

DOCKYARD



LIVE MUSIC & EVENT MANAGEMENT PORTFOLIO 2 (GROUP)

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DOCKYARD

Table of Contents

Introduction.....	3
Event Concept.....	3
Group Work.....	5
Roles.....	5
Communication	6
Branding.....	6
Wristbands	7
Marketing.....	8
Pitch Deck.....	8
Poster	12
Press release.....	13
Email Marketing	15
Social and marketing calendar	15
Other	17
Programming.....	17
Budgeting	17
Reflective Summary	17
Bibliography	19
Appendix	20



DOCKYARD

Introduction

Dockyard is a 1-day, multi-arts cross media event taking place at Tileyard London on the 18th of September 2021. The topic of climate change and environmentally friendly alternatives is more poignant than ever, and the inspiration from Dockyard came from a shared desire to promote awareness of the most important topics the world is facing - plastic in the ocean and ocean pollution.

By bringing music, art, and fashion together, with a shared focus around promoting environmentally friendly initiatives and actions, Dockyard aims to provide the perfect platform for education, networking, and inspiration. The students at Tileyard and the influential brands and creatives that will be present at the event represent the next generation of influencers and tastemakers who can make a real difference. Through combining these personas, Dockyard aims to inspire innovation and creativity, showcasing initiatives that highlight what is possible when prominent figures turn their creative attention to delivering initiatives with an environmental focus at the forefront of their minds.

Event Concept

To help us to initially form the backbone for our event concept, we used the 5 W's to help us pinpoint exactly what we wanted our event to be. Goldblatt (2001) stated that we must decide the Who, What, Why, When and Where of our event, in order to work out whether an event is feasible. This tool was essential for us to utilise from the beginning, as it would inform all the decisions we made when shaping our event. As I took the role of Creative Director, I led the formation of our ideas around the 5 W's, as that would help me dive deep into the key themes around the event in order to help me shape the branding and marketing material to fit that message. I created an initial document (Appendix A) which I uploaded to a shared Google Drive in order for us all to refer to it around the event planning. We refined the 5 W's as we moved through the project, resulting in the final 5 below.

- Who
 - Students and alumni of Tileyard Education, representatives of music businesses located at Tileyard London, A&R from Tileyard Music, and other independent eco-friendly record labels, guest speakers, sustainable merchandise clothing and music brands who are open to sponsorships and partnerships. Guest speakers include ocean focused charity representatives, musicians that are involved in ocean protection and eco-friendly business entrepreneurs
- What
 - One day networking and education event, encouraging existing businesses and those entering the music industry to make more sustainable choices and reduce the amount of plastic in our ocean
- Why
 - To build a more sustainable future for the music industry by reducing the impact it has on the ocean. This will be done by encouraging emerging artists and music businesses to make more sustainable choices and avoid using plastic
- When



DOCKYARD

- Saturday 18th September, 2021. 10:00am – 18:00pm
- Where
 - Tileyard London Campus, Tileyard Rd, London, N7 9AH
 - Outdoor area
 - Indoor area (Vinyl Café and The Gallery).

Samantha suggested the initial concept for the event, which originally was to be a pirate-themed cosplay event. We decided that was too niche and decided that running an event with a positive message would give us more of a purpose and be easier to decide on the concept. We married the idea of the sea with ocean waste to decide on the event. We are all creative people, and so I suggested after the first meeting that we all created a moodboard (figure 1 for mine and Appendix B for the other members of the group) for the event, with our own ideas around theme, initiatives, and branding. From there we would review each and discuss the ideas we liked and disliked, in order to use our collective insight to refine the idea by evaluating and refining the initial ideas we had. I got the inspiration for the moodboard from a recent PR campaign I worked on for an Alok and The Vamps collaboration (Appendix C), as I felt the moodboard helped to gather all creative ideas into a cohesive collection that would inspire future decisions on branding, event ideas and activations. I also created a quick information sheet and logo idea (Figure B) to try and concisely sum up the initial ideas we already had in order to refine that.





Figure 1. my moodboard

Group Work

Roles

When deciding roles, it was decided that we should play to our strengths in terms of our experience, and that was what guided our decision with regards to what role each of us took. As Samantha had already taken the lead on transcribing our meetings to minutes (Appendix D), I suggested that she would be good in the role of Project Manager. My experience lies in PR and promotion, so I volunteered to take the role of Creative Director, which would cover branding, marketing and any design work. I feel this role helped to combine more roles that would usually be divided by more people, but as we were only working in a group of three it made the most sense to divide it this way, as branding, marketing and design were all related. Nathan has experience of business, so we felt he was best placed to take on the role of budgeting and licensing as he had experience in finance and areas such as health and safety, which we thought would be relevant to the event planning.

