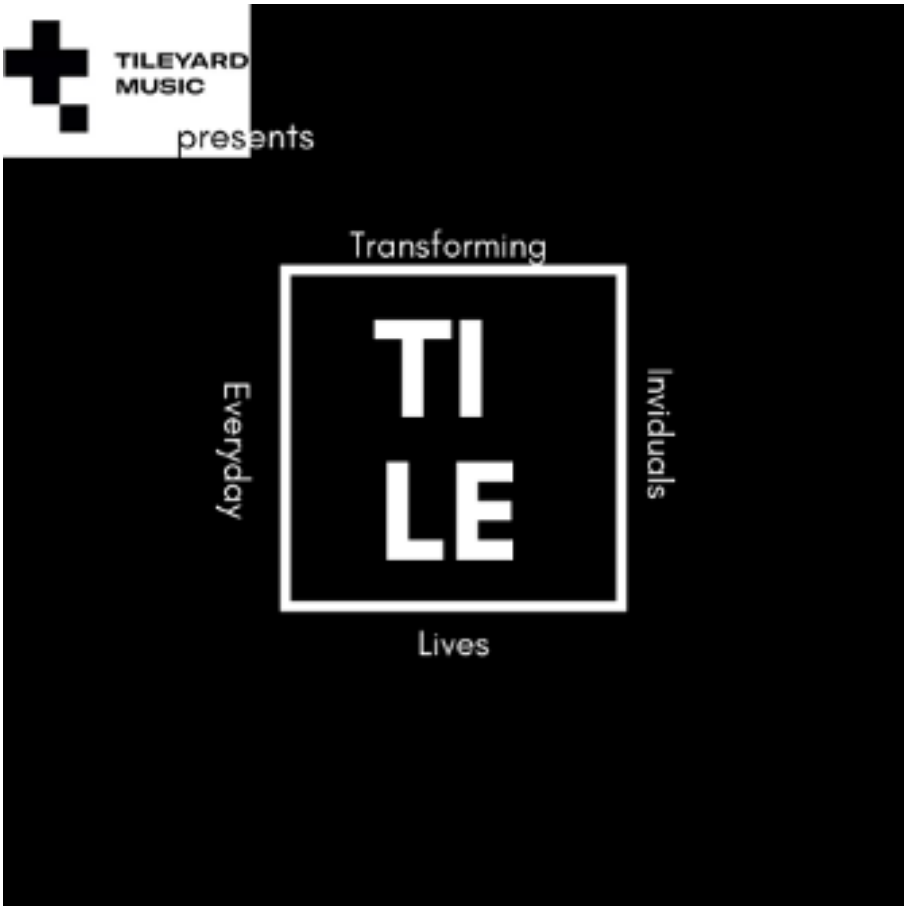
Portfolio Two:

A One-Day Workshop at Tileyard



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Module Code: BMTY7005_LON

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Table of Contents

Introduction: ***3***

The 5 W's ***3***

Company Showcase ***4***

Venue ***4***

Licensing ***5***

Event Management Planning ***5***

Live Music ***7***

Budget and Expenses ***8***

Income streams ***10***

Marketing ***11***

Reflective summary ***12***

Works Cited ***14***

APPENDIX SECTION ***15***

APPENDIX 1 – VENDRO LIST **15**

APPENDIX 2 –TILE AFTER DARK – Marketing **18**

APPENDIX 3 – Staff **19**

APPENDIX 4 – Programme **20**

APPENDIX 5 - Programming for Evening Event **20**

APPENDIX 6 – Event Management Programme. **21**

APPENDIX 7 – Logos **22**

APPENDIX 8 – Meeting Minutes **24**

APPENDIX 9 – The Gallery, the Vinyl Café and Outdoor space - Map **31**

APPENDIX 10 – Music Studio Space **32**

APPENDIX 11 – Temporary Event Notice Licencing Act 2003 ..... **33**

APPENDIX 12 – TheMusicLicence **40**

APPENDIX 13 – Floor Management **41**

The Gallery 41

The Vinyl Café 42

Music Studio 1st Floor 42

Music Studio – Ground Floor 43

Introduction:

This Assignment requires assembling a portfolio containing the event management plan, meeting minutes, budgeting, licensing, staffing, programming marketing and floor management for a one-day event that will take place on Tileyard Studio's premisses. The students working on this project are Alexandru Oprisanu, Aston New, Cailtin Skea and Dami Dima.

TILE is a cross-media event that will present a series of workshops showcasing the many options Tileyard Studios can offer. For planning a successful event, an exact timeline will be created with a 50-minute session about music, music production, songwriting and many others with a Q&A session which will provide information towards working in a specific field. After this event, the guests will be invited to the 2nd part of the event called 'TILE after dark', where people will dance and enjoy the evening while artists from Tileyard Education and the public will showcase their talent. A full description of the TILE AFTER DARK event is included in appendix 2.

The 5 W's

These five questions can help understand and analyse the future project. The 5 W's can be used in a pre-planning meeting to determine the type of the project and the necessary steps require for its completion (Singh, 2020)

What? - A cross-media workshop with a maximum of 499 people followed by a 2nd event where guests can dance and have fun until late.

When? - The event will take place on the 23rd of July 2021, starting at 11:00 a.m. until the 24th of July at 3:00 p.m.

Why? - This event will make people aware of the vast work and study opportunities Tileyard Studios have to offer within the music industry.

Where? - The event will take place at Tileyard Studios making use of The Gallery space and the Vinyl bar plus the outside space.

Who? – The event is aimed at any person who would like to know more and possibly start a career in the area of any of the workshops presented.

Company Showcase

Through this event, several companies from Tileyard will have the chance to present themselves to the public and explain their activity while offering a real opportunity to people to talk with professionals within the music industry. A Q&A series will take place at the end of each session, where the guests can get an insight into how it is like to be in a particular professional position. The companies selected to participate at this event are: Good Grove, Ultra Music, Peninsula films, Zanzan, Good Solider, The Hive, Red House Production, Be-Hookd Digital, Studio Suss, Lucid Online, CD Baby, Pioneer DJ, Hart-Media, Apple Music Radio, Tileyard Health & Wellness and MOBO Trust. These represent just a part of the studios within the Tileyard campus. A complete list of the vendors with a brief description can be found in appendix 1.

The event is catered for everyone, but there are specific individuals we are targeting.

Some of the criteria are female or male in their 20's based in London, single or married.

Venue

Tileyard Studios is based in North London, Tileyard Road, N7 9AH. The location was indicated through the description of the assignment. We will make use of the excellent facilities the site has to offer mainly given the great transport links. Throughout the entire event, three main areas will be used. During the first event, we will make use of the Gallery,

the Vinyl Café (Appendix 9) and the Music Studios (Appendix 10). For the 2nd event, we will be using the Gallery.

Licensing

In order to have the legal right to hold this one-day event, sell alcohol and have music with a maximum of 499 people, a Temporary Event Notice Licensing Act 2003 form has been completed (Appendix 11), form downloaded from Islington's council website (Council, 2021). Another licence required due to the live performances, which will take place in the evening, is TheMusicLicence issued by PRS and PPL (Appendix 12). This licence will ensure that every stakeholder will be paid as a result of their songs being played in the event (PRS, 2021).

Event Management Planning

For an event to run smoothly, essential factors must be analysed and considered. Organisational skills are crucial for covering all the areas such as entertainment, catering and budget (Brite, 2021).

