Reflective Summary

By Serine Kefi

INCLUDES BUDGET

BMTY7000

The idea of a showcase was attractive, but our team wanted to capitalise and turn it into more than a music showcase event. With food stalls supporting black businesses, as well as a meet and greet for the guest performer and the main event, Tae Hawfa performing his new single £5000, a realistic budget for organising a show, as a manager, I was in charge of understanding my team and allocating them their roles. As an artist manager, my primary responsibility was representing and promoting the interests of the artist I was managing. Some specific duties in organising this showcase included identifying and securing a suitable venue. This may involve negotiating rental fees, coordinating with the venue's staff to ensure the space is appropriately set up and equipped, and working with the artist to create a stage design that meets their needs. Coordinating with the artist to develop a schedule and lineup for the showcase. This included booking other artists (which I have called in favour regarding that matter) or acts to perform, coordinating sound and lighting for the event, booking a DJ, and marketing and promoting the showcase to ensure it is well-attended. This involved creating promotional materials such as flyers and social media posts, reaching out to local media outlets to secure coverage, and working with my artist to create a marketing strategy, managing the budget for the event, including negotiating fees for performers, venue rentals, and other expenses. Handling logistics for the event, including coordinating transportation for the artist and other performers, arranging for catering and other on-site services, and managing the setup and breakdown of the event. Consulting with my artist and ensuring he was building engagement on his social media to make up for headcount. As well as increase fans and following, speaking with the team about the creative direction for the set design at the venue relaying ideas with my artist about competitions leading up to the single release, which will be followed by a show, working with the artist to create a setlist and coordinating rehearsals and sound checks to ensure that the showcase runs smoothly.

Serine Karthage

I entrusted a team of four with the following tasks.

1. Research ideal locations for Tae's audience, find photographers (Instagram), check the capacity of venues and check in with my artist Tae to see rough numbers and ticket sales to ensure a solid headcount.
2. Andre&Marina: Promoter stage direction and creative direction duty. Contacting promoters, liaising with the artist to see traction for headcount, double checking sound systems, setting design, creating flyers, and online ad creation, Tae is very aware of his creative direction and branding, so naturally, all team members have to relay any creative ideas with him.
3. A&R surgery, which was only needed once the remix of the single was made, allowed me and Rabia, who was in charge of publications for PR, all-round PR duties as well as quality assurance and admin duty, A&R services where I provided her with my contacts to get a second opinion sonically, as well as getting a remix placement. This allowed for my duties to be more smooth. Marina was also in charge of overseeing a sponsorship with boohoo man.
4. Content creation for engagement and ideas for content for traction for both the single and the show on march 31st. Tae (even though the artist) was in charge of creating the promo video for google ads. And all ads concerned with marketing which can be found in a link in this slide. We both knew we would go over budget due to the marketing and merch, so we invested £1000 each. Tae, as mentioned, was in charge of all things aesthetic and the artwork for both the single and NFT, which will be online to Mint 0.435 ETH on the night; as the manager, I had to ensure we capitalised on the blockchain community, on an app called 'soundxyz' a Web.3 platform to have some of Tae's friends who can't make the show an attendee virtually. So it made sense to have Tae performing in the Metaverse for net profit return and live in Camden Assembly, the venue we decided on.

We set up weekly calls and meetings and saw Tae performing to give the team an idea of what they're working with creatively and to get a better perspective on their respective roles. Andre paid attention to the lighting and the venue, while Marina kept an all-creative direction to keep the brand prominent across future events. The event is up and coming, but all the planning and organisation are complete.