On reflection, it could have been more effective if I'd have taken the role of project manager, as I suggested the majority of the project management tools we implemented, and tried to keep meetings on topic when they were digressing too much. Samantha is also very creative, and admitted to struggling with organisation, so I feel

DOCKYARD

she would have excelled in the creative role. We also decided on the roles fairly late into the project, after a number of meetings where we discussed ideas, and I feel if we had made the decision on roles sooner, we could have delegated and worked more efficiently in that regard. In reality, due to numerous difficulties due to personal reasons, illness and holidays, we had to be flexible and alter the roles slightly anyway to make sure that all tasks were completed.

The group could have also turned to more formal methods when deciding roles, which may have worked better for us when deciding who was best suited to each role, rather than working on instinct and experience. Belbin Team Roles “are used to identify behavioural strengths and weaknesses in the workplace” (Belbin, n.d.) This may have provided a more objective view and made the delegation of roles and tasks more effective.

Communication

The main method of communication we used was Zoom for meetings and WhatsApp for quick questions and updates. I suggested using Slack to communicate event related discussions as it enables you to have separate chats for each topic, which I believed would help us to segment conversations and easily pick up information, as it can be easy to lose via WhatsApp. We did use this initially to good effect, but after a while we reverted to using WhatsApp for our main method of communication in between meetings. While this worked fairly well for us, as we were all accustomed to the platform, I feel we should have persevered with Slack slightly longer to as it was effective in streamlining conversations in the early stages of the project.

I also recommended we used ClickUp in order to manage projects, set deadlines, and track progress on key areas of the project efficiently. I suggested using their Gantt chart feature, and calendar view, to give us a tighter system and rigid deadlines which we could work to. As it stands, ClickUp was quickly dropped, and we lacked the organisation and direction a proper project management tool would have provided us.

We kept all assets in a Google Drive folder, which enabled us to have a shared access point and easily refer to any section of the plan, branding and overall event planning.

Branding

After initially proposing an early design, I began working on a refined logo following feedback from the group and the combined efforts of the moodboards. I initially suggested having a sea animal incorporated into the logo, along with something that gave it an association with music, such as headphones. Samantha suggested that we included something that linked to the ocean plastic theme that was running throughout the project. As a result, I designed the final logo (figure 2) which I feel tied in the three elements of the event really well and helped deliver the message even just through the visual aspect of the logo. I also created a separate asset, using just the text (figure 3) to give us more flexibility in our branding and give us more tools to work with across our marketing materials. A combination of these assets can be found across all marketing materials and branded content, including pitch deck, press release, posters and wristbands. I would have liked to have created a logo with just the octopus and without the text, but unfortunately, I lost the file so was unable to do this.





Figure 2. final logo



Figure 3. Dockyard text branding

Wristbands

I initially designed the wristbands to be paper (figure 4) as this seemed to be the cheapest method to create them. However, in keeping with our environmental message, which we wanted to reinforce wherever possible, I was able to source an environmentally friendly wristband manufacturer, which made them from recycled fabric and bamboo, and designed a new wristband (figure 5). While this was slightly more expensive, we felt this was an area to spend slightly more in, as it strengthened our message and gave attendees something to keep, rather than the disposable paper ones.



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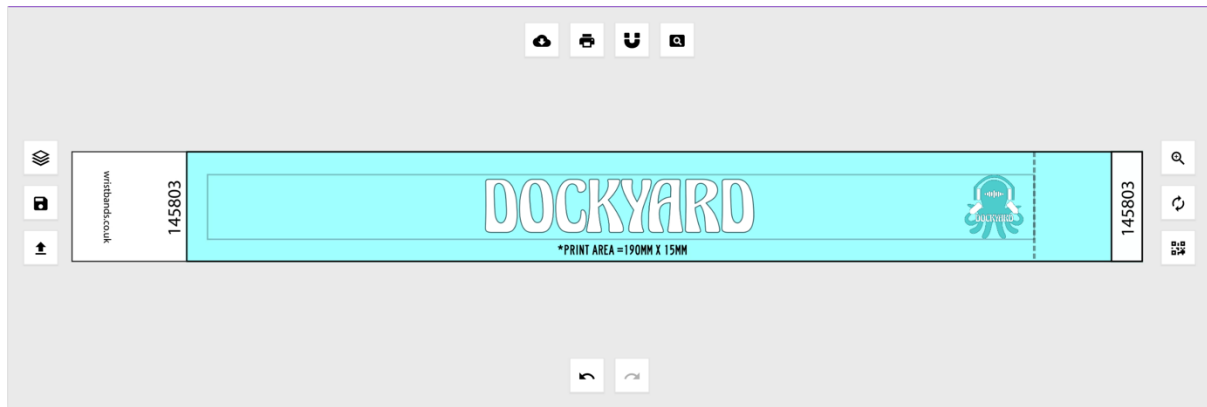