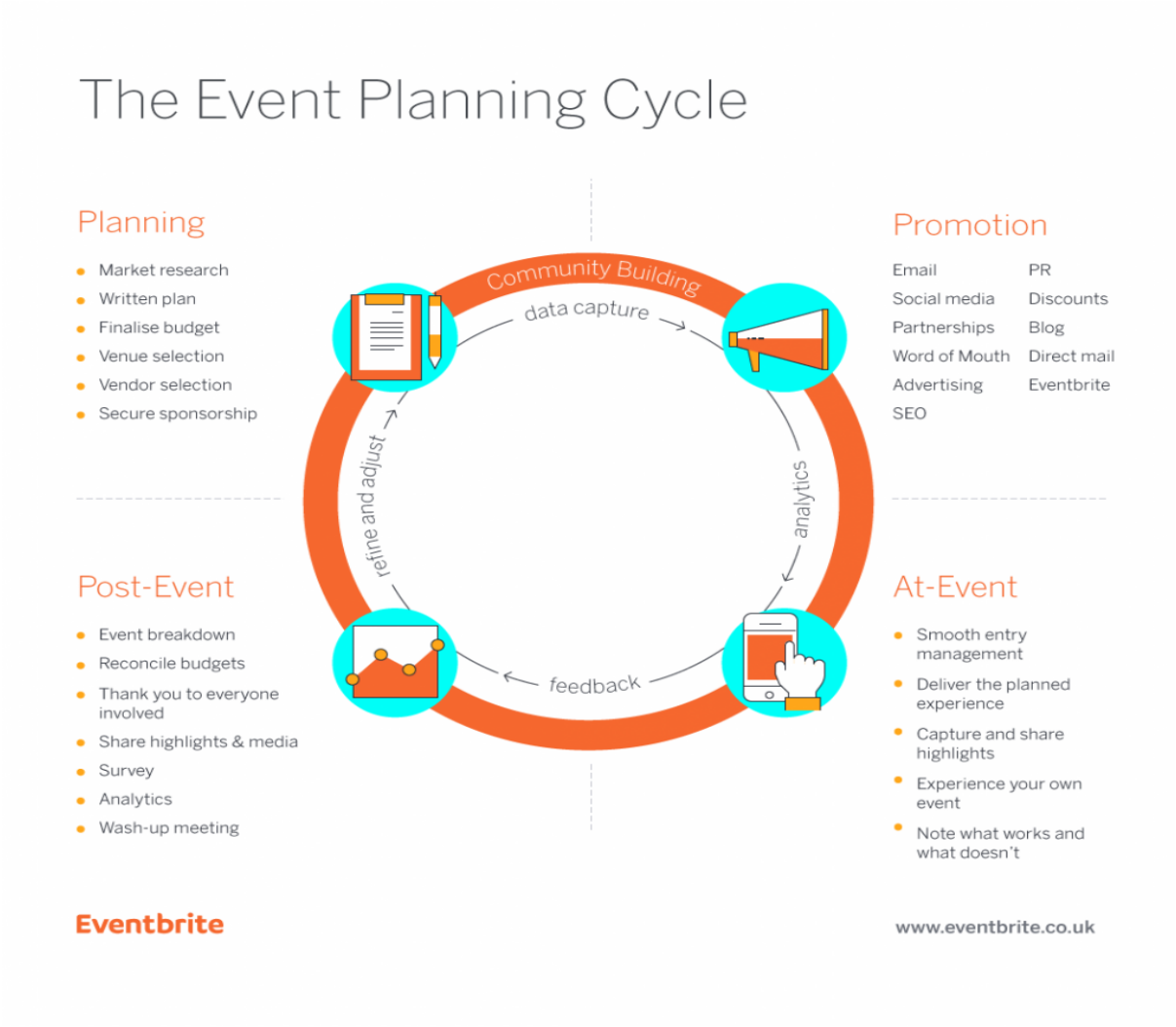
Some of the key elements are:

Event preparation – writing the main points the event is supposed to cover, followed by the budget, the timeline and the necessary staff.

Event promotion – while organising an event, a marketing plan influences the event's outcome. Strict guideline must be followed backed up by the research to target a suitable audience.

On-site event management – at this stage of the event, an exact plan will be followed with clear guidelines, which were prepared and analysed beforehand.

Post–event review – data will be collected and analysed against the initial plan.



The event management plan can be found in Appendix 6.

The day event will start at 10:30 a.m. and it will last until 6:00 p.m., with lunch provided from 1:50 p.m. to 3:00 p.m. The Gallery, the Vinyl Café and the open space in front of the Gallery will be used to hold the day event. For the evening event, we will just use the Gallery.

Day Event Programme.

START TIME	END TIME	LOCATION			TYPE OF EVENT	ADDITIONAL INFO
		THE GALLERY	VINYL CAFE	Music Studio		
10:00	11:00		X		Registration	
11:00	11:50	X	X	X	Workshop	
12:00	12:50	X	X	X	Workshop	
13:00	13:50	X	-	X	Workshop	Lunch will be prepared at Vinyl Café.
13:50	15:00	Lunch break	Lunch break	Lunch break	Lunch break	
15:00	15:50	X	X	X	Workshop	
16:00	16:50	X	X	X	Workshop	
17:00	17:50	-	X	X	Workshop	The Gallery will prepare of end of day debrief.
18:00	18:30	X	-	-	Debrief	

Gallery: Evening Event Programme

START TIME	END TIME	ARTIST	ADDITIONAL INFO
20:00	20:10	GUSTAVO	HOST
20:10	20:55	CATHAL REYNOLDS	OPENER
20:55	21:00	GUSTAVO	HOST – INTRODUCE HEADLINER
21:00	22:25	CELINE LOVE	HEADLINER
22:25	22:30		TRANSITION
22:30	23:00	GUSTAVO	PREPARING THE STAGE FOR THE DJ
23:00	2:30	TAZ/SHAFKKAT	DJ MUSIC

The official program design can be found in Appendix 4.

Live Music

After an entire day where guests have the chance to receive first-hand information within the music industry, the guests will have the opportunity to party until late at night with live music showcased by students from Tileyard Education. The event will start at 8:00 p.m. and it will last until 2:30 a.m. The official program design can be found in Appendix 4.

The artists booked were carefully chosen to fit the theme and at the same time showcase the talent within the Tileyard Community.

Budget and Expenses

For any type of project, a budget plan can help keep track of the expenses incurred. Not just that, the possible income can be tracked as well; data which can help a company successfully manage their finances. In order for a project to be successful, a budget should have a clear picture of the capital available, estimated expenditures and anticipated revenues (Shim & Siegel, 2008).

The graphs showing the budget will present the cost of hiring the entertainment, the cost of food and water, predicted outcome from the sales of tickets and information regarding the tickets price. The food will be brought from Costco (wholesale), where the prices are very reasonable. The food selected is suitable for both vegetarians and non-vegetarians. Besides food, we will supply both still and sparkling water. The cost of food and drinks will sum-up to a total of **£3.19 per person**. This price will ultimately be deducted from the price per ticket per person. Any food left packed (untouched) will be donated to a shelter for people in need therefore ensuring zero waste.

Some of the costs which would have had a significant impact on our budget are lighting, sound system, the stage and the venue. Tileyard Education provides all these facilities and therefore no costs will be associated to these.

As a way to show our appreciation to our partners from Tileyard Studio, every company presenting a workshop will receive two tokens of £15, which can be used on drinks at the evening event. This money will be discounted from the final profit.

Other expenses are represented by TheMusicLicence and the Temporary Event Notice Licensing Act 2003. While the Temporary Event Notice has a fixed amount, we are still waiting for a quote from PPL – PRS.

	Types of Tickets	Price
Entire Event	General	£35
	Students	£25
Day Event	General	£25
	Students	£20
Evening Event	General	£25
	Students	£20

	Predicted Outcome		Tickets available	Total Income
Entire Event	General	£35	150	£5,250
	Students	£25	120	£3,000
Day Event	General	£25	80	£2,000
	Students	£20	20	£400
Evening Event	General	£25	60	£1,500
	Students	£20	20	£400
Total No' of Tickets			450	
Total				£12,550

Entertianment Costs

	Name	Performance Cost	Transport	Total Cost
Host	Luis Gustavo Silva Navarro	£200	£0	
Opener	Cathal Reynolds	£150	£0	
Headliner	Celine Love	£250	£30	
DJ Set	SHAFFKAT	£250	£0	
Total		£850	£30	**£880**

No'	Type of licence	Cost
1	TheMusicLicence	Pending
2	Temorary Event Notice	£180

Food and Drink Cost

	Type of Food	Shop	Number of Packs	Pack of	No' of Servings	Price	Total Cost
General Public	Mixed Sandwitch Classic Platter	Costco	20	32	640	£18	£360
	Mixed Wrap Platter	Costco	8	48	384	£27	£216
Vegetarian	Vegetable Snack Pack	Waitrose	5	15	75	£8	£40
Dessert Veg + General	Profiterole	Costco	10	12	120	£24	£240
Drink	Sparkling Water	Costco	20	24	480	£18.50	£370
	Still Water	Costco	20	24	480	£18.50	£370
Total Cost							**£1,596**
Cost Per Person							**£3.19**

Cost Per Person is calculated as Total Cost devided by the Total Number of People (499)

	Food and Drink				
	Product	No' of Guests	Vinyl Café Profits	25% TILE share	
Day Event	Alcohol	225	£1,125	£281.25	Based on half of the guests spending £5.
Evening Event	Alcohol	450	£9,000	£2,250	Based on all the guests spending up to £20
	Food/Snacks	225	£2,250	£562.50	Based on half of the guests spending up to £10
Total			£12,375	£3,093.75	

		Predicted Balance Sheet		
		Expense	Profit	
Day Event	Food and Drink	£1,596	£0	
	Vinly Café Profit Share		£281.25	
Evening Event	Food and Drink	£0	£0	
	Vinyl Café Profit Share	£0	£2,812.50	
	Entertianment	£880	£0	
	License	£300	£0	
	Tokens	£240		
Tickets			£12,550	
Total		£3,016	£15,643.25	
Outcome (Profit)				£12,627.25

Income streams

The main sources of income will represent the sale of tickets and the percentage we will take from food and alcohol sale, mainly during the evening event.

Since we want this workshop to be accessible to as many people as possible, we chose what we considered a low ticket price. The day event is priced at £35 for the general public and £25 for students. This will include food and water for lunch. In case anyone wishes to buy a ticket just for the evening or day event, it will cost £25 for the general public and £20 for the students. We predicted to generate £12,550 from the sale of tickets.

