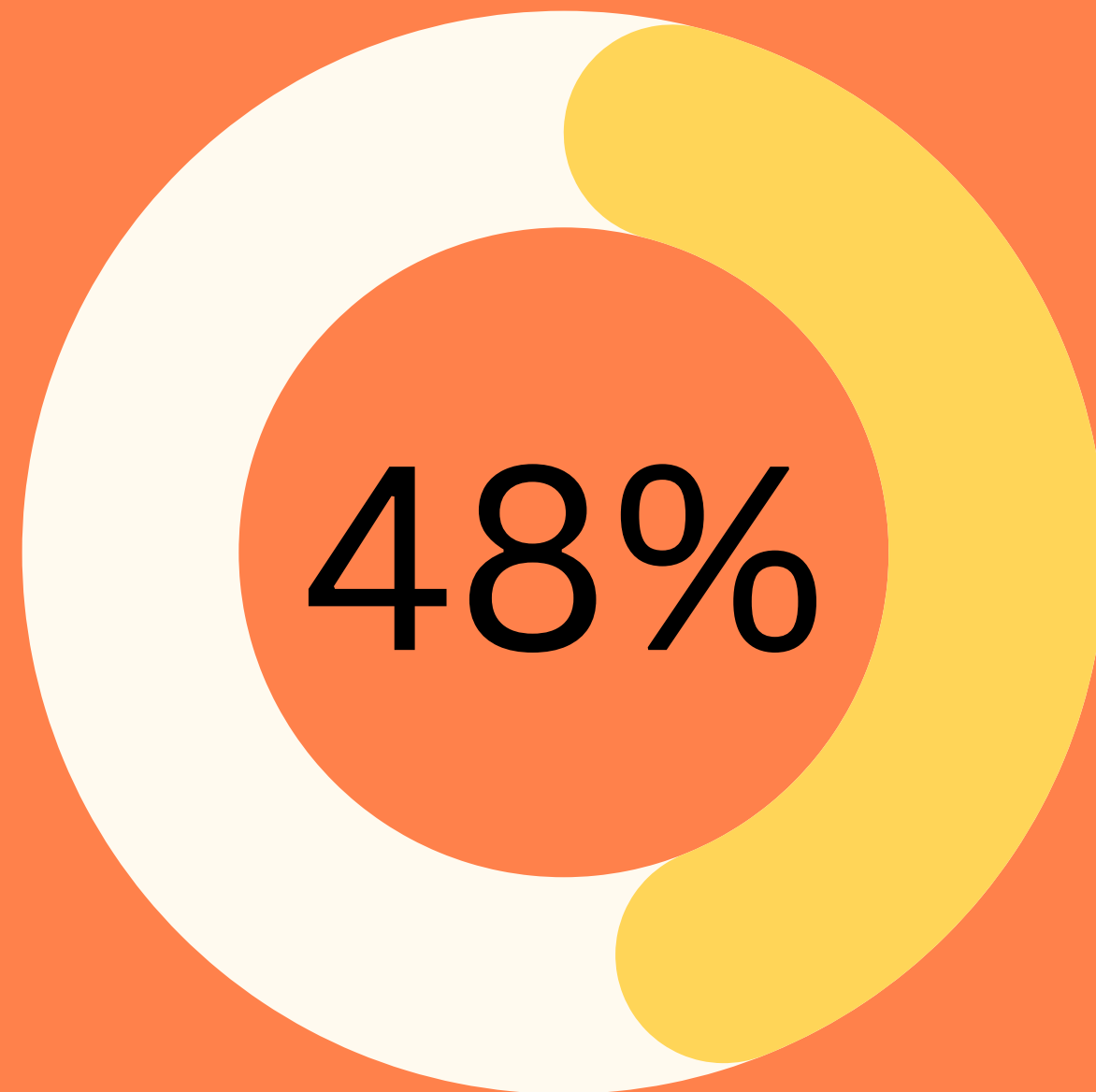
£1,383,000 (x 52 weeks in a year)



OVERHEADS



OVERHEADS



Gross:
Approx £676k





Alive Network

The UK's largest live entertainment booking agency



Thank You!

Any Questions?