Figure 4. Original wristband design

RECYCLED WRISTBANDS (Fabric with Bamboo Lock)



Figure 5. Final eco-friendly wristband design

Marketing

Pitch Deck

The success of our event relied heavily on securing sponsorship from relevant brand partners, so I created a pitch deck to showcase the event, potential reach and sponsorship packages available which would be used to pitch to potential partners (figure 6). I used Eventbrite to assist me in the tone, purpose and direction of my pitch deck, and made sure I had our ideal sponsors in mind when putting it together. Samantha suggest Rapanui clothing as potential sponsors due to their environmentally focused message, and I also suggested Route One Clothing as they stocked a number of environmentally friendly ranges, and enabled consumers to filter by different environmentally conscious initiatives. I also ensured the branding, colour and theme were consistent throughout the pitch deck.



DOCKYARD



The event...

DOCKYARD

Dockyard takes over Tileyard's Gallery, Vinyl Cafe and outdoor space for a day of environmentally-conscious networking, live music and opportunities



DOCKYARD

Why Sponsor the event?

430

Put yourself directly in front of 430 music students who are the next generation of trendsetters and influencers



20K+

Reach over 20,000 engaged followers across the Tileyard and Dockyard socials

Sponsorship options



£500 - Main sponsor package

As the main sponsor of the event, your brand name will exclusively be listed as presenting the event, and your logo and branding will be placed across all promotional materials and marketing communication. You will also receive a post across Dockyard and Tileyard socials profiling the sponsor

£200 - official sponsor package

As a sponsor of the event, your logo will be placed across all promotional assets and marketing communication

DOCKYARD



Sponsorship options



£250+ - Livestream sponsorship

Sponsor the livestream of aspects of the event and have your logo and branding incorporated across the video livestream, plus the opportunity to crosspost the livestream on your social media channels, in addition to the Dockyard and Tileyard social media channels (price dependent on

The Team



Project manager
Samantha



**Creative Director,
Marketing**
Ben



**Site manager,
Event Manager**
Nathan



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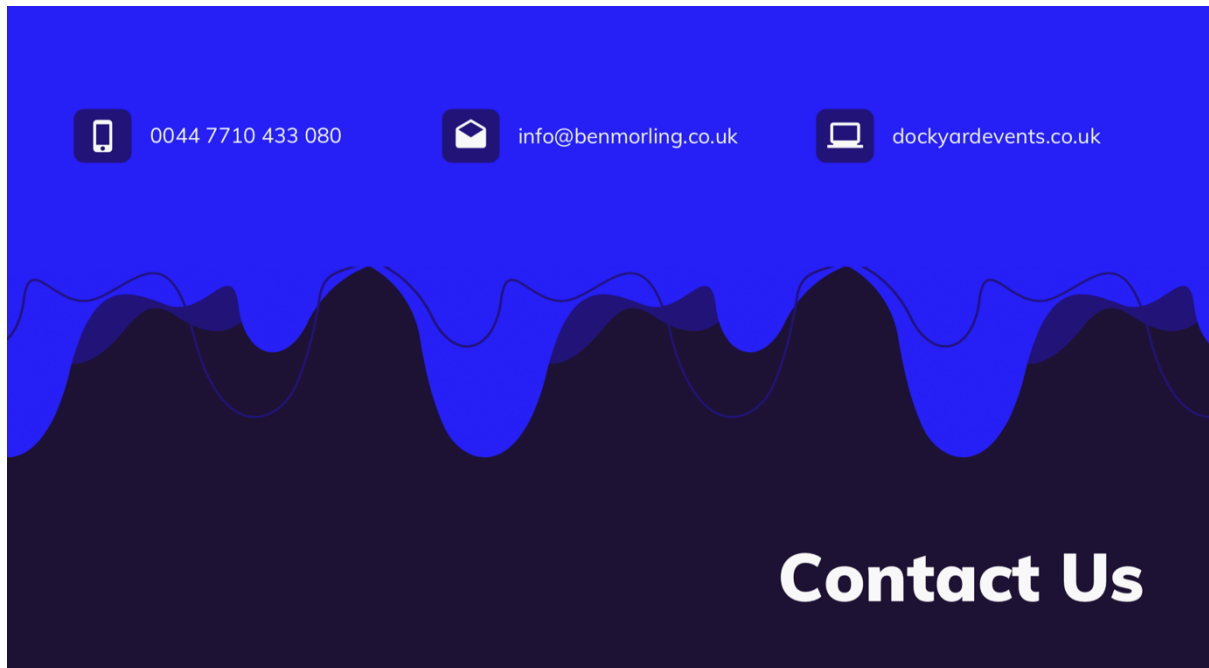


