

MBO0123: Creative Business Project (BMTY7006)**Lecturer: Steve Cole****Submission Element: Proposal**

Since I can remember I was involved in various events in and outside my hometown in Austria. The organizers were the most diverse institutions and people – non-profit associations, schools, music schools, the city of Gleisdorf or Graz itself, or even private individuals. My role at the events also varied over the years from a dancer or performer to videographer or photographer to support in the areas of communications or design. Since I find exactly this variety in my role and interests so exciting and unique, I do not want to give it up and must choose exclusively one role from it, but rather strengthen this interaction and make it the USP of my own company. The goal is to transform ordinary events – no matter what the size or the audience – to extraordinary moments and memories.

Therefore, I propose an innovative business venture that combines the magic of tailored performance services with the strategic power of content creation and seamless event communication. With a blend of artistic finesse and technological prowess, the venture aims to not only dazzle audiences with captivating performances but also provide end-to-end support, ensuring that every event, whether corporate, private, or cultural, unfolds seamlessly and unforgettably. In the early stages, the company seeks to specialize in crafting exceptional event experiences for clients in Austria, specifically targeting the vibrant regions of Graz, Gleisdorf, or other cities in the province of Styria. This focus results from the fact that as of today, I, as a founder, have the most experience and the largest network of relevant stakeholders in my home region, which allows me to implement the project most realistically. However, once the concept is clear and has been confirmed in its initial stages and early successes and feedback have been recorded, the company is to be expanded to other regions or countries soon after.

More specifically, on the one hand, the company is to offer performance packages, which basically amount to dance and vocal performances. These packages will be tailored to different types of events, such as corporate events, birthday parties, weddings etc. and might include a specific combination of singing and dancing based on the client's preferences. On the other hand, the company is also intended to provide services that fall under the category of communication services. These should primarily include content creation services like event teaser videos, promotional materials, and behind-the-scenes content. Communication services could also involve any kind of interaction with the audience before, during, and after the event – very much depending on the potential client's needs. According to my network as a founder, the following services – either with further internal team members or forwarded to external companies or persons – would also be conceivable to offer:

- Social media strategy/management
- PR activities
- Brand development/management
- CI development

- Design/logo creation
- Music production

Regarding music production, for example, it would be conceivable that someone would like to have an original song or a theme tune for their own event. It is also possible that for a new event series, there is no visual identity yet that needs to be developed. In any case, each client should be allowed to customize their packages and chosen services to suite their event's unique requirements. This flexibility ensures that clients feel they are getting exactly what they want. Implementing this, of course, requires extensive consultation in advance where I would work closely with clients to understand their vision and provide recommendations on how to create an unforgettable experience. Particularly relevant event types would be the following:

- Corporate events (e.g. company parties, product launches, team-building events, corporate anniversaries)
- Cultural events (e.g. concerts, theatre performances, art exhibitions)
- Festivals
- Weddings
- Private parties (e.g. birthday parties, anniversary celebrations)
- Charity and fundraising events
- Conferences and seminars (e.g. academic or business-related events)
- Holiday events (e.g. Christmas markets or New Year's Eve celebrations)

Potential customer groups can also be derived from these types, such as corporate clients, private event hosts, event planners and agencies, cultural and arts organizations, non-profit and charity organizations, wedding planners and venues, marketing and PR agencies or educational institutions. These different stakeholder groups and their specific demands also allow for good diversification of revenue streams. As a founder, I already have experience with quite a few of the event types and customer groups just mentioned, which will be described in more detail in the actual business plan.

By way of example, if one takes a brief initial look at two of the relevant event types mentioned above, we can see that in 2019, for example, almost 25,200 corporate conferences were held in Austria, which represents an increase of 17.9% compared to the previous year (Meeting Industry Report Austria, 2020, p.6). Regarding musical events, it can be noted that in 2021 a total of 2009 events of the category "festivals" took place, which, according to the source, can again be divided into "opera, operetta, musical, show, dance and ballet", "spoken word, cabaret" and "concerts". These happenings have led to almost 1.2 million event visits in 2021, which represents a growth of almost 270% compared to the previous year (Statistik Austria, 2023). This growth rate is not very surprising, considering that the year before hardly any events were possible due to the COVID-19 pandemic. Nonetheless, these numbers prove that there is again a great willingness and joy to attend events. In the province of Styria, for example, just over 77,000 of said festivals took place in 2021 (ibid.). Sales in the Austrian music events market are expected to amount to around €218 million in 2023 and according to the forecast, the market volume should reach €244 million in 2027, which corresponds to an expected annual revenue

growth of 2.94%. This is only a very superficial overview of the numbers in terms of events in Austria, which still needs to be broken down in detail into the different types of events mentioned. It would also be necessary to obtain more data on Styria and the Graz and Gleisdorf region in particular. Regarding competition, it can be stated that on the one hand “ordinary” agencies or companies in the field of content creation or marketing for events or other dance and performance groups can be considered as indirect competitors. Whether there is already a company with the same USP of the all-encompassing and above all individually compiled service à la “one place for everything” in the region or elsewhere must first be found out in the course of the work.

The question that remains regarding the empirical research part is now whether it would be more important to talk to potential event visitors or to start a large-scale survey to find out what points of the event visitors remember most or what helps most in the decision (not) to go to an event or whether one should talk to potential event organizers to find out what would be particularly important to them in such a service or how the different stakeholders (event organizers, corporate representatives, etc.) feel about such a project.

Bibliography

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