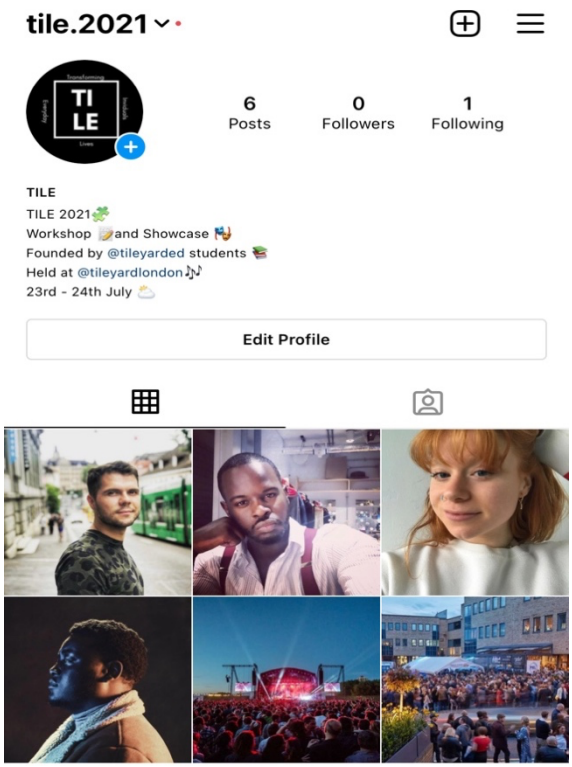
Another income stream will represent a percentage applied to all food and drink Vinyl Café will register. We will request a 25% share from sales, therefore predicting an additional revenue of **£3,093.**

Marketing

A press release has been drafted to reflect the importance and the opportunities available through this event. This draft is supposed to inform media of the existence of the workshop and promote it via newspaper, internet and social media platforms (Wolfe, 2021).

The logo has been designed to portray the image of the event. It will become a symbol people will remember, and when seen, it will be associated with TILE. Usually, a logo is one of the first things the customers encounter, and it must create a powerful first impression as it represents the foundation of the brand's identity while it separates us from the competition (Design, 2020). Our logo is called TILE (an abbreviation from Tileyard Education) and each letter represents a word. The day event is called Transforming Individual Lives Everyday, a workshop where people get the chance to learn about many subjects from professionals. The evening event is called Tonight Is Live Entertainment. This is where the guests are invited to have fun with live music and get the chance to connect within the industry.

Even though this event is at the start of the journey, an Instagram page has been created where the event will be advertised. Instagram is one of the most popular platforms in the world, with roughly one billion monthly active users. This is a great free tool to use for promoting an event. Some of the main reasons for using Instagram is the high exposure. Due to the high number of active users, it makes it easy to reach a very high number of customers and it's also considered the most gender-neutral platforms which allows us to equally reach the audience intended. (McCormick, 2021).



Reflective summary

We started the first zoom meeting by introducing ourselves and decided to discuss possible ideas. During the second session, we began to present possible options for the event. Initially, Aston proposed a summer party event where students from Tileyard would have the chance to meet and connect after a year of restrictions imposed by the pandemic. I suggested a live music event where people interested in the music industry would meet and connect for the same reason (the lockdown).

Even though Aston, Dami and I had very similar concepts, we all agreed that the best idea to put into practice would be Dami's concept of creating a workshop where professionals will share their knowledge with the guests, followed by an evening party with the purpose of socialising.

The moment we were clear on the project we were going to take on, we discussed the responsibilities each of us will have. The distribution of the roles took place as follows:

I took responsibility for licensing, budget and floor management. Aston helped create the floor management plan, the meeting minutes agenda and helped Caitlin with marketing and Dami with programming. Caitlin worked on staffing. The entire team worked on event management and planning sections. It is very important to note that Aston helped everyone in almost all the areas, always being up for a challenge and wishing to complete the tasks to the best of his knowledge.

Due to some of the members' lack of commitment, we were late with the deadline initially proposed. We managed to overcome this situation by using WhatsApp for sending messages and requests and, the most crucial factor, a Google Drive folder where we kept all the work and collectively tried to upload as much of the completed work as possible.

I would say being part of a team is challenging as I can’t have control over someone’s behaviour and sometimes the other members must be able to take on more work than usual just for the sake of completing the project on time. However, through this challenge, I improved my time management skills and the ability to work under pressure. Another challenge was presented by the fact that I never organised an event before however I took the bull by the horns and pulled through to the best of my abilities. I can now gladly say that I had the opportunity to learn and develop my knowledge about live event management; skills which I will certainly be using in the future as I believe these are transferable skills.

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APPENDIX SECTION

APPENDIX 1 – VENDRO LIST

Programme to include.

1. Good Groove
   The Production company behind Corinne Bailey Rae, the production house produces music and also manages songwriters and artists.

2. Ultra Music
   Ultra-music is a worldwide music entity compromising of Ultra music, Ultra Publishing and Empire Artist Management, it is one of the leading independent electronic labels. Ultra-Music is one step ahead in the world of dance music. Its roster includes Kygo, Kascade. Kaleem Taylor.

3. Peninsula films
   Peninsula Films is a London based independent film and television production company. Established in 1991, we make high impact broadcast television shows, reality shows, web only programmes, as well as drama for the small and big screen, both in the UK and internationally.

4. Zanzan
   ZanZan eye wear brand that is designed in a London studio and 100% handmade in the specialist workshops of Valdobbiadene, a small town in the alpine meadows of Northern Italy. Each finished frame is then individually shaped, balanced and hand-polished to make sure the wearer has the feeling of wearing something really special every time they wear their ZANZANs.

5. Good Solider /Good soldier songs
   Good Soldier Songs is a music publishing company, with a record label arm known as Good Soldier Records. Good Soldier Songs was set up by Christian Tattersfield in 2003. Its roster includes the 1975, Birdy & Biffy Clyro.

6. The Hive
   Launched in 2014, The Hive Management is a London based model agency representing an exciting board of unique and inspirational faces.
   The Hive maintains a strong focus on scouting new talent, recognising potential straight away. We provide the support and development needed to take our new faces to international success and our models can be seen in campaigns, editorial and on catwalks worldwide.

The owners and founders – Laura Murphy, Nicole Kersh and James Mac – have over 30 years combined experience in talent management. A dedicated and ambitious team, we are committed to nurturing our models to reach their full potential and more.

7. Red house productions
Red House is an events and production company focused on delivering brand experiences, fashion shows and unique projects to the luxury creative industries, globally.

8. Be-Hookd Digital
Be-Hookd Digital are the leading entertain digital agency living at the intersection of brands, celebrities and super fans. They Create content driven campaigns. They are a leading digital entertainment agency living at the intersection of brands, celebrities and super fans. They create content driven campaigns. Managing the online presence of the world's leading entertainment talent and their relationships with audiences and brands.

9. Studio Suss
Studio Suss is an interior design studio which places sustainability at the core of its practise. Based in King's Cross, London, we work with clients who share our belief that interiors work on two levels – they need to function seamlessly, and they need to look and feel extraordinary.

10. Lucid Online
is an independent, London-based PR agency specialising in music and branding across online and print. Working across both major labels and emerging talent, since 2013 we have developed a reputation for breaking acts in a credible way and delivering campaigns with close consultation with management. Handling all aspects of publicity, from bespoke creative features and interviews, to photo-shoots and cover features, across national print press and global online outlets, we strive to think outside the box and bring a fresh perspective to deliver impactful, innovative campaigns that elevate our artists.
With our close links to the branding world, our activations have linked our clients with key labels including Stüssy, Kiehl's, Fiorucci, Pu

11. CD Baby
CD Baby gets independent artists paid weekly for their music in all the ways musicians earn money today: streaming, downloads, video monetisation, publishing royalties, physical sales, sync licensing and more. Over the past two decades, it has grown to become the largest global distributor of independent music, publishing rights administrator to over 1m songs, the go-to artist educational resource on topics such as music marketing, rights management and more, and one of the most trusted names in the industry.

12. Pioneer DJ
Since producing our first product for professional DJs in 1994, Pioneer DJ has become renowned for market-leading DJ products and software. Today, we offer a range of products to the diversified DJ scene, which includes beginner to pro-grade industry-standard controllers, players, mixers and effectors to help achieve our mission to inspire and entertain music lovers from across the world.

13. Hart-Media

Following a successful four-year tenure as a Regional plugger & promoter for EMI, Jo Hart went on to help set up the highly successful Size Nine Promotions. Three years later she decided to go it alone and created Jo Hart PR in July 1997.From these seeds Hart Media was born. Hart Media leads the way in Regional, Specialist (National and Regional) Student/College/University and Online Radio promotions. Along with Online PR, Management Consultancy, International Promotions and Publishing. In the years since its inception, it has built up rock-solid foundations with the key players in the Music and Radio industries and excels in getting the very best results for its artists. Hart Media prides itself on the close relationship it has with its Heads of Music, Specialist DJs, Online PR and Student/College/University DJs. These are relationships that have been nurtured and developed through the years thanks to Hart Media's friendly, knowledgeable and diligent team. Over the years Hart Media has been behind the success stories of campaigns for Blondie, Jamie Cullum. Britney Spears, Jools Holland, The Gossip, Agnes, The Proclaimers, Gallows, Moloko, Bob Sinclar, The Pretenders, Gary Jules, Justin Timberlake, M People, Dame Shirley Bassey, Enter Shikari, Roll Deep, The Overtones, Johnny Marr, Bernard Butler, Siouxsie Sioux, Nick Cave & The Bad Seeds, Usher, Alison Krauss, Sash!, Robert Miles and Republica to name but a few.