Figure 6. Pitch deck

Poster

Again, with environmentally conscious choices and the 5 W's driving our decision making, I decided to design a poster that would only be used online and not printed (figure 7). This would save money, be better for the environment, and also be the most relevant for our target demographic of young students. This would give us visual content to post on socials, an asset to share with press when sending out the press release, and also further content to be sent out in our email marketing campaign. The sponsors and partners (Route One and Warner) were added as an example of placing brands within the design, to strengthen the credibility of the poster, and to highlight a sponsor's placement as stipulated within the sponsorship package options.

DOCKYARD

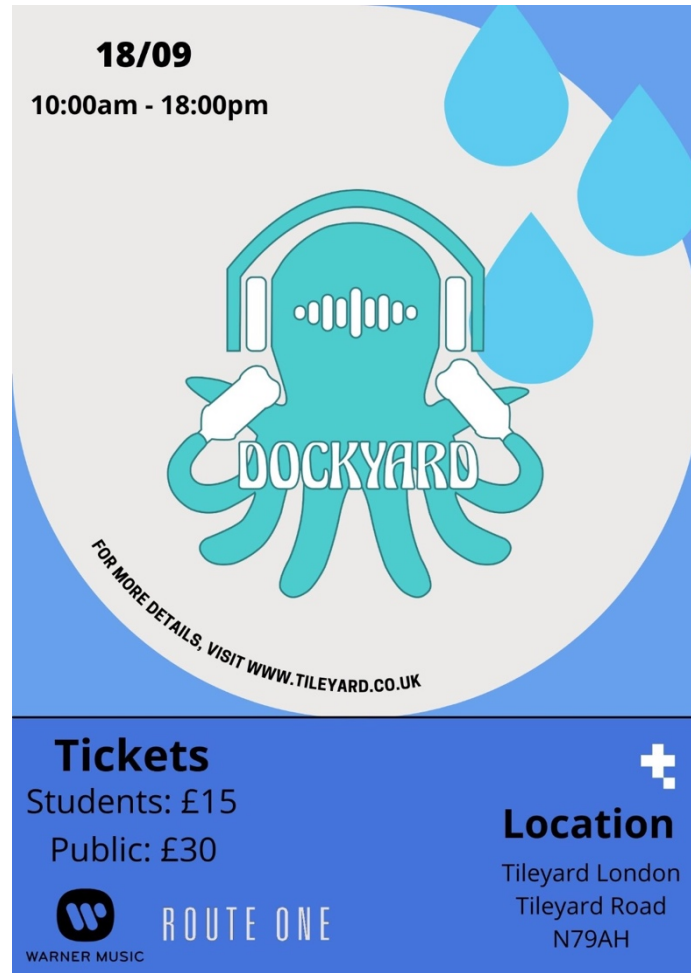


Figure 7. Digital poster design

Press release

A press release would be key to getting the Dockyard message across to key media, in order to persuade them to cover the event, both with pre and post event pieces, as well as inviting key relevant media onsite to experience the event for themselves and review or write about it. I drafted a press release (figure 8) which incorporated all the key information that media would need to know, and again kept the branding consistent throughout. I also included assets and additional notes for the editors, to make sure they had everything they need, and make covering the event as easy as possible.



DOCKYARD

DOCKYARD



DOCKYARD TRANSFORMS TILEYARD LONDON FOR A DAY OF ENVIRONMENTALLY CONSCIOUS NETWORKING AND LIVE MUSIC

Event date: Saturday, September 18th / 10:00am – 18:00pm

Ticket Link: >> INSERT LINK <<

DOCKYARD launch their first event, and no better place to drop their anchor than at the bustling music hub that is **Tileyard London**. **DOCKYARD** aim to educate the next generation on important environmental messages through bringing together current and future influencers, who have the power to make change happen.

Their first event will combine a host of young musicians, environmentally conscious brands and experts in the field, for a day of networking and live music that is guaranteed to make sure the eco-friendly message is at the forefront of the minds of each attendee.

