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LIVE EVENTS PORTFOLIO 2

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1. Event Management

1.1. Initial Project Planning

The start of the project involved a short meeting with Chiara, Weronika and myself to just discuss general ideas for the event and the various considerations that will affect the planning. It is important to determine a clear vision of the event by answering the 5Ws of events; What, Who, Where, When, and Why.

1.1.1. The Event

The event will be a multi-venue live music and networking event, focussing on fresh and up-and-coming creatives from both the Tileyard community and beyond such as UAL at King's Cross. The event will involve both live performances, and some DJ sets later in the evening, as well as industry talks, focussing on cross discipline collaborating. A large focus of the event and its marketing will be as a networking event, allowing musicians, graphic designers, fashion designers, videographers, photographers etc. to meet and expand their contacts. This will encourage creatives to work with each other to achieve their common goals and further their careers, and hopefully lead to some great projects such as music videos and or an artist playing a fashion show.

1.1.2. The Date

The initial proposed date was April 16th, as it was around the end of the university term and there were no similar events in the Tileyard calendar around that time. We wanted to make sure that there were no clashes with other events to make sure that there was no conflict between other users of the Tileyard spaces, and the maximum audience could be reached. However, after some discussion the date was moved back to April 30th in order that the event be held after our academic deadlines. The date was moved for a final time to June 11th in order to take advantage of warmer weather conditions and the outdoor space available. The date chosen is a Thursday in order to avoid clashes with artists busy performing schedules on Fridays and Saturdays.

1.1.3. The Venue

The assignment requires the event be held at Tileyard London, however there are multiple potential event spaces available. For an event of 500 people, the use of several spaces will be required as no single venue has that capacity. Gallery can hold around 200, Vinyl 250, and Two Tribes 80 with doors closed, 150 with doors open. The three venues are operated by three different owners, however all are extremely open to collaboration and are regularly involved in putting on events. The campus is also home to many businesses, and all event planning and execution must be considerate of their needs as Tileyard residents particularly if the outdoor space is used. A temporary event notice will be required for the gallery and any outdoor space, however the Vinyl café and Two Tribes do not require one as they are licensed for events until 23:00.

1.1.4. Audience

The audience will be primarily creative students, however it will be a public event and anyone may purchase a ticket to the event. UAL is very close by and teaches in a broad range of disciplines, and they can be targeted directly via flyering or physical advertising in the local area. In addition, music students from BIMM and Point Blank will be invited to attend, and to encourage audience interest a few artists and DJs from these schools will be given performance slots on the line ups.

1.1.5. Goals

The end goal of this event is to bring together different parts of the same community, encourage cooperation and support education in collaborative working. It will also provide a great platform for musicians to hear and see other performers, and listen to industry professionals provide their insight on a range of topics.

1.2. Detailed Planning and Safety

With all the ideas and timings for the event discussed, a meeting was set up with Lucy to discuss the operations for the event and to identify any concerns, considerations and additional information she may have. Some rough meeting minutes can be seen in Appendix 2.

2. Budget

2.1. Income

2.1.1. Initial Funding

This event had no initial funding, and all costs must be covered and accounted for within the event plan. It will likely be possible to arrange a lot of what is required for free, with the remainder of the costs covered using sponsorship funding, income from tickets and food stall pitching fees. Bars are run by the individual venues so will not be a cost, but it will also not provide income for the event.

2.1.2. Tickets

As the event is targeted at students in the creative sectors, any ticket price must be very affordable if not free to ensure sales. The more income that is generated from ticket sales, the greater the production value of the event will be, but due to the sociable nature of the event, and the audience it was decided to issue free tickets to students with a guestlist on the door to control numbers. Tickets for non-students will be £5, and will help cover some of the small anticipated costs.

2.1.3. Sponsors

Many potential sponsors exist on the Tileyard site, and many have been actively financially involved in many of the student focussed events that occur on campus. As the event is

targeting a potential wealth of new customers to creative businesses it will likely provide an attractive offering for companies to support. In order to avoid conflicts of interest and competition between brands, several specific things to sponsor have been pitched with only one sponsor being chosen for each area. UAL can be contacted to see if they will be able to provide some guest speakers, and potentially support the event as a sponsor or partner. Two Tribes will sponsor some beer for example, and Spinnup may support the event financially to provide discount distribution deals as they have done in the past. Focusrite has also been generous in supporting previous events and they may want to offer discounts on their tech in exchange for email sign ups.