14. Apple Music Radio

Worldwide. Always on. Listen live for free or anytime with an Apple Music subscription.

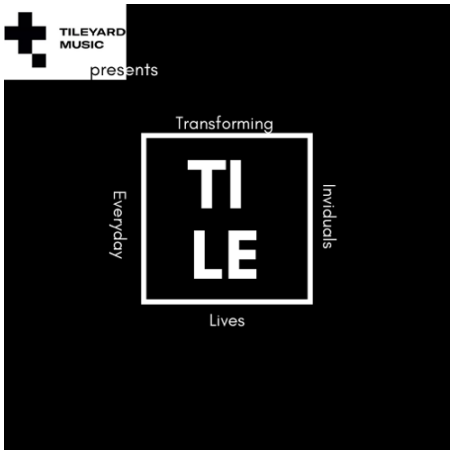
15. Tileyard Health and Wellness

Offers a complete package of health and wellbeing rather than a one-dimensional fitness centre. The three dimensions of the centre include Training Studio, Spa & Beauty & Massage (Osteopathy, Rehabilitation and Sports Massage).

16. MOBO Trust

Mobo trust since its inception in 1996, the MOBO Awards has truly become one of Europe's biggest Music Award ceremonies, and perhaps the most important and influential event for music makers and fans. Celebrating excellence in music for more than 20 years, MOBO continues its rich legacy and ongoing growth as the premiere outlet for recognising and honouring the artistic and technical achievements of exceptional British and international talent in the musical fields of Hip Hop, Grime, RnB/Soul, Reggae, Jazz, Gospel, and African music. Beyond the awards, MOBO supports undiscovered talent in music via MOBO UnSung, and across the wider creative industries via the MOBO Season and MOBOvation Talks, alongside our newly established charity, MOBO Trust, which aims to support young people in the creative industries via a MOBO Fund and an all-new MOBO Academy

APPENDIX 2 –TILE AFTER DARK – Marketing



Press Release

Tileyard presents TILE with a series of practical workshops on navigating through what the Tileyard complex has to offer. Each session will cover a different sector, whether music, cooking, music producing, songwriting, fitness, plus many more – all will include a Q&A about the industry, practical, creative sessions, and discussions about working in the respective field.

Each jam-packed session will last 50 minutes and will be taken by one of the complexes leading entrepreneurs. The sessions are designed to give you further insight and get your creative juices flowing.

Whether you are an emerging artist/singer/songwriter/band or even think of yourself as the next Gordon Ramsey or Joe Wicks, we want to see you down at our workshops.

Do you want to want to understand the ins and outs of the music industry? Do you want to know how to distribute your music independently? Or maybe you want to know how to earn a living in the creative industry? Or perhaps you are completely confused and don't know where to begin. Don't fear; just come along and enjoy what the day has to offer.

TILE @FTA D/RK
(Tile after Dark)

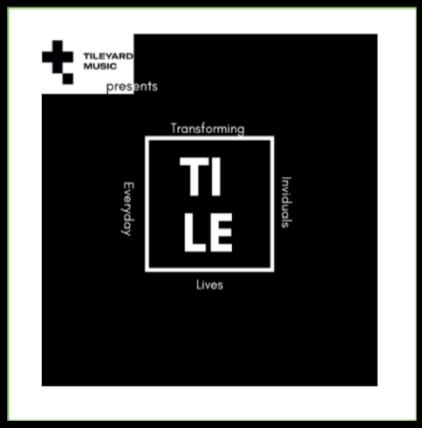
Not stopping with the festivities, as much as we work hard, we play even harder too! After the day events will be dancing in the moonlight from 8 pm onwards in 'THE Gallery'. We'll be showcasing the best of what Tileyard has to offer! A selection of Tileyard Music Artists & Tileyard music students will be performing and Djing all night, which means you'll get to see some incredible acts and hear great music.

APPENDIX 3 – Staff

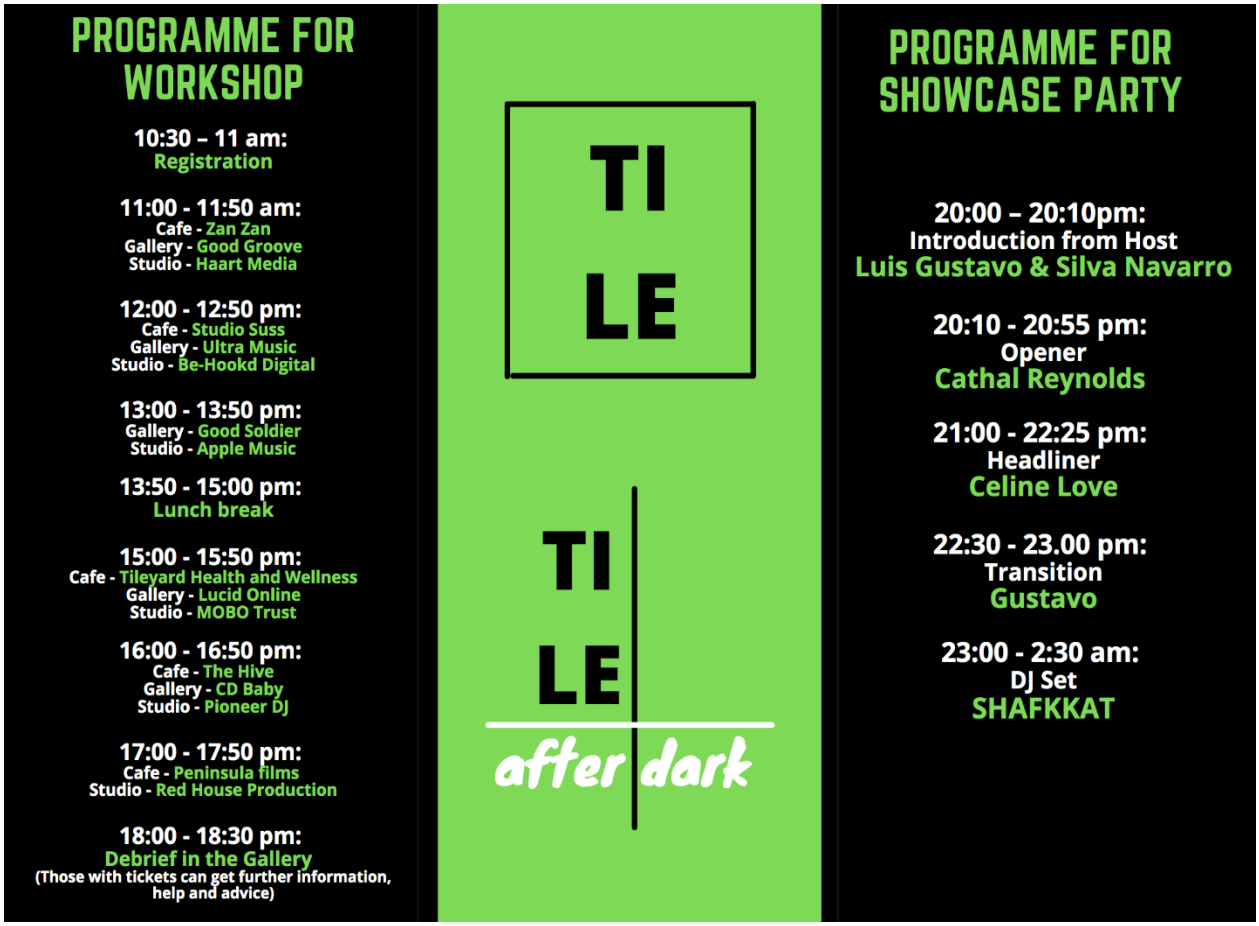
Staffing

Event managers
Alexandru Madalin Oprisanu
Aston New
Caitlin Skea
Dami Dina

Staffing for both events to include:
Site manager
Site crew
Stewards
Volunteers
Production Manager
Volunteers/Volunteer Coordinator
Artist Relation team
Security/Security Manager
Stage Manager/Stage Management
Wardrobe
Hospitality Manager
Chef/Kitchen Staff
Food Vendor Manager
Box Office Manager /Box Office Team
Parking Manager
Accountant/Finance Team
First Aid
Media and Press Team
Marketing Team
Hosts
Talent (Bands, Singer, DJ'S)
Workshop Leaders
Reception/Administration Staff
Set and Stage designer
Production (Sound, Audio, LX
Service Staff
Cashier staff



APPENDIX 4 – Programme



APPENDIX 5 - Programming for Evening Event

<u>Gustavo</u>

Gustavo has comprehensive and professional experience hosting events. Possessing the charisma needed to hold an event together, he also has solid relationships with each of Tile's performing artists, making the event more personal and inviting for the audience. His theatre performance background alongside his theatre group has aided his confident and excitable nature, ensuring him the perfect host for Tile.

<u>Cat</u>

Cat has been carefully selected to open up for headliner Celine due to her rhythmic, soulful and unique sound that is captivating to all who hears it. Her extensive stage experience has enabled her to perform many 45-minute sets efficiently; partnered with her similar music style and sound to Celine, Cat is the ideal opener.

