

Live Music & Event Management

Module Code: SBTY7005

Portfolio 2

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Event information

Our group has been instructed to plan and hypothetically execute a 1-day cross media cultural event at Tileyard Studios. The event is called 'Network, Listen, Eat, Enjoy'. We decided on this name because we thought the event would cross over as a networking/ live music/ food and drink experience. The name came from the regular term 'Network, Listen, Eat, Enjoy?' and 'Add me on Facebook'. It promotes people attending to really reach out to people at the event to meet musicians, business's and have a generally good day discovering brands and enjoying themselves with friends and associates.

This was originally to be held on 20th June 2020, but due to unforeseen circumstances within the live industry/ general economy, we have had to push the date to September with the hope it will be possible. We had to change the day from the 20th June to the first week of September, which is Saturday 5th. We decided Saturday was a good day to host the event as it is a weekend, and most will not have an early start the next day to work. September is also a really good time to put on the outdoors/ indoors event as it is still warm and is only just moving away from summer. It's almost like a 'farewell summer' event to start the Autumn with new contacts and a wider knowledge of the industry. As this is a ticketed event we have offered either a refund for tickets or the offer to still use them for the adjusted date. The capacity of the event is 500 people, not including staff and caterers.

Tileyard is a really good location to host this event as some companies from the complex will be attending and some doing talks on their companies.

We plan to have the main entertainment which is the live music and industry Q&A's in the Two Tribes Brewery and the Gallery. The Gallery will consist of panel talks and Q&A's and the live music in the Two Tribes Brewery however, both bars in each venue will be open to those attending each only, to avoid congestion and disturbance. The main bar will be in the Vinyl Cafe and will be open to everyone attending.

We will be serving a mix of drinks from alcohol spirits, beer and wine to soft drinks in the café and the Gallery.

The Two Tribes Brewery will be serving a concoction of their own branded drinks exclusively for the event.

There will also be street food available in stalls inside marquees from local food places and finger food sold in the Vinyl Café.

Licensing

Because some of the event is being held outside and is open to the general public we will need certain licenses to carry out the event such as an alcohol license and Temporary Events Notice. This is because we will be serving alcohol and will have noise in the open and from the two venues where music will be playing live.

We will need to apply for a TEN through the local council which is Islington Council by filling in and sending forms to them with details of our event.

There are restrictions for a noise curfew which will be 10pm which will be when the music ends followed by the event finishing at 11pm. This is included in the Alcohol, Entertainment and Late Refreshment license in the Standard TEN.

As there are 500 attendees we will need to also apply for a Premises License also, which consists of certain details such as stage information, location of rooms, kitchen, fixed structures, entrances and exits of the premises.

There is Health & Safety that will be addressed with obvious fire exit signs and members of staff who are trained in First Aid.

The event will begin at 12:00 and end at 23:00 with music ending at 22:00 which is within the sound curfew. In the detailed list sent to the council we will include all of the activities for the event which will not only include entertainment but also food, drink and inside venues used in the event.

We will also send off a 'Food Premises Registration' which will need to be sent to the council at least 28 days prior to the event. This is because we are providing food market stalls.

Staff

Some of the staff who are already working in some of the premises will be catering and serving food/ alcohol at the event already. However, food stalls will be separate entities and will be responsible for their own stalls.

Sound engineers and panel set up will be run by students of Tileyard Education who are experienced in PA systems and sound engineering already and we as the organisers will set up the tables and chairs for the panel talks.

Vinyl Café already have employees who work on a regular basis and they will work the event as a normal shift and bar staff in the Gallery, Two Tribes Brewery and the outside main bar will be hired from a catering company.

All of the organisers over the event (us) will also be staffing the event by managing all the events, regularly checking everything is running smoothly and staying in contact with each other through our group chat which we will use to communicate with each other.

We will be the floor management and all questions and problems will be directed to us.

We have decided to also hire a few members of security to make sure everything runs smoothly in case of any trouble and we will also be in touch with the Islington council police department so they are aware that we are in touch.

We will take turns at the entrance of the campus taking tickets and using a clicker that marks numbers when anyone with a ticket comes through to the event, this is so we can keep track of who is attending to avoid overcrowding.