2.1.4. Food Stalls

Food Stalls would be charged a small pitch fee in exchange for them using the site and running their business during the event. This will provide an additional source of income to pay for any costs incurred by the event.

2.2. Expenditure

2.2.1. Venue

The Vinyl Café is free to use for events, as they run the bar and take their fee through drinks sales. The same applies to Two Tribes, but the Gallery usually has to charge £250 for use of the space as it is owned by Tileyard Music and is a hireable venue. This fee may be waived in consultation with the company as a possible sponsorship option. The application fee for the TEN is £21.

2.2.2. Staff

Most staff will be provided by venues, however cleaning staff and security must be provided and paid. They can be provided by external companies who are experienced in their roles, and their fees will be covered by the income from company sponsorship.

2.2.3. Marketing

Most of the marketing plan will be via social media, with the use of organic posts and targeted advertising. Targeted advertising can be highly effective for a low cost. In addition, Posters and Flyers will be created with the help of TYE graphic designer. Printing is very cheap and highly effective if designed well.

2.2.4. Artists

Most artists, if not all will be performing for free. This is primarily a showcasing and networking event, with free tickets for students. Most performers will be studying and developing, and supporting an event such as this with lots of potential collaborators, managers and label scouts is an attractive prospect. Any headliner act that is a more established musician will require a fee, however a discount may be able to be negotiated with a tileyard resident.

3. Licensing

3.1. Temporary Event Notice

As previously mentioned, a TEN is only required for the gallery as it is not permanently licensed for the sales of alcohol or the provision of entertainment. A TEN can be obtained from Islington borough council, for a small application fee of £21. It will act as an extension of the current license held by the vinyl café with their staff operating the bar throughout the event. A TEN is regularly issued for the gallery so it should be straight forward, but in order to avoid difficulties with the use of outdoor amplified music, the courtyard space will be used for food stalls only. It will still require a TEN for the sales of food but this should not be a problem with regards to disturbing residents. The application can be seen in Appendix 4.

3.2. Tileyard Authorisation

As the event will be using some of the car parking space on campus, the use of this space will need to be agreed upon and signed off by Tileyard London in advance of the event, and parking suspension notices issued for the dates and times required.

4. Programming

4.1. Gallery

This will be the main event space for talks during the earlier part of the event, and will transition into a live music space as the event progresses. Talks will begin at 1400 and shall involve speakers from several disciplines. Live music will start at 1700 to reduce disruption to business, and will start with some TYE live acts, and then transition to DJ sets from 2030. Possible headliner DJ from Tileyard, however this will only be possible at a reduced fee. Some options include Dimension, who played at a Christmas party, Sigala, Sub Focus, or Chase and Status. These artists are very well established and may not wish to be a part of the event.

4.2. Two Tribes

Two Tribes has a much edgier performance space with a 'hipster' feel to it. It regularly hosts live acts and draws sizeable crowds. This venue will be open to the public until 1400 and will then host some talks and interviews similar to the gallery, followed by bands and individual performers until the 2300 curfew.

4.3. Vinyl

This will stay open selling food and drinks to the public until 1600. At 1600, DJ sets from Point Blank and Tileyard students will carry on until 2300. No live music will be performed here due to the nature of the space.

5. Marketing

Arianna from TYE said she can help with the graphic design of posters and flyers. Idea to go with bold summer colours and blocky text. Can use the same branding in online materials. Digital flyer can be sent with the Tileyard London newsletter to all businesses and studio owners, and Tileyard Ed. can send it out to their network of around 7000 young musicians. UAL is a big target as well so posters will be put in the area, and it may be possible to get the university to send it to relevant students.

6. Appendices

6.1. Live Event Initial Brainstorm Minutes

Where?

- Tileyard
 - Gallery
 - Vinyl
 - Two Tribes
 - Outdoor Space?
- Capacity of venues?