<u>Celine</u>

Celine has been thoughtfully chosen as Tile's Headliner due to her buzzing fanbase and energetic personality, which will undoubtedly increase the atmosphere as the night

continues. Her Pop/Soul/RnB fusion sound is performed alongside her guitar and piano, ending with an amplified dance-set to leave audience members excited for more. Her sound partners beautifully with Cat's, ensuring the audience to be left amazed by the talent produced at Tile.

SHAFKKAT

Tile's late-evening DJ, Shafkkat, holds plenty of experience concerning concerts and other music events. Past reviews have raved about Shafkkats ability to 'read a room' and play the appropriate music depending on the audience. He will ensure the audience is excited and engaged up until the end of the entire event, playing a varied mix of club music and mixes uniquely created for Tile.

APPENDIX 6 – Event Management Programme.

Event Management Plan

Event Name:	TILE
Event Date:	23.07.2020 - 24.07.2020
Event Location:	Tileyard Studios, Kings Cross, London, N7 9AH
Event Purpose:	Music workshops followed by a summer / showcase party

Introduction:

The purpose of this document is to give notes and guidance to event organisers and planners, to successfully host an event at Tileyard Studios, London. The specific event details, roles and responsibilities, check list are all provided below.

Event Details:

Time of the event:	10.30 am - 2 am.
What is the event audience:	Mid teens - late 20s. Interests in music.
How many people will attend:	Up to 499 people.
Is the day event ticketed:	£25 single, £35 for both.
Is the evening event ticketed:	£25 single, £35 for both.
Is there a student discount:	£20 for single tickets, £25 for both.
How many workshops will take place:	16 businesses will be given workshop slots.
How many acts will perform in the evening:	2 hosts and 3 performers.
How many entrances/exits are there:	1 entrance and 1 exit.

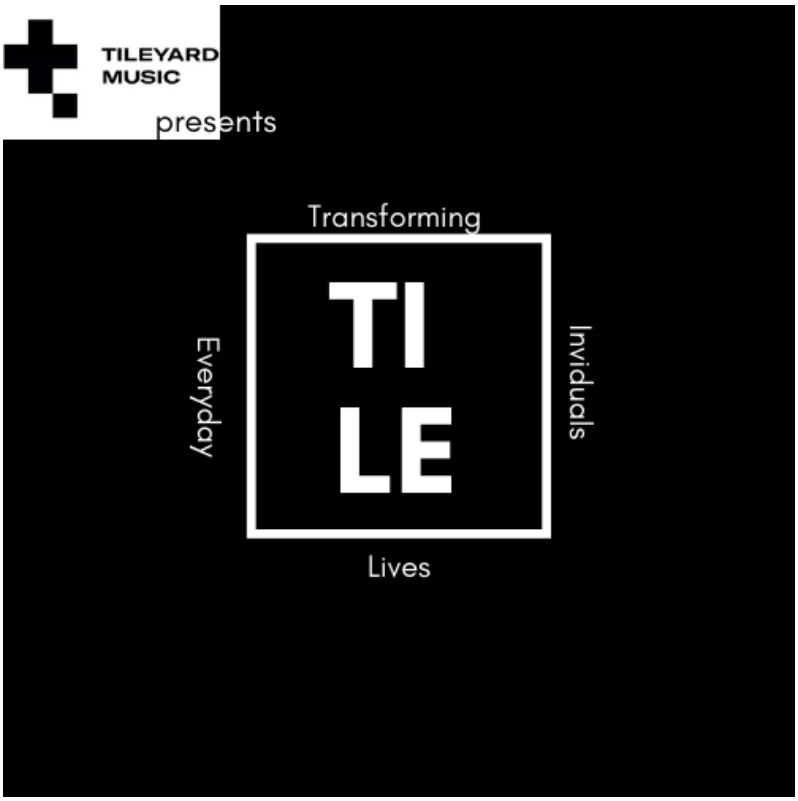
Team Roles and Responsibilities:

Event Plan Manager:	Caitlin Skea
Social Media Director:	Caitlin Skea
Floor Management:	Dami
Programmer:	Dami
Marketing Director:	Aston New
Organisational Manager:	Aston New
Licensing Manager:	Alexandru
Budgeting Manager:	Alexandru

Check List:

- Venue booked
- Timings of workshops finalised
- Businesses confirmed
- Event budget finalised
- Event marketing campaign finalised
- Speakers, presenters, acts all booked
- Organised insurance and health and safety compliance
- Catering organised
- Audio visual, lighting and staging organised
- Hired event staff
- Volunteers hired
- Local or industry press contacted
- Licences confirmed
- Necessary marketing completed
- Reviewed and analysed event success

APPENDIX 7 – Logos



TILEYARD MUSIC

presents

Tonight

Entertainment

TI
LE

Is

Live

TILEYARD MUSIC

presents

TI
LE

after dark

Tonight is live entertainment.

An evening showcasing the best talent Tileyard has to offer
Live Music, DJ's and much more...

Music starts 8PM

APPENDIX 8 – Meeting Minutes

Live Events Management | Minutes
Meeting date | time *2/2/21 | 14:30* | Meeting location *Online*

Meeting called by	Team Meeting	Aston New Alexandru Madalin Oprisanu Caitlin Skea Dami Dina
Type of meeting	Introductory Team meeting	
Facilitator	All Team	
Note taker	Aston New	
Timekeeper	Aston New	

AGENDA TOPICS

Time allocated | *Time* | Agenda topic *Team Meeting* | Presenter
The purpose of this meeting is to go other the assignment brief thoroughly and identify what is needed to complete the assignment.

Action items	Person responsible	Deadline

Time allocated | *20mins* | Agenda topic *Team Introductory meeting* | Presenter
Assigned roles
Event Management planning - Caitlin & Alex
Meeting minutes – Aston
Budgeting – Alex
Licensing – Team
Staffing - Dami
Programming - Dami
Marketing – Aston & Caitlin
Floor Management – Aston New & Alex
The team will focus on its designated role and produce working according to their job role. For this initial introduction week, we were tasked with researching each role and to present at the next meeting with key information about their role.

Action items	Person responsible	Deadline

Time allocated | *10mins* | Agenda topic *Topic* | Presenter
In the meeting, we discussed that we would take time individually research and come up with ideas for a 1-day cross-media cultural event held at Tileyard Studios. Following this meeting, we will share ideas amongst the team and consolidate the best ideas to begin the process of creating an event.

Action items	Person responsible	Deadline

Time allocated | 10mins | Agenda topic Topic | Presenter
We looked at the assignment brief marking criteria and broke down where we the higher marks lie, we agreed that practical application and deployment, skills for professional

practice and knowledge and understanding of the subject are integral for us to do will within this assignment.

Action items	Person responsible	Deadline
Team name. Event idea. Discussion of job roles. Licensing. Google drive.		

Meeting Title | Minutes
Meeting date | time*5/2/2021 | 10:15*| Meeting location *online – Google Meet*

		Aston New
Meeting called by	Team Members	Alexandru Madalin Oprisanu
Type of meeting	Assigning roles/Ideas of Event	Caitlin Skea
Facilitator	All Team	Dami Dina
Note taker	Aston New	
Timekeeper	Aston New	

AGENDA TOPICS

Time allocated | *45mins* | Agenda topic *Agenda for meeting* | Presenter *All Team*
Assigning roles
Event ideas – For the 'one day event'
Team Name
Google Drive

Action items	Person responsible	Deadline
As a group we discussed that we would present ideas for the 'one day event' for our group. Each member would decide and bring forward their ideas and we would select the best ideas to use for the one-day event. While the group collectively came up with some great suggestions for the event Dami's idea proved successful as we strongly decided that the group would move forward with the one-day event been focused around a day of workshops followed by an evening showcase/rave. We wanted to take some time to think what the workshop/showcase/rave would entail and set as a topic of discussion for the next meeting. Aston presented the idea of getting al list of businesses/Vendors within the Tileyard so we could consolidate the vendors that we would use for the event. Alex mentioned all of the licenses that would be useful for the project ahead and would take responsibility into looking into that further. Aston presented a logo/design for perspective event .		

Time allocated |*10mins* | Agenda topic *Role Allocation* | Presenter *Team*
We allocated the final roles as such:
Event Management – All Team
Planning – All Team
Meeting minutes – Aston
Budgeting – Alex
Licensing – Alex
Staffing – Caitlin
Programming – Dami & Aston
Marketing – Caitlyn & Aston

Floor management – Aston & Alex
Although we're tasked with these roles, roles are interchangeable, and the team will assist across roles where needs be.

Action items	Person responsible	Deadline
Team name. Finalise job. Google drive. Finalise what the event is? (5W'S) How we moved forward with the event.		