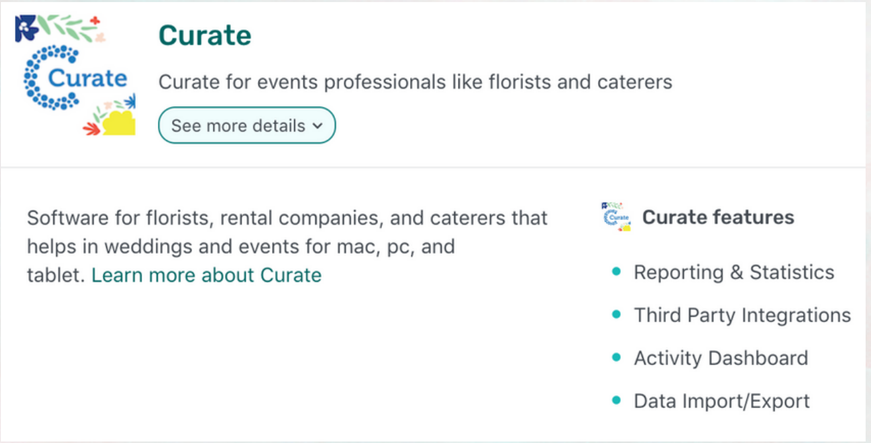
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Similarly, in this instance, the allocated team member whom I was disappointed temporarily due to the time crunch of when I needed to begin Tae's marketing campaign before the single drops and the show commences. It can be challenging to manage the expectations of all team members and stakeholders involved in the show, mainly if there are conflicting ideas about the direction or content of the event, thankfully there were seldom any conflicting ideas , time keeping was a minor issue amongst all team members, other than that we seemed to work well as a unit. Catering, food and transport were covered with ease. For catering, I used an app called CURATE, which covers catering and florists for weddings and other events; my friend used them for her birthday party, so I kept that app handy.





Serine Karthage

Task Allocations:

KEY follow your **name** AS WELL as colour code to see responsibilities. If your colour is used on someone else's sections it means you are working together on it.

***Management*:**

Serine - Curating, Promo/ core marketing, in charge of creating spreadsheet budget, overall producer and management/ manager, constant communication with Tay for stats information for marketing. Overseeing the final touches, managerial duties, contacting sponsors, speaking to live agents. Sort a guest performance for more ticket sales.

Rabia- A&R, PR: Contacting radios, magazines, quality assurance mixes: single master, radio mixes.

***Events Organisations*:**

Andre- Research ideal locations for Tae's audience, find photographers (Instagram), check the capacity of venues and check in with Tae to see rough numbers and ticket sales, AT THE VENUE check lighting with Tae, (management believes in Marina and Andre's aesthetic vision.)

Marina- Contacting promoters, liaising with the artist to see traction for headcount, double checking sound systems, Marina and Tae set design , create poster, online ads,

Artist:

Tayshawn- Financial contribution, release weekly content: fan interaction, have creative ideas for weekly competitions, Data analysis updates: Google Adsense, this all to recoup on budget. All graphics and artwork, for single, shows; and be in charge of the video for the ads and general promo.

Serine Karthage

Meeting Record

10/10/22- First meeting: decided that we would release one of Tae's songs and we would host an A&R listening session to decide which demo would be best for a single release.
19/10/22- A&R session- "I want it all" single release
27/10/22- Andre was added to our group, we showed him Tae's single and allocated him and everyone else's tasks
04/11/22- Tae's producers finished the final master of the track, we discussed ideal locations for Tae's release show and began plotting out potential costs.
09/11/22- Check-in point: Marina presented ideas for merchandising, Serine began the budgeting plan, we decided on The Camden Assembly Pub, Tae uploaded artwork to google drive.
23/11/22- Tae and Rabia created his SWOT analysis and presented it to the others, we discussed competition and people the artist could collaborate with. Serine began planning the remix.
08/12/22- Serine and Rabia finalise budget, organising content for engagement. Marina, Tae and Andre summarise lighting and set design.
10/12/22- Serine, Tae and Rabia call to discuss marketing and income projection.
13/12/22 - Tae and Marina complete their creative assets, link for Promo vid for show:https://youtu.be/bjJfKLZKT6o