Initiatives will run throughout the day, ranging from **ocean-themed songwriting competitions**, where **major label A&R's will give the best entrants an opportunity to record and release their music**, to **brand partnership opportunities with fashion companies at the forefront of environmentally friendly manufacturing**. Guest speakers will also be in attendance, to raise key issues and impart their wisdom onto the next generation of artists.

These musicians may already be aware of the change that is needed, but this event aims to inspire them with stories of creative concepts and initiatives already being utilized. With this knowledge, they can do what artists do best; Be creative and innovative to take this message forward, and pass on the lifestyle changes needed to the impressionable fans in numbers that can make a real difference.

On launching Dockyard, and the vision for the events series, project manager Samantha said; ***"Dockyard brings two worlds together. Our mission is to inspire creatives to jump on board to spread the message about the importance of making eco-conscious choices. We protect the future of the planet, and in return, it may continue to inspire us"***

-- END --

**** Notes For Editors**

Event location:

The Gallery, Vinyl Café & Outdoor space
Tileyard London
Tileyard Road
London
N79AH

Ticket Price: £15 students / £40 public

Assets

Download logo: <https://bit.ly/37kARsZ>

Download text logo: <https://bit.ly/37A12w5>

For all enquires please contact: DOCKYARD:
Tel: +44(0)7710 433 080 // Email: info@benmorling.co.uk

Figure 8. Press release



Email Marketing

Having put our attention on securing sponsors, and partnering with Tileyard for the vent, and owing to the fact that Dockyard was a new brand with no social presence or database, we would focus our email marketing attention on targeting fans of the established brands sponsoring the event and Tileyard. The brand's audience would allow us to target a key demographic who were likely to be interested in the general admission tickets, while Tileyard's audience was the prime student and musician audience we were looking to tap into.

Social and marketing calendar

With so many key marketing and promotional activities running simultaneously, it was important to keep track of key dates, and build a social calendar that would enable us to hit key impact points throughout the event promotional cycle in order to make people aware, interested and ultimately lead them to purchasing a ticket. As all activities were ran by me, and linked, I thought it was most appropriate to create a social media calendar that also included marketing activations (figure 9), which would create an easy visual aid and help us to be organised when planning all promotional activities.

I used a Hubspot Social media calendar template and amended it for my needs. I colour coded different activities, reach out and content, to make it easy to stay organised and plan a consistent, fresh content plan. This enabled me to plan when best to drop key information, such as location reveal, line-up announcements, pitch deck reach out, giveaway announcements. By planning this key information in a calendar, I was also able to see gaps in content, and plan alternative content on those days in order to mix it up and keep consistent engagement on social media channels.

[August 15th - September 18th]							KEY:
							Key Dates
							Line-up announcement
							Newsletter
							Fun content
							Venue Reveal
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 21st August	
Event Announcement (FB & IG)			The Gallery reveal (FB & IG)		The Vinyl Cafe reveal (FB & IG)		
Send pitch (deck) to potential sponsors							
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 28th August	
Pier reveal (FB & IG)		Poster reveal & post outlining the concept		guest speakers announced	Reveal message in a bottle vow		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 4th September	
Announce songwriting contest		Video Interview with guest speaker (FB & IG)	Announce first band	Announce ticket giveaway contest	Announce second band		
Newsletter sent out to Tilleyard database							
Newsletter sent out to Sponsors database							
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 11th September	
Announce Live art element		Announce food vendors	Reveal full line-up	Interview with eco-friendly artist	Announce ticket giveaway winner		
			Send press release to key media				
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 18th September	
Newsletter sent out to Tilleyard database		Sponsor profile post	Reveal plastic wave entrance	Sponsor profile post	Post pics of the full event set up		
Newsletter sent out to Sponsors database							
							EVENT DATE

Figure 9. Social media and marketing calendar

Other

Programming

Whilst Samantha handled programming the artists and guest speakers throughout the day, I contributed to a number of activities during the day which involved brand partnership and networking events, as we all inputted across each area of the project and the brand partnerships were an important part of enticing potential sponsors.

- Songwriting competition – I suggested we created a songwriting competition for the students to take part in. They would need to write a song focused around the ocean and plastic waste, and we would invite a number of label A&R's to be on the judging panel. This would be announced prior to the event, to drum up interest within the students and incentivise them to attend the event. A shortlist of best songs would be chosen, and the artists would be invited to perform their song alongside the scheduled acts. The winner would get to record their song at Tileyard and release it with one of the labels the A&R's were representing.
- Brand partnerships – In addition to the songwriting competition, I also suggested that the entrants to the competition also had a secondary opportunity to earn a brand partnership with one of the brands partnering with the event. This would involved them manufacturing a limited run of merch in collaboration with the artist, and in return the artist's song would be used in their promotional activity. This benefits both the artists and the brand, who are able to use their favourite song and also receive the positive attention that would be gained from promoting the positive message and giving young artists the opportunity to work with them.