Who? 499 persons MAX

- Max for TEN Islington Council
- Students
 - Other Unis?
 - Young Musicians not at Uni
 - Fashion Students?
 - Video/Film Students
 - Drama students/Dance Students
 - UAL at Kings X (UAL, 2020)
 - Graphic Designers?
- Tileyard Community
- Artists?
 - Line up
 - Students – Veira, Daniel and Band, IvyxM, Chiara, Emily, Rebecca
 - Dimension – played at Christmas Party?
 - Any other DJs?
 - Sub Focus - Maybe
 - Chase & Status – Too Big
 - Sigala?
- Sponsors?
 - Each sponsor a different element to maximise benefit without competition
 - Charity - Sustainable
 - Tech/Gear
 - Focusrite?
 - Gave Gear away and money this year
 - Arturia?

Tileyard Music – Venue?
Two Tribes – Beer
 Some Free at beginning
Spinnup
 Offer discount distribution codes?
 Plus attractive to young musicians

When?

16th April?
 Too soon, push back 2 weeks because our deadlines finish .
30th April (Thurs)
Do on Friday Instead?
 No, more conflicting events and people less likely to come
Stick to Thursdays
Push back to June? Could take advantage of the warmer weather

What?

Music

Live, DJs

Networking

Invite other students from Point Blank, BiMM to play perform?
 Brings Audience
 Make sure TYE students have priority, but multi venue event may
 need program time filled up for little/no money

Drinking

Beer at Brewery
Free Case of beer for Gallery? 100?

Eating – Wide Variety of Food stalls at Kings X

Vegan Option
3 in total
 Eat Chay (vegan)
 Indian Street Kitchen
 Off Beat BBQ

Dancing? – Yes

Gallery Dance, Two Tribes more live feel

Why?

Promote Students Launching Albums & Careers
Green Initiative?
Primarily Networking and performance event

6.2. Minutes from Meeting with Lucy

LUCY MEETING

Licensing

- Vinyl and Two Tribes licensed until 2300 cut off – Islington very strict! TY has had noise issues previously.
- Gallery needs TEN, and so does Courtyard if it is to be used
- Recommends no amplified music outside of indoor venues
- If outdoor space to be used a tent structure is recommended but this is expensive
- If used just for food sales licence shouldn't be too much of a problem
- Make sure to confirm car park use with Tileyard London

Health and Safety

- Risk Assessments already exist for all venues, but it is recommended to complete one for overall event
- Venues are in locations across a public road
- Fire doors and escape routes
- Noise Levels – control measures
- First Aiders – Jamie and Lucy are First Aid Trained
- Lighting and Strobe notices

Security

- On campus security won't do events – Probably have to hire external security
- Entrances to venues monitored, for capacity and tickets
- Use wristbands as venues are separated?
- Close off courtyard? Would rather keep it open as no regulated entertainment is in the courtyard just food

Funding & Costs

- Gallery – normally £250 hire, then sound guy £150.
- Two Tribes – Free, Sound guy £150.
- Vinyl – Free, Sound Guy £150
- Malcom – Sound Guy may do a deal for the event
- Tickets - recommended free or low price to keep people interested! Especially for students
- $500 \times £5 = £2500$
- Should cover a lot of simple costs
- Artist Fees – Tileyard artists may do it for a discount
- Students will perform for free
- Speakers can often be arranged at very low costs, and organised via sponsors
- Harry has good contacts

Sponsors

- Lots of possible sponsors at Tileyard
- Want value for money – what can you offer?
- Tileyard Music Gallery Venue sponsorship?
- Two Tribes Beer Sponsorship?
- Tech give away? Focusrite?

- Spinnup – new artist discount

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Facilities

- Toilets – 2 in gallery, 2 in vinyl and 2 at two tribes
- Sufficient for expected number of guests
- Cloakroom – Normally back section of Vinyl used

Staff

- Bar Staff – provided by venues
- Cloakroom?
- Cleaners
- Tileyard operations team to assist with set up (eg electricity for stalls)

Food

- Food Stalls in the courtyard should be no problem
- Vinyl may take issue with food being sold outside their door – confirm with them, food normally stops at around 4pm
- Power sockets available
- Make sure there's a vegan option and a few food choices

Drink

- Vinyl and Two Tribes normally very flexible and keen to be involved
- Do not charge fees but take sales of alcohol
- Free Beer promotion for first 50 people? Two Tribes normally can donate some.

Tickets

- Free event is always more popular
- Ticketing can be a bit complicated, and there are fees involved
- Ticketing may be required for numbers and license, even if free!

Marketing

- Flyers and Posters – Arianna Can help design
- Targeted advertising – use targeting wisely, do not spend big money on this!

6.3. Site Map



