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2006058

Live Music and Events Management (SBTY7005)
Portfolio 2
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Events Team

Phil Normand (PN) – Marketing/PR

Jack Smith (JS) – Site Manager

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Phil Normand responsibilities - Marketing and PR

1. Introduction

A one-day event called 'District 7' will be held at Tileyard Studios on the May Bank holiday weekend (Sunday 30th May 2021). The event organisers consist of a team of Tileyard MA Music Business Students. The roles that we allocated to our team were Creative Director, Site Manager, Event Manager, Press Release and Marketing/PR. Our Creative Director, Lucan Mills, was responsible for planning and delivering a strategic vision or concept for the event. With the team's support, we agreed that 'District 7' would be "an immersive festival that interlinks culture, music and food" from Miami (Mills, 2021). Each team member was allocated four individual assets that they would contribute to the team to ensure the event would run smoothly. An overview of each member's assets are summarised in Appendix C.

The role I took responsibility for at the start of the process was Marketing/PR. Event marketing can be defined as "the tools, techniques and channels you use to promote an event to an audience, usually with the hope of getting them to buy tickets or attend" (Eventbrite, 2021). The various tools and techniques that have been used for promoting 'District 7' are explained throughout this portfolio. Other elements that are outlined is the target audience, goals and a timeline for proceedings. Being a cross media cultural event, the marketing plan had to cover all media assets such as earned, owned and paid media. We engaged with these three types of media in order to promote all areas of the event. To efficiently carry out my Marketing role, I would need to liaise with a graphic designer, video editor, illustrator, web developer, app developer, social media manager, press manager and copywriter. Being such a small team, we covered these roles ourselves and worked together to achieve our goals.

2. Themes/branding