Budgeting

Nathan was originally tasked with the role of putting together the budget, however due to illness Samantha took on joint responsibility of that role. While those two completed the budget (appendix D), we liaised regularly on marketing expenses and other expenses associated with my area of responsibility. For example, I worked out the cost of having 430 wristbands made and relayed that to the team, so they were able to add it to the overall budget.

Reflective Summary

Overall, I believe that we worked well as a group, in difficult circumstances that meant we had to adapt and be flexible. Due to unforeseen events, it was difficult leading towards the end of the planning to meet as a group, which would have allowed for a smoother project and may have resulted in a better event plan. I believe if we would have designated roles earlier, and been very clear in defining those roles and not crossing over it would have been a more efficient process. However, due to the difficulties in communication at times this wasn't possible, and we were forced to complete other tasks than the ones we were delegated. I believe we worked



DOCKYARD

well as a team, and all brought considerable strengths to the task, which may have been better put to use if we had employed a more rigid structure and project planning tools, and utilised a more formal method of designating roles, such as Belbin's.

I believe communication was the main issue that we faced, outside of having a formal structure. While we communicated enough to ensure each element of the project was completed, more communication over things such as budget allocation would have allowed other areas a greater insight into the room they had to play with, and might have encouraged further innovation and creativity with planning and promotion, within the constraints of the budget. I enjoyed working with my group, and this event plan has inspired me to look further into running my own events, as well as enquiring into the possibility of hosting Dockyard as a proper event.



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Appendix

Concept around the event

Name: Dockyard?

5 W's

What?

- Sea-themed event highlighting to the younger generation (students at Tileyard) the impact to the world's oceans of contamination.
- Creating a space for emerging artists to become more environmentally conscious and meet environmentally focused brands to create partnership opportunities
- Fundraising element to help combat the issue and raise awareness
- Partnership opportunities for the brands and students
 - Ocean vinyl EP pressing opportunity
 - Route One (or other) brand partnership opportunity
 - Partner with ocean conservation charity to work with
- Stalls for charities/activists to network and host talks (in Vinyl Cafe?)

Why?

- Networking musicians/artists with environmentally conscious brands, providing them opportunities for collaboration
- Raise awareness of the impact of our actions on the oceans to inform younger generations (students at Tileyard) and encourage them to develop good habits

Where?

- Tileyard campfire
- vinyl cafe?
- **Establish location**

When?

- September - Freshers week to target new influx of students and avoid colder months (early in term)

Who?

- Targeting younger generation of students to be examples for the next generation or musicians/artists (both writers and business students)
- Local/national environmentally focused music/arts/fashion brands who are open to partnerships
- Ocean focused charities/activists

Appendix A – Original 5 W's document



DOCKYARD

Dockyard Event:

What's the ocean got against the music industry?



* Sea Friendly Merch showcase *

* Speeches by successful eco-friendly entrepreneurs / musicians *

* Live art exhibition parade - recycled materials sea themed *

SONG-WRITING COMPETITION



Musician Jack Johnson Wages War on Ocean Plastic

PHARRELL WILLIAMS' SET TO SAVE THE OCEANS WITH G-STAR RAW JEANS SPUN FROM TRASH

* Pharrell Williams Jack Johnson, Jeremy Loops posters and what they are doing *

SPEECHES



Bob Dylan, Beyonce, Ed Sheeran, Coldplay, Mumford and Sons, Maroon 5, Pharrell Williams and Beck, are among the array of international artists that have contributed to Artists Project Earth's (APE) "Plastic Oceans Album".



* recycled sea themed art *

* upload photo with hashtag to be in for a chance to win a merch voucher *

PLASTIC PLEDGE POOL

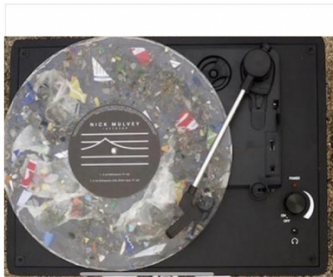


* write a pledge on plastic & throw it into a big paddling pool, visual aid of damage *



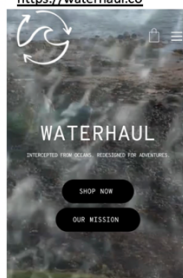
* Projecting climate change music videos *
* info on music industry and climate change *

Sharp's Brewery teams with Havas London and musician Nick Mulvey to highlight unsustainable production practices in music



Sharp's Brewery is working with musician Nick Mulvey to make music that will protect British coastlines from plastic pollution and help reduce single plastic usage. The Cornish Brewery and Mercury Music Prize nominee have today released the first track pressed onto a record made from recycled plastic, which has been washed up on Cornish beaches.

