

Business Proposal – May 2021

Intro

MOVEMENTS

Events Production Company

Audio-visual experiences where live music and art comes together.

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The Business

Description of your business and objectives:

5 W's

What? Events production company that showcases Classical, Jazz, Film, Electronic music with artwork and visuals in venues that are unlike a usual concert hall.

When? Monthly events moving to weekly events after the event has gained a higher following.

Why? 1. Make Classical music more accessible to a younger demographic. Make music industry contacts. 2. Gain more hands-on industry experience. 3. Gain a greater knowledge in arts programming (interested in jobs at the Barbican or the Southbank Centre). 4. Put on a type of event that people have not likely been to before. 5. For enjoyment.

Who? All ages. At the beginning, the target audience will be my wider friendship group and their friends. Ages 20 to 26. However, it is certainly not limited to this age group. The Tileyard community will be another target as the event could spread by word of mouth very quickly.

Where? Venues across London to begin with. Examples include: St John's Church (Waterloo) New River Studios (North London), 4th Floor Studios (East London), The Garage (Bermondsey), The Gallery at Tileyard (North London)

[\https://www.tagvenue.com/rooms/london/445/4749-tanner-street/the-garage

[https://www.tagvenue.com/rooms/london/234/4th-floor-studios/whole-venue\]](https://www.tagvenue.com/rooms/london/234/4th-floor-studios/whole-venue)

Mission

Club night and concert series (events production/management) made up of a collective of artists and visual artists (label to be added later on). Collective made up of artists, musicians, DJ's and A&R's. Similar to 'Rhythm Section' and 'Nonclassical'. The genres comprise of Classical, Electronic, Contemporary Classical, orchestral, cinematic.

Vision

The Collective was set up in May 2021. The business is a concert or events production company that puts on live events and exhibitions. These events aim to be immersive and intimate and hope to present Classical Music in a different light, taking it away from the Concert Hall. We have not successfully put on an event yet, but the aim is to start small and expand. The live events will take place in unique venues that are unlike your typical Concert Hall. The music, whether that be a DJ set or ensemble will be paired with an art exhibition of moving visuals or sculpture. The events will vary from being seated to a more immersive/walking event where you can experience the art and music in your own time. Some venues, events companies, Festivals and galleries are listed below which have inspired some of the ideas behind the company:

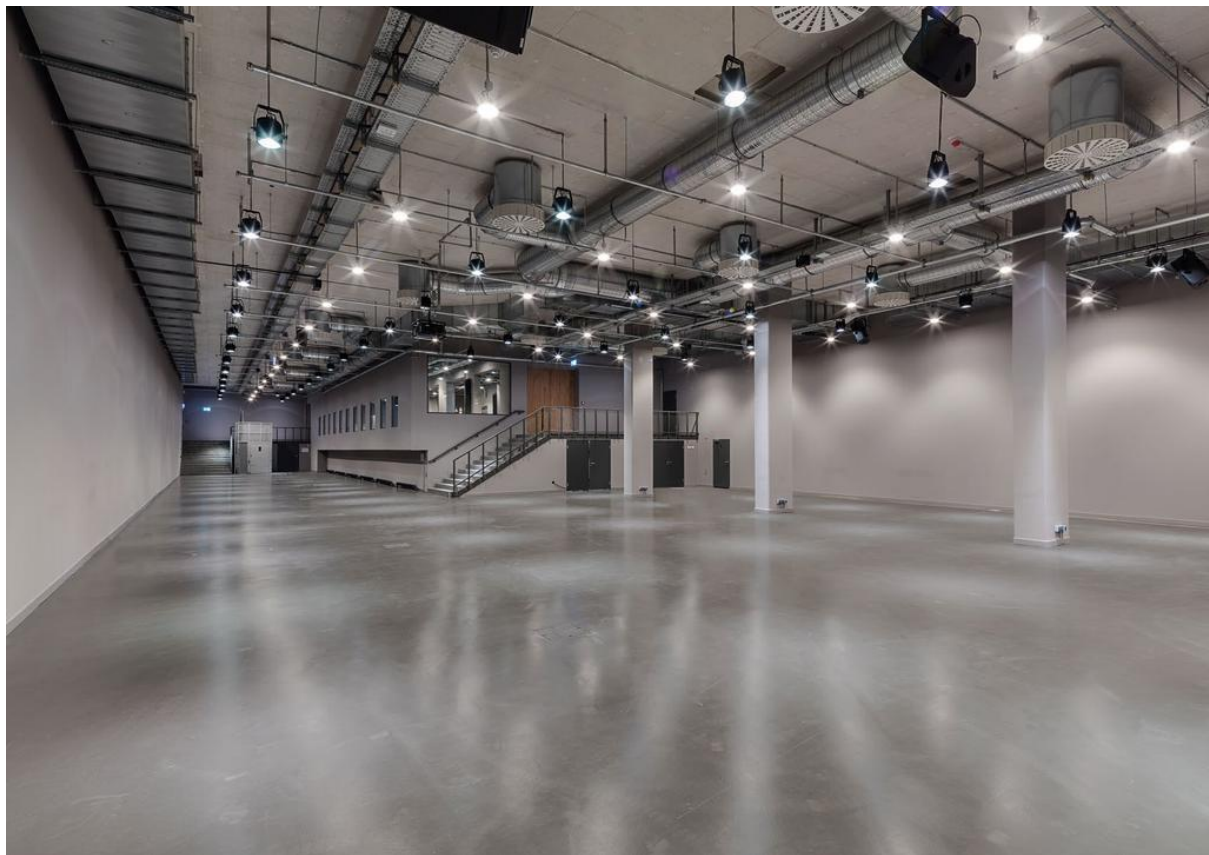


Figure 1 - Betonhalle, Berlin



Figure 2 - Dia Beacon, New York (Carl Craig Exhibition)



Figure 3 - Massive Attack collaborating with Adam Curtis at the Manchester International Festival



Figure 4 - Sofar Sounds London

Pricing

'Nonclassical', an events company with a similar ethos, charge £12 for standard tickets and £8 for concessions at their events. Concessions include students with valid NUS cards, JSA, ESA and the over 60s.

Using this pricing as starting point, tickets to 'Movements' events would be priced between £5 and £10 for a standard ticket.

How you will solve a problem or satisfy the needs of customers.

There has been an increased number of listeners of orchestral music throughout the lockdowns during the Covid-19 pandemic. According to 'Arts Professional', "movie scores and video game soundtracks are broadening the genre's appeal, attracting a new generation of fans..." (Redmond, 2021). The Royal Philharmonic Orchestra (RPO) commissioned a survey between March and November 2020 that revealed interest in orchestral and classical music grew from 35% to 59% (Ibid). The RPO itself saw a rapid increase in interest online with visitor numbers to their website growing by 290% and also a 755% increase in social media engagement (Ibid).

This increase in demand shows that there is certainly a market for Classical Music in a live setting for younger audiences. Opening up a new events and exhibitions that showcase a more contemporary side of Classical would meet the demands of today. The under-35's and under-25's are interested in crossover music, film soundtracks and computer/video game scores.

How your customers will benefit from your products and/or services.

People who attend our events will be able to experience something new and exciting. The venues aim to be quirky, unique and eye-catching. The audio-visuals in partnership with the music will challenge the way the music is consumed. Hopefully, the audience will come away from our events with a new perspective on how art and music can be perceived.

What makes you different or stand out.

The company is unique because there is no other events organisation that puts on events that puts on arts/music events specifically catered towards Classical/Jazz music in London. The events promoter 'Nonclassical' has a similar ethos but is primarily contemporary classical and also does not sell itself as using art/visuals too.

Your customers

All ages. At the beginning, the target audience will be my wider friendship group and their friends. Ages 20 to 26. However, it is certainly not limited to this age group. The Tileyard community will be another target as the event could spread by word of mouth very quickly.

Your competitors

- Crux Events
- Nonclassical

'Crux events' provide audio-visual electronic music events but not for classical music. 'Nonclassical' are similar but mainly do contemporary/experimental classical music. In comparison, this company will not be so experimental in its sound.

The people involved

I would be the main organiser of the event, but I would get a number of friends on board who have better expertise and skills than me in the areas I'm less confident in.

Event production requires a number of staff members:

- Producer
- Production Assistant
- Production Manager
- Stage Manager
- Audio Engineer
- Lighting Designer
- Graphics Operator
- Rigger

How you intend to make your business a success

Always remember the reason why the events company was set up ('Why' of the 5 W's):

- Number 1 was to introduce more people to Classical Music and prove to people that it can be exciting and relevant in today's modern world (removing the snobby/traditional stigma of recitals/concert halls). In order to do this, the programmes need to be fresh and exciting.
- Heavy promotion online and offline.
 - Visuals, logo, flyers/posters, ticketing, social media, paid ads, event listings (Nielsen, 2019)
- Technical rehearsal on the day of the event so that the event runs smoothly (Nielsen, 2019).
- Post event: Feedback from gig attendees, discounts for customer retention, giveaways/prizes, build strong relationships with people you work with on the event (Nielsen, 2019).

Key financial figures

Income = expenses

Income streams – tickets (£1500), sponsorship, brand partnerships, grants, merchandise, bar money (£1500) = +/- £5000

Expenses – Venue hire, staging hire, PA hire, audio-visuals, lighting, graphics, media/publications, staff e.g. security, box office (website, wristbands, ticket distribution) = +/- £5000

Volume of sales

On average 150 tickets per event

Profit or loss for the first 3 years

Year 1 – Break even

Year 2 – 10% Profit

Year 3 – 20% profit

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Wider reading/sources

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