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APPENDIX 1

Email sent to Magnus Trangard, Finance Director at Steps Drama who are a similar sized company to Alive Network. Primary research on costings

Anna Cohen <annarcohen27@gmail.com>

13:18 (1 hour ago)



to Magnus ▾

Hi Magnus,

How are you? Hope all is well in Steps land! :)

I'm just messaging to see if you'd mind helping me out with something. I am currently doing a case study on a business who I've tried contacting with questions but they haven't got back to me! As part of my presentation, I have to talk about overheads and, it doesn't need to be accurate, but I thought I'd get in touch with you to see what overheads such as your IT costs (website hosting, IT support and Office 365) as well as your management system (AP/Tagmin) costs are, which will give me a good idea to put as a ball park for the one I'm working on! (as they have similar staffing, if not actually less than Steps, so presume they are considered the same/similar size business)

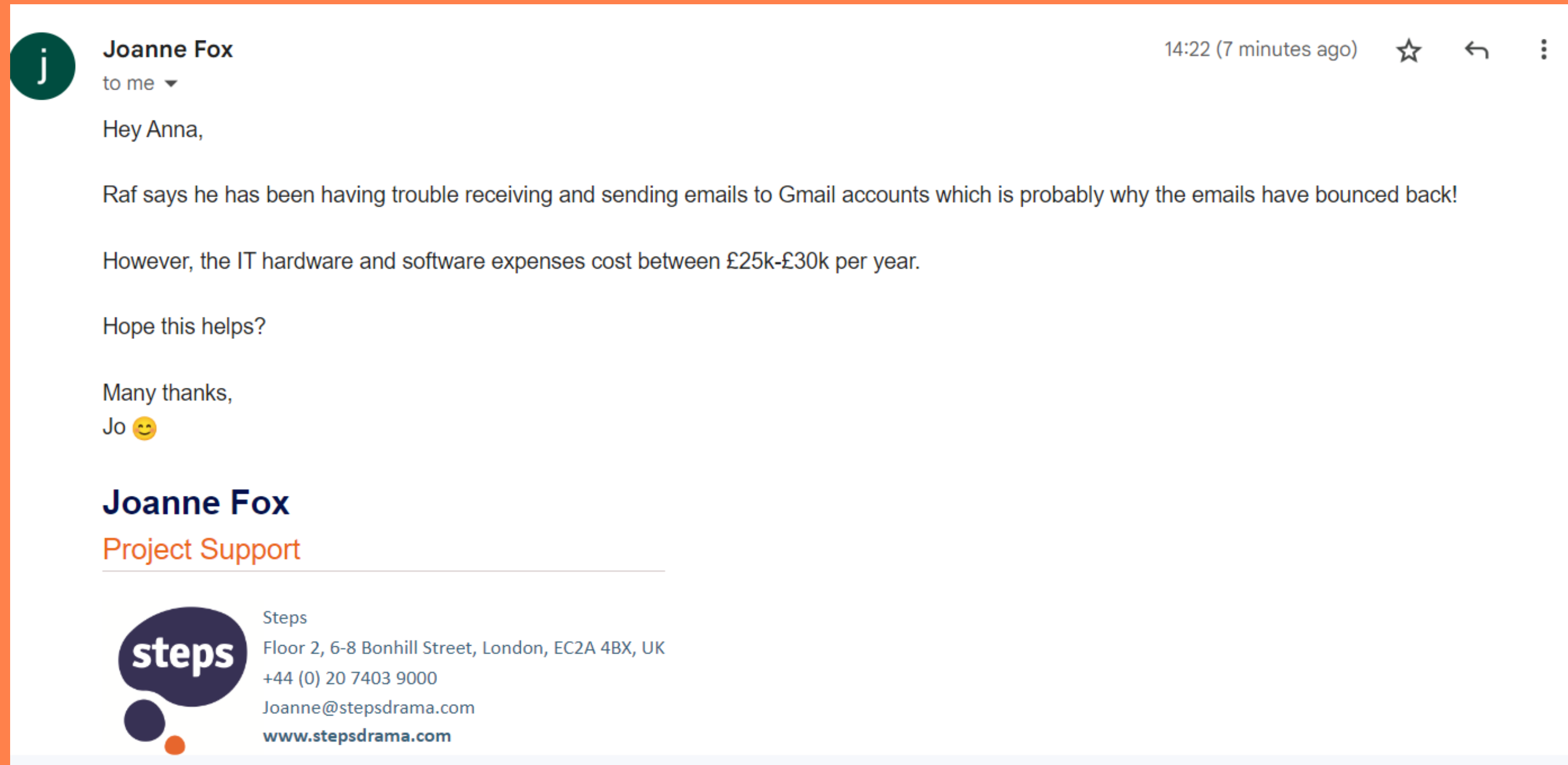
You don't have to give me exact figures, but I'd really appreciate if you don't mind letting me know what you spend on the above per year as this will be a big help!

Thanks so much

Anna

APPENDIX 1

This message was received in response from Admin and figure included as part of slide 14



APPENDIX 2

Email sent to Alive Network for primary research but no response received