Waterhaul.co another Cornish company see recycled products made of recycle materials such as sunglasses
<https://waterhaul.co>



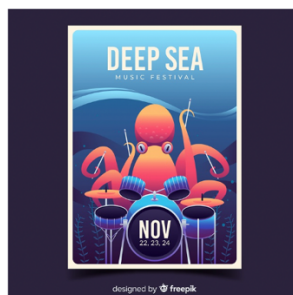
Universal Music imprint Mercury KX/Decca Publishing has today unveiled its latest – and most surprising – new artist: Keynvor. Released in collaboration with creative agency Havas London and Cornwall-based brewery Sharp's, Keynvor's first single, Preservation – which features up-and-coming composer Sebastian Plano – is available to stream and download now.

But Keynvor is like no other artist. Taking its name from the Cornish word for 'ocean', Keynvor – pronounced 'cain-vor' – is the Atlantic Ocean. And the track itself helps the under-threat ocean fund its own protection as Sebastian Plano and Mercury KX will donate 100% of their share of streaming income and permanent downloads of the track to the Cornish marine conservation charity Surfers Against Sewage.

These images are taken from Fleet Foxes latest album, Shore – we could use similar sea themed images for different aspects of the festival to tie the whole them together?

The article above shows the link between this incentive and London based businesses and therefore, a strong link to Tileyard.

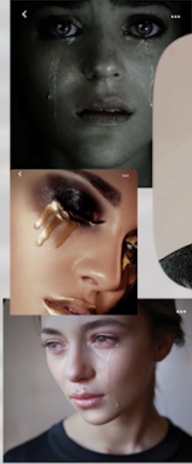
Ideas for imagery we could use?



Appendix B – Samantha and Nathan’s moodboards

The Vamps // Another You Content

Short Tear Clips



Insta Filter - Tears

Possibly animated tears of pink / orange



Content Notes

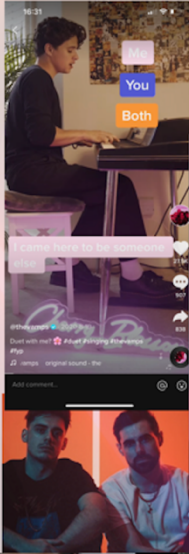
- use RGB lighting we have to make everything we do orange/pink, little blasts of those colours (in backgrounds etc) during campaign
- Updated pics for artist socials w/ pink accents
- Colour some time lapses at night orange and pink as well - so the light trails on cars could be pink etc
- Tear Clips v short using lenses/coloured liquid?
- Underwater clips of mouthing lyrics?
- Rooftop acoustic with skyline of city like pack shot, using RGB to light the band pink/orange like the pack shot

Singing Underwater



Duet Launch Idea

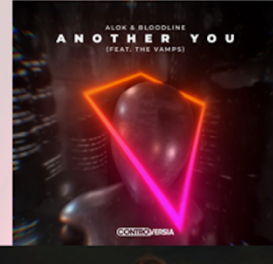
Alok posts some of the production for Another You, says he has come up with a sick beat and asks fans to duet by adding to the song. Bloodline reply with some production and ask if anyone wants to topline, The Vamps reply with the "I've cried enough, tears over us" line...



Time Lapse Sunset (Orange/Pink)