Ideally, most event organising and keeping to a budget can take time and effort. When speaking with my teammate in charge of the light and sound, we found some technical issues regarding missing equipment, and a specific light strobe colour was unavailable. So we ordered some lights of our own and went into the budget. In my experience, having some petty cash of a minimum of £2000 would cover unforeseen costs to avoid anything going wrong, be it with light or sound; I have learned over my time being a manager and organising this event you can never be too prepared. The wardrobe wasn't able to be covered by boohoo as the sponsorship fell through, so I called a stylist for the event, and for a press pack, you can never have too much content either. Tae has a very creative mind, and therefore his direction with his social media activity and watching him create the artwork for the show, the single and his NFT digital artwork that we will be minting on blockchain has given me the idea of pushing him forward to labels as a graphic designer because his skill is impeccable. Andre is excellent at backup plans and solutions and is very swift with problem-solving. For example, when we spoke about the lighting, he only called me to assure me the lights were being replaced and equipment was being ordered. Rabia has been instrumental with the admin and been helpful with managing the event coordination, with me checking in with Tae and Marina for last-minute changes on creative direction and responsible for the house remix we now have with George (class mate).

		Jan- March							
		Initial Budget	£5,000		Personal contribution	2000			
	Costs			Income					
		Rehearsal Time	250	Tickets	Early bird	6500			
		Master	200		Standard	1350			
		Accomodation	400		Door Sales	1500			
		Venue Hire	500		Streaming	3500			
		Public Transport	350	Merch sales	Online	3000			
		Petrol	200		In person	725			
		Private Transport	200		Food	150000%			
		Google ads/ insta/ facebook	850						
		Tiktok	300						
		radio plugger	500						
		blogger plugger	300						
		prop hire	300						
		photogropher	200						
		videographer	500						
		lighting	200						
		Merch manifacture, made to order	20						
	Personal	Limited Merch	360						
	After Party	Airbnb	1500						
	In Kind	Venue Hire	0						
		Remix	0						
		Guest Artist	0						
		Total Outgoings	£7,130		Gross Profit	18725			
		Remainder	-£2,130		Net Profit	£11,595			

The team I put together has done an impeccable job of completing their weekly tasks, and the outcome is we have already sold out on pre-sales for the virtual show. Although when we begin the marketing campaign for the single release on March 3rd, I can only imagine the actual performance being sold out once we reveal the guest performer, the traction on Tae's Instagram has proved promising. We all watched him perform, which ignited our collective passion for efficiency in this project. I could not have asked for a better team. In the future, I will be going to venues in person to ensure no possible difficulties reign at any future event. I dislike curating shows, but after 3 plays and after parties under my belt, I can see I am more than capable of organising shows, and it can prove fruitful financially; I learned I have an excellent graphic designer for an artist and amazing creative director in Marina who was in charge of data collection and promoter duty. Her idea to add lighters and tattoos has not only proven an excellent branding technique but also marketing skills; I ensured there were bar codes, scannable so fans/ new and old, could get a link directly to the single for pre-save as well as live downloads on the night when fans come, and online if they purchase the limited edition hoodies for sale.

I am excited to see who buys the NFTs and to taste the food of some of these black businesses Marina coordinated and booked for the event. I booked the DJ who will be premiering Tae's single, booked a large Airbnb for all of us, and ensured all travel has been paid for and booked in advance; the marketing campaign will prove to be a success due to Tae's engagement on his page, according to his date he has fans in Australia, New Zealand and America as well as other countries too far to be able to make it on the day. I spoke with my friend Harrison First who has his own Web.3 community, and he was kind enough to give me access to his community and combine it with Tae's fans to capitalise on blockchain as well. The investors who helped with the budget will see a return as soon as March with 20% of streaming royalties via a distribution platform called STEM, which allows the investor to be paid at the same time as the artist and manager, cutting out any possible miscommunication issues. They will continue to receive royalties until their money is made back. I only contacted two angel investors for the project. They are also fans of Tae's music; the idea after this event is to continue capitalising and eventually aim for a single deal with an option from a label. I will invite many A & Rs and possible investors to continue building from the bu we crate from the marketing campaign, ticket sales, and continued traction; I am creating formulae that continue to work in my and my artist's favour. To conclude, working with the team has been a pleasure and has proved beneficial; I would love the chance to continue working with them for future events. When you find a group that fits, hold on to them, which is my intention upon reflection.







Serine Karthage

PLEASE FIND MARKETING
PLAN ATTACHED IN THIS LINK

Serine Kartheğe