Meeting Title | Minutes
17th February 2021 | *15:00* | Meeting location *Google Meet (Online)*

		Aston New
Meeting called by	The Team	Alexandru Madalin Oprisanu
Type of meeting		Caitlin Skea
Facilitator	The Team	Dami Dina
Note taker	Aston New	
Timekeeper	Aston New	

AGENDA TOPICS

Time allocated | *Time* | Agenda topic *Topic* | Presenter *Name*

Event Idea

Roles Refresh

Action items	Person responsible	Deadline
Event Idea **Team brainstormed how the day would run for workshop event.** **Workshops would run for 50mins** **The day event would commence from 10:30am-6:00pm. With lunch provided at 13:50pm-15pm.** **Registration: 10:30am – 11am.** **Workshops would run for 50minutes.** **Gallery | Tileyard Music Studio | Vinyl Café** **11:00-11:50 x3 sessions** **12:00-12:50 x3 sessions** **13:00-13:50 x2sessions *(Vinyl Café will not have a session so lunch can be prepared.*** **Lunch 13:50-15:00pm *(provided in the Vinyl Café)*** **15:00pm-15:50pm x3 sessions** **16:00pm- 16:50pm x3 sessions** **17:00pm-17:50pm x2 session *(The Gallery will not have a session as it will prepared for EOD debrief)*** **18:00-18:30pm – Debrief in the Gallery for ticketers where they can get further info, help and advice** **20:00pm – Evening Showcase begins.**		

Action items	Person responsible	Deadline
Aston will draw up a brief/Intro of the event for the group to see, to give clearer understanding of what the event sourcing everyone's collaborative ideas from the google meet meeting. The group will research businesses in the Tileyard complex provided and finalise the business/vendors used for the workshops. Agenda to move forward would need to be discussed.		

Meeting Title | MINUTES

Meeting date | time **Tuesday 2nd March 2021** | 19:30 | Meeting location Online Zoom
Meeting called by TILE Team
Type of meeting Catch-up
Facilitator TILE Team
Note taker Aston New

Aston New
Alexandru Madalin Oprisanu
Caitlin Skea

AGENDA TOPICS
Time allocated | 45minss | Agenda topic Topic | Presenter Tile Team
• Today's agenda to include
• Team catch up
• Vendor List
• Design for the evening event
• Licenses
• Site Plan
• Programme for the workshop
Action items Person responsible Deadline
The group have compiled a list of the different vendors
that would be presenting at the day event. Aston would
finalise the list. Attached will be the company & a brief bio
to start.

Aston

Caitlin discussed designing and producing the programme
for the day event. Caitlin will also develop the site plans
for the event.

Caitlin

Alex will begin to apply for the licenses for the event. The
licenses he has applied for: Islington Temporary Event
Notice, Music licenses both PRS and PPL

Alex

Action items Person responsible Deadline
Update Dami in for the next meeting of recent meeting Date | time
The team will continue to work on designated roles
Business Name

Presenter Name Date | time

Meeting Title | MINUTES

Meeting date | time **Monday 8th March** | 20:00pm | Meeting location Google Meet
Meeting called by TILE Team
Type of meeting Catch-up/Updates
Facilitator Tile Team
Note taker Aston New
Timekeeper Aston New

Aston New
Alexandru Madalin Oprisanu
Caitlin Skea
Dami Dina

AGENDA TOPICS

Time allocated | 45mins | Agenda topic All agendas | Presenter TILE Team

- Event poster/Day Event & Evening Event
- Date of the Event.
- Talent
- Staffing
- Licenses
- Event pricing

Action items Person responsible Deadline
Event Poster
The group decided that the name acronym for the day
event needed to be changed as it wasn't aligned with the

day event. We collectively agreed to change it to TILE-
Transforming individuals Lives Everyday Also confirming

the evening event would be TILE – After Dark for the
evening event.

Aston New

Event Date
The TILE Event would be on the 23rd ending the early
hours of 24th (precise time tbc).

Caitlyn Skea

Staffing
We discussed the number of staff needed for the duration of the event. Aston & Caitlin will collate the
amount and specific roles needed in order to run the day & night.

Action items Person responsible Deadline
Licenses
Alex has completed license forms for: Islington Temporary Event License & PRS and PPL licenses.
He also wanted to confirm maximum capacity for the event which would enable him to fill out the correct license forms.

Alexandru Madalin Oprisanu

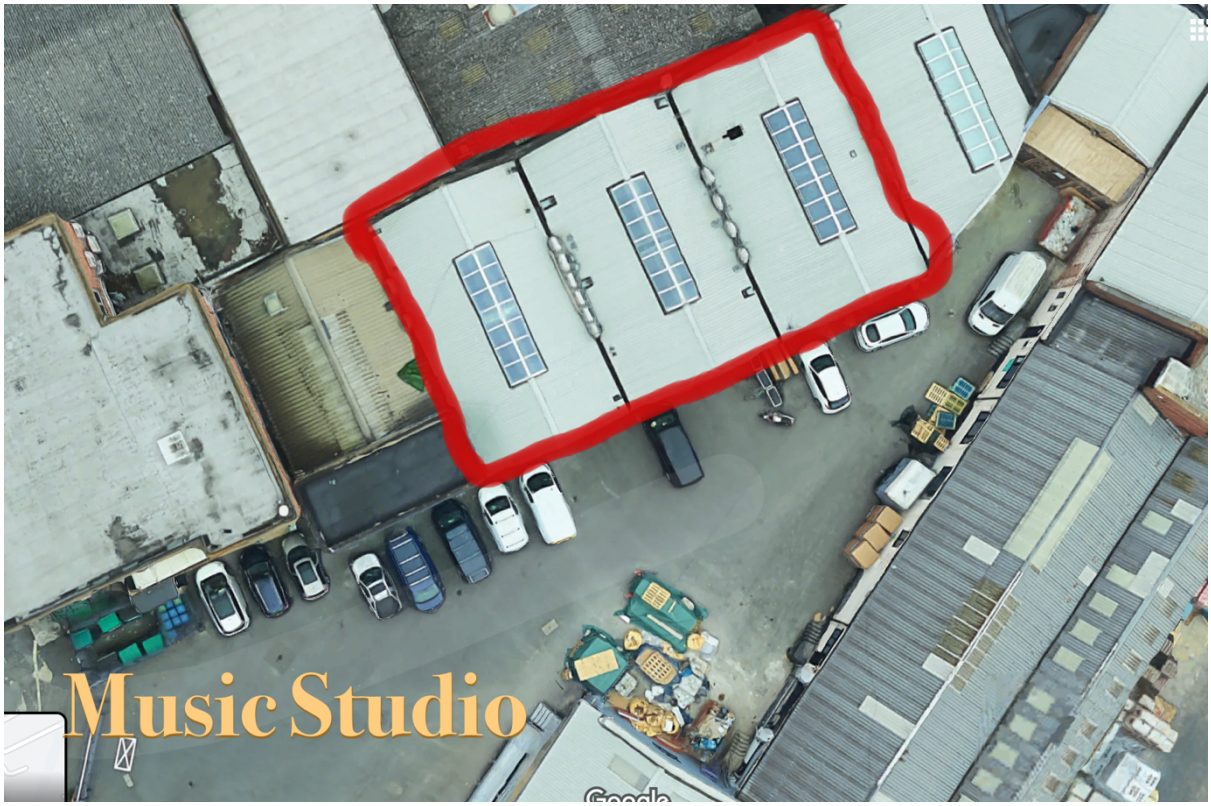
Event/Pricing/Ticketing
We briefly touched on this but decided at the next meeting we would confirm the ticket pricing for the event

TILE Team Wednesday March 9

Action items Person responsible Deadline
Talent Dami Dina Friday 12th March
Dami take lead on this by looking for talent for the evening event and report back to the group, he
will start off the evening event at 8pm with live performances, DJ'S throughout the night. He will get
back to us with confirmation of line-up.
Action items Person responsible Deadline
Ticketing for the next meeting TILE Team Wednesday 10th
Floor Plan Aston & Alex Monday 15th

APPENDIX 9 – The Gallery and the Vinyl Café - Map

APPENDIX 10 – Music Studio Space



APPENDIX 11 – Temporary Event Notice Licencing Act 2003

ISLINGTON

Islington
Temporary Event Notice
Licensing Act 2003

For help contact
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	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	TILE EVENT	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	Alexandru Madalin	
* Family name	Oprisanu	
* E-mail	madalin.oprisanu@gmail.com	
Main telephone number	07460121343	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.

Applicant Business

Is your business registered in the UK with Companies House? ◉ Yes ○ No

Note: completing the Applicant Business section is optional in this form.

Registration number	05794102	
Business name	TILE	If your business is registered, use its registered name.
VAT number	-	Put "none" if you are not registered for VAT.
Legal status	Private Limited Company	

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Continued from previous page...

Your position in the business	Event Manager	
Home country	United Kingdom	The country where the headquarters of your business is located.

Registered Address — Address registered with Companies House.

Building number or name	512 Vantage Building
Street	Station Approach
District	
City or town	Hayes
County or administrative area	Middlesex
Postcode	UB3 4FA
Country	United Kingdom

1 2 3 4 5 6 7 8 9 Next >

* required information

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: 29 / 03 / 1994 (dd mm yyyy)

Applicant must be 18 years of age or older

National Insurance number: ST 94 07 03 R

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

Place of birth: Romania

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	512 Vantage Building
Street	Station Approach
District	
City or town	Hayes
County or administrative area	Middlesex
Postcode	UB3 4FA
Country	United Kingdom

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	madalin.oprisanu@gmail.com
Telephone number	07460121343
Other telephone number	

Continued from previous page...