Rooftop Acoustic



Appendix C – The Vamps x Alok moodboard

Event: Dockyard Presents: A Drop in the Ocean

Date: September 2021

Dept.	Item	Projected Budget	Actual Spend	Details	Added by
VENUE / SITE	The Gallery Hire	£1,500.00		https://hirespace.com/Venues/London/81618/The-Gallery-Tileyard-London	Samantha
	Vinyl Cafe Hire	£1,500.00		https://hirespace.com/Spaces/London/163733/Vinyl-Cafe/Whole-Venue/Events	Samantha
	Signage	£1950		Event banner @£7.95 per Sq M = 10m wide 2.5 high £450 for 2 signs. Additional allowance of £1,500 for additional signage https://www.bannerworld.co.uk/product/event-banners/	Nathan
	Toilets	£150.00		Average price is £30 per toilet. We have concluded that there are two toilets inside the building and for an event of 450 people we will need 6 in total. we have also considered that toilet outside in the courtyard will reduce congestion inside the building.. https://www.dbox.org/support/toilet-calculator Allowance of £30 for delivery	Nathan
	Water	£300.00			Nathan
MARKETING	Fencing	£110.00		3.5'2 metres @£5.5 Est 20 metres required https://www.lakeside-hire.co.uk/security-fencing-for-hire/temporary-heras-fencing/2?gclid=EAlaQobChMIuGnsiN8gVhWDmCn1aVwFEAYASAAEgKYyVD_BwE	Nathan
	Generator	£300.00			Samantha
	Social media boosts	£198.00		2 months at £99 https://social-boost.co/instagram-growth?kw=social%20media%20boost&pn=12864852944&utm_campaign=12864852944&utm_source=g_c&utm_medium=soc&utm_content=498949173552&utm_term=b_social%20media%20boost&adgroupid=119344298577&gclid=Cj0KCQjw6ZOiBhDdARIsAMi8YyFQJEJOUepZkq424skkvFWFWoRhIE_SuokgYoFjau2CvbpzOY-YaAqC3EALw_wcB	Nathan
	Logo design	£500.00		Average cost £400	Nathan
	Advertising	£500.00			Nathan
ENTERTAINMENT	Wristbands	£319.92		430 x https://www.idcband.com/recycled-fabric-wristband-with-bamboo-lock/	Samantha
	2 x bands	£1,000.00		£500 per band. Pirate band and shanty band to keep within nautical theme.	Samantha
	eco-friendly graffiti artist	£200.00		Live art on stage, eco-friendly theme	Samantha
	guest speakers	£1,000.00		Presumed 5 speakers @ £200	Samantha
MERCH				250 x bottles made from recycled ocean plastic - https://www.aspectmerchandise.co.uk/product/h2o-eco-650ml-spout-lid-sport-bottle/?gclid=CjwKGCYwmKQlBhBaEiwAocM8b0kHdSDH1SJlMAWUFPy_aXlUxbv4e-Qm9NuUmm-2J0ZkD7onABoCISkQAVD_BwE	Samantha
	Dockyard Water Bottles	£1,047.50			Samantha
	Dockyard t-shirts	£1,000.00		200 t-shirts approx £5 per t-shirt, link up with eco-friendly merch brand	
PRODUCTION					
	set design	£200.00			Nathan
	padding pool	£100.00			Nathan
TECH				https://www.rgsandgigs.com/packages-2/pa-system-hire-packages-2-2/?utm_term=pa%20hire%20london&utm_campaign=ALG%20-%20Rigs%20%26%20Gigs%20-%20Local&utm_source=adwords&utm_medium=ppc&hlsa_acc=4902073755&hlsa_cam=14066714345&hlsa_grp=120450735010&hlsa_ad=536188265650&hlsa_src=a&hlsa_tgl=kwd-541265460&hlsa_kw=pa%20hire%20london&hlsa_int=e&hlsa_net=adwords&hlsa_ver=3&gclid=EAlaQobChMI-6iA66GN8gVJULCh1UzQBZEAYASAAEgI9xPD_BwE	Nathan
	PA hire	£500.00			Nathan
	lighting	N/A			Nathan
LEGALITIES	special effects	N/A			Nathan
	Public Liability Insurance	£650.00		Simply business quote including public liability, employers liability (up to 20), professional indemnity	Samantha
	Tempoary Events Notice	£21.00		London Borough of Islington, at least 10 working days before the event	Samantha
CLEANING	The Music Licence	£400.00		PPL PRS, need to contact them for a quote. Approx £400 PRS States 2.7% of gross receipts anticipated sales of 8,290	Nathan
	Cleaners	£217.00		London Living Wage £10.85 per hour 10 hrs x 2	Nathan
MEDICAL TEAM	First Aiders	£960.00		4 x first aiders £30 an hour for 8 hours - https://calculatedcalm.co.uk/event-first-aid-cover/	Samantha
	Security Team	£500.00		Rate at £12.50 Est 4 required 10 hrs	Nathan
CATERING STAFF	Chef	£360.00		to cook vegan fish alternative meals Day rate of £300 plus VAT http://www.seasoncatering.co.uk/private-chefs/	Nathan
	vinyl cafe staff	£400.00		cafe staff £12.5 per hour x 4 staff 8 hrs	Samantha
	bar staff	£200.00		Bar staff £12.5 per hour x 2 staff 8 hrs	Nathan

Appendix D - Budget