The tickets will be shown on phones and the tickets will be sent as an email to the public who will show their e-ticket at the gate. All attendees will be stamped on their wrist to track who is allowed in.

One of our team will be on the door for 2 hours and then switch with another member of the team. From 17:00 onwards we will have a member of security near the entrance as we will stop letting people in from 17:00 onwards.

Marketing

We will be mainly marketing our event through social media. We'll be creating a Facebook event and follow through with Instagram, twitter and making a TikTok account to stream the event on the day to those who can't make it and the process of the organising through funny videos.

Our Facebook and Instagram accounts will promote the artists and industry guests including the companies who agreed to take place.

We will also contact online magazines and blogs related to the industry to post a release of the event to reach a wider audience, with links to our social media and ticket site.

We will first start our campaign with an event being made, but with no information of the event itself other than 'Listen, Network & Enjoy- Tileyard'. This will get people interested and curious about the event and interested in learning more. Especially with a lot of people knowing Tileyard itself and being a fan of the companies and studios, they will be excited to be in the middle of where music is made.

This will be a 12-week campaign progressing through the timeline. As just mentioned the event will be made in the first week with little information.

This 12- week campaign timeline is as follows:

Week 1- Arrive on social media as a ghost event with little information but the venue

Week 4- Announce artists and industry guests, with still little information

Week 6- Release full event page and social media platforms will all the information of the event including regular posts about the event on social platforms including links to purchase ticket sites

Week 8- Have event advertised in online blogs, magazines and Instagram influencers accounts and artists who are performing to promote the event including companies involved.

Week 10- Regularly post and re-post information of the event to excite viewers including information on the acts playing with links to their social media and online content

Week 12- Event is hosted

Budgeting

A lot of the companies in the Tileyard Complex who are involved will be sponsoring the event, meaning our budget can be higher than we expected.

Three companies will be sponsoring the event in exchange for us advertising what they offer as part of our 12-week campaign.

A lot of the equipment being used including the PA systems, inside venues and some bar staff will already be available and will not need to be hired. This will be all of the equipment for the live music and panel event. The musicians performing are students at Tileyard Education who are willing to perform for free and unlimited food from the Vinyl café and 4 free drinks from Two Tribes Brewery, including a plus one ticket for the event for a friend or family member.

Our own personal budget will be spent on as follows:

- Security
- Venue hire/ Deposit
- Ticketing partner
- Décor (Banners, Lights, Marquee Hire)
- Signage and event branding
- Beverages for outside bar & The Gallery venue

This being said, our overall budget for the event is £3000.

Broken down this is:

- Security: £600- £200 per person
- Venue Hire/ Deposit: £200 deposit + £500 venue hire
- Ticketing partner: £2.50 taken from ticketing site for every purchase
- Décor: £300 Marquee + £200 Outdoor Lights= £500

- Event branding: £150
- Beverages: £800

Event Programme

For the event we will have programmes available to those attending with info on live performance times, panel schedule times, what there is to offer for example, food stalls, alcohol, music and networking times after each panel in the Gallery.

The programme will include all our social media accounts and a page acknowledging everyone involved in the event.

We will make the programme ourselves and design them. We will print them and manually make them into little leaflets that can be carried around and able to fit into pockets and bags.

Meeting minutes

We spaced out our meetings over a period of 4 weeks, meeting up for an hour 3 times a week.

We met and discussed for a total of 36 hours however, we also regularly communicated through Whatsapp and updated each other on our progress as individuals.

Reflective Summery

I think the event overall would have been a success and was planned very carefully in order to execute it as smoothly as possible.

I think the networking and live music would encourage a lot of the public to show interest and even students at Tileyard to get involved.

I really enjoyed working out the marketing of the event and creating the flyer as it was fun to play around with different effects and slogans to make it fun and stand out.

The social media side is also something that I find really fun- as a millennial myself I regularly use Facebook and Instagram and discover events and gigs all the time on it, so it was nice working on it from the other side of things.

Network, Listen, Eat, Enjoy



Enjoy a day of great music, sensational food and intimate talks by music executives

**From 12 until 11pm of non-stop fun
3, Acorn, Tileyard Studios, London N7 9BN**

Facebook NLEE Event

Instagram @NLEE

Saturday

September 5th 2020

Bibliography

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