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

Tileyard presents TILE with a series of practical workshops on navigating through what the Tileyard complex has to offer. Each session will cover a different sector, whether music, cooking, music producing, songwriting, fitness, plus many more – all will include a Q&A about the industry, practical, creative sessions, and discussions about working in the respective field.

* required information

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 references). (See also guidance on completing the form, note 2)

* 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	Tileyard
* Street	Tileyard Road
District	
* City or town	London
County or administrative area	Islington
* Postcode	N7 9AH
* Country	United Kingdom

* 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

Location Details

* Provide further details about the location of the event

The event will take part on the premises of Tileyard Education.

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 3)

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

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* required information

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 refreshment
- ☐ 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: 23 / 07 / 2021 (dd mm yyyy)

Event end date: 24 / 07 / 2021 (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.

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock) (see also guidance on completing the form, note 10): 12Pm to 3 AM

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 (see also guidance on completing the form, note 11): 499

Note that the maximum number of people cannot exceed 499.

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

* required information

Section 5 of 9

RELEVANT ENTERTAINMENT (See also guidance on completing the form, note 13)

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

The music will be on since 12PM to 3 AM.

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

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Temporary Event Notice
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 6 of 9

PERSONAL LICENCE HOLDERS (See also guidance on completing the form, note 14)

Do you currently hold a valid personal licence? ○ Yes ◉ No

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

* required information

Section 7 of 9

PREVIOUS TEMPORARY EVENT NOTICES (See also guidance on completing the form, note 15)

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?	○ Yes	● 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 b) Begins 24 hours or less after the event period	○ Yes	● No

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Licensing Act 2003

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Telephone: 020 7527 3031

* required information

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

* required information

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 formality requires a fixed fee of £21

DECLARATION (See also guidance on completing the form, note 19)

* The information contained in this form is correct to the best of my knowledge and belief

* I understand that it is an offence:

* (i) 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

* (ii) 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 £20,000, or to imprisonment for a term not exceeding six months, or to both

☒ 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?"

* Full name	Alexandru Madalin Oprisanu
* Capacity	Event Manager
* Date	06 / 03 / 1994 (dd mm yyyy)

Full name	Aston New
Capacity	Event Manager
Date	06 / 03 / 1994 (dd mm yyyy)

Remove this signatory

Full name	Caitlin Skea
Capacity	Event Manager
Date	06 / 03 / 1994 (dd mm yyyy)

Continued from previous page...

Remove this signatory

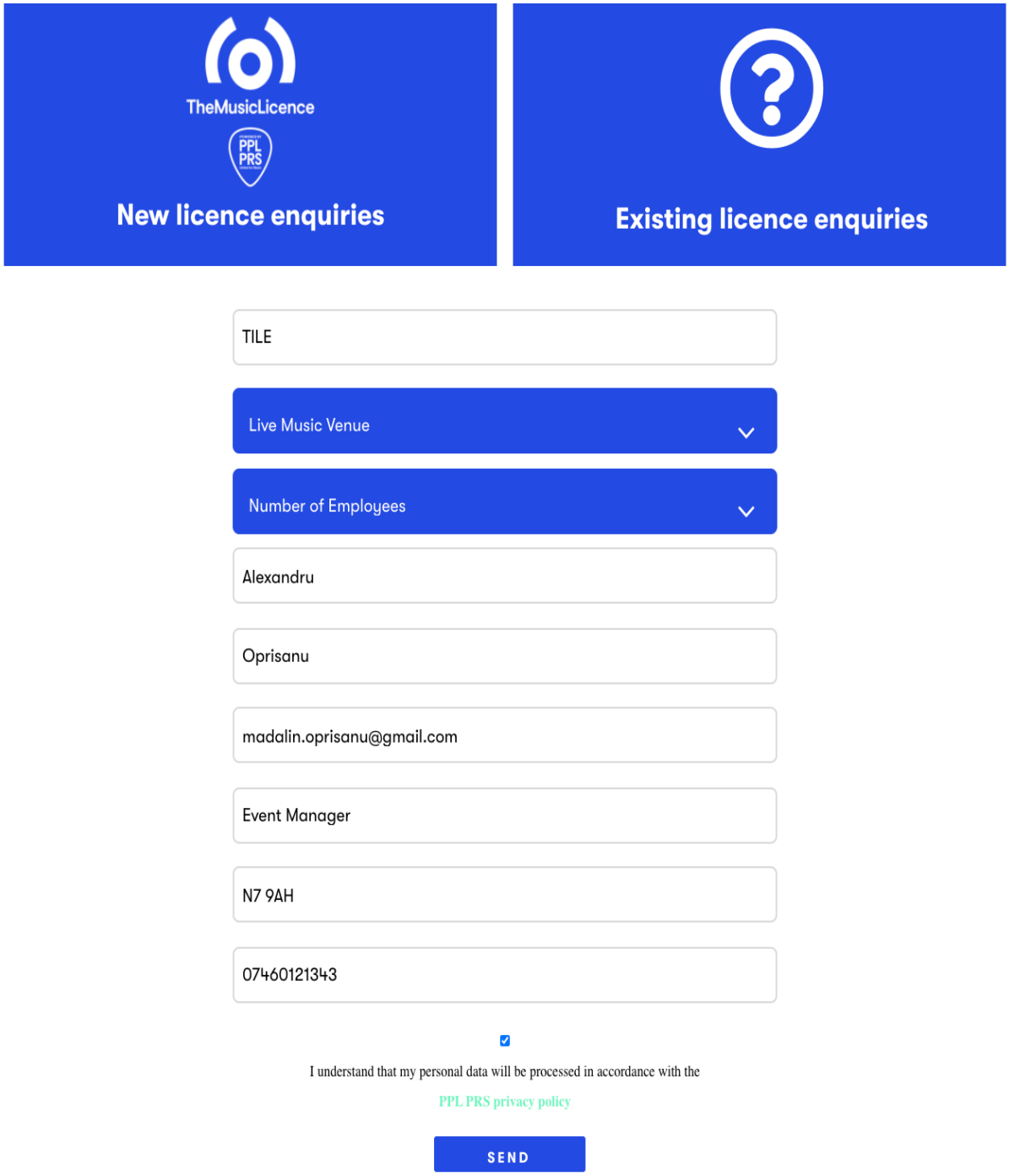
Full name	Dami Dina
Capacity	Event Manager
Date	06 / 03 / 1994 (dd mm yyyy)

Remove this signatory

Add another signatory

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/temporary-event-notice/islington/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.

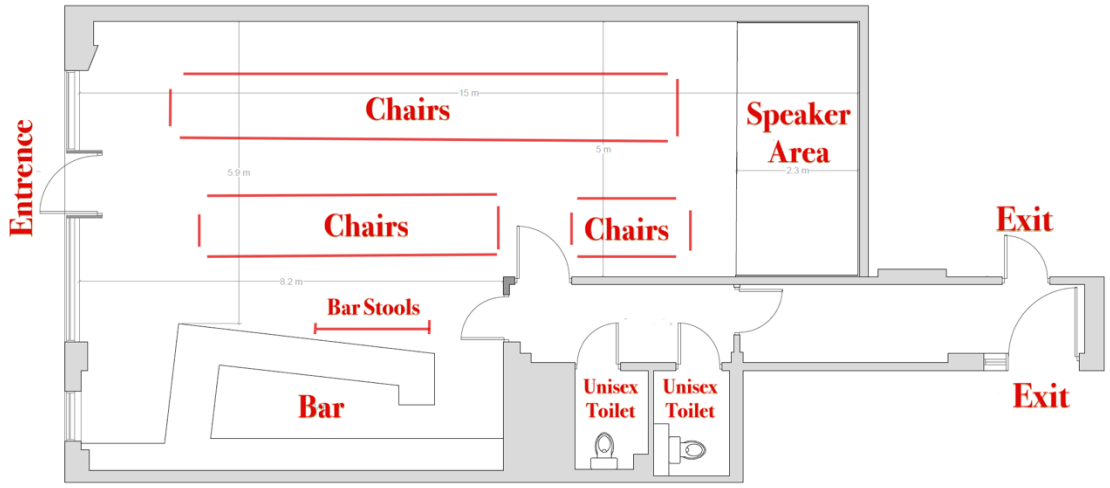
APPENDIX 12 – TheMusicLicence



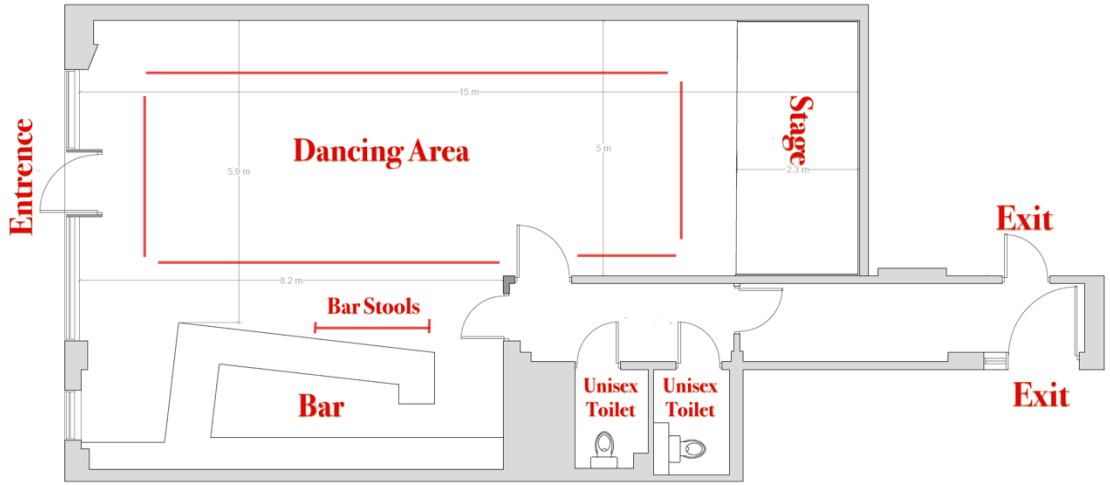
APPENDIX 13 – Floor Management

The Gallery

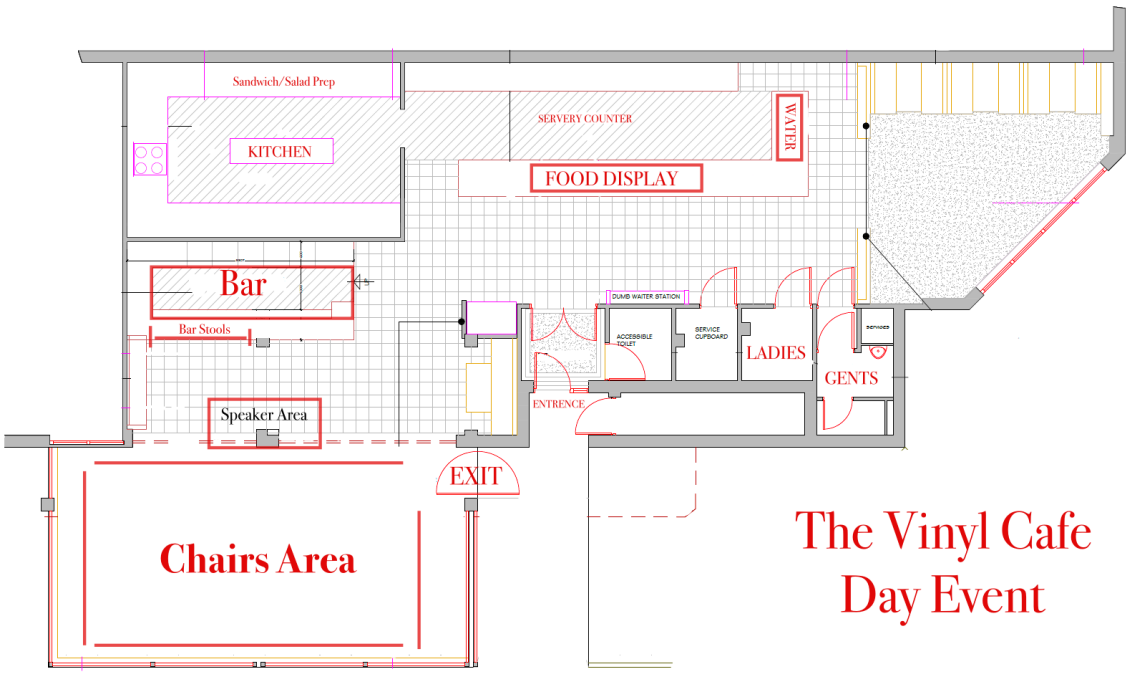
Day Event



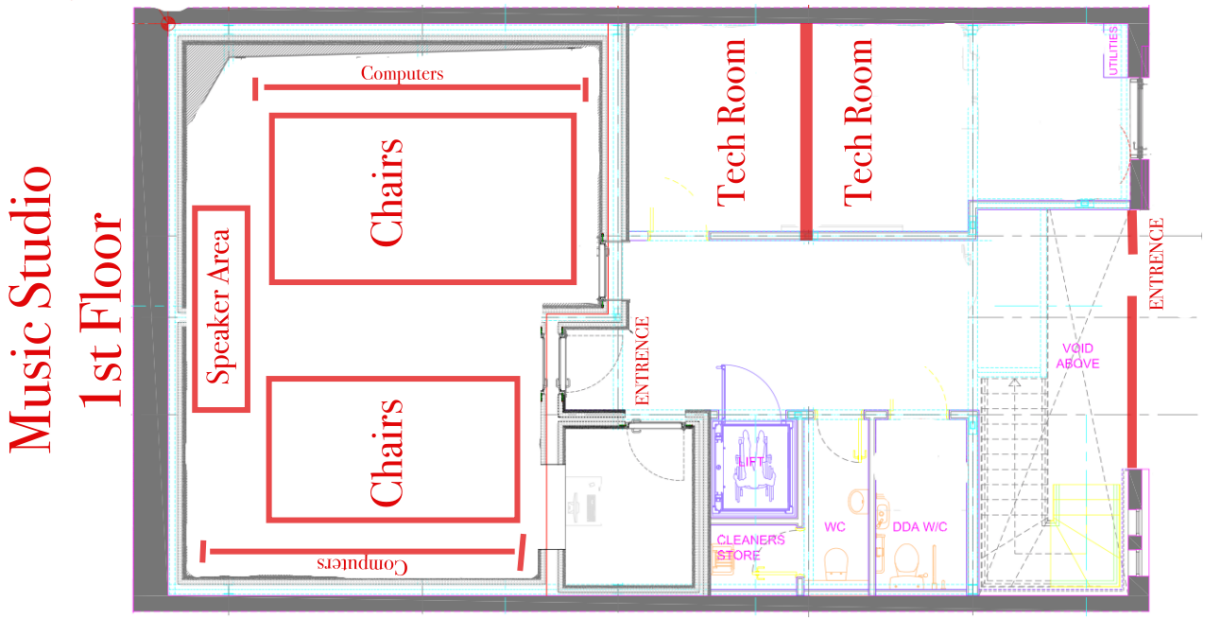
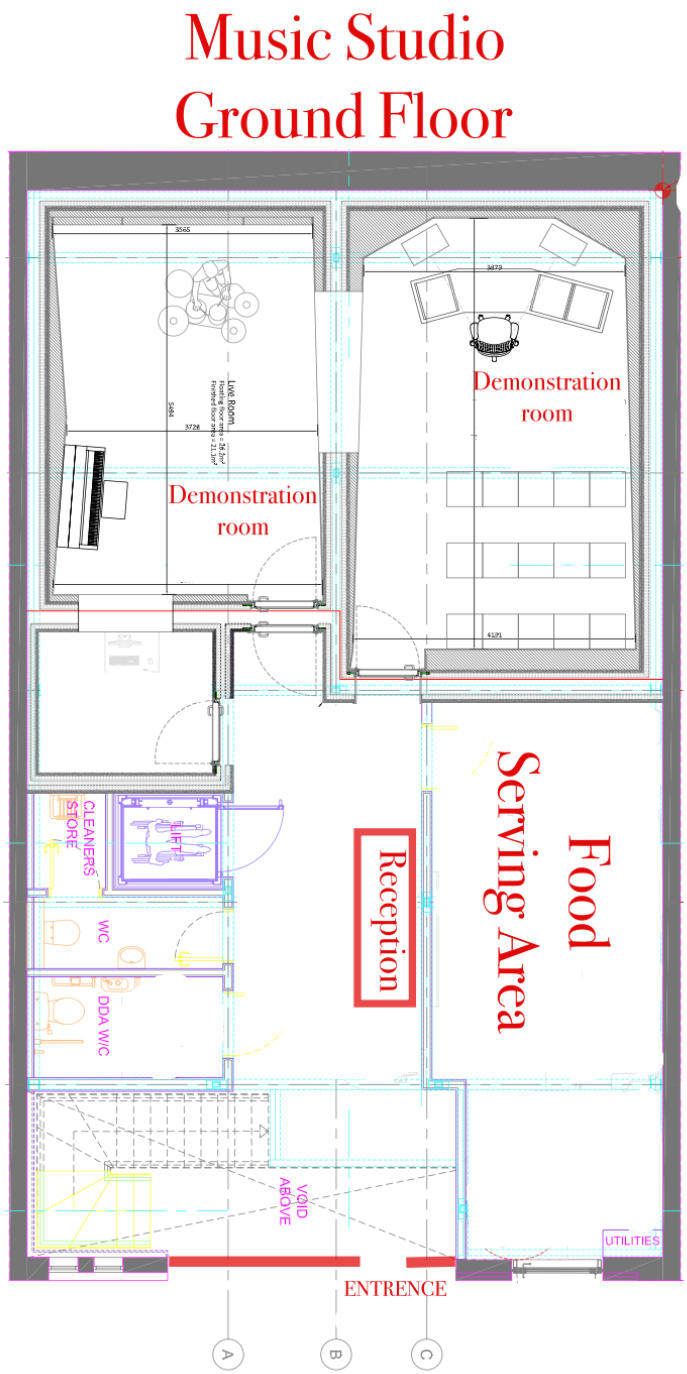
Evening Event



The Vinyl Café



Music Studio 1st Floor



Music Studio – Ground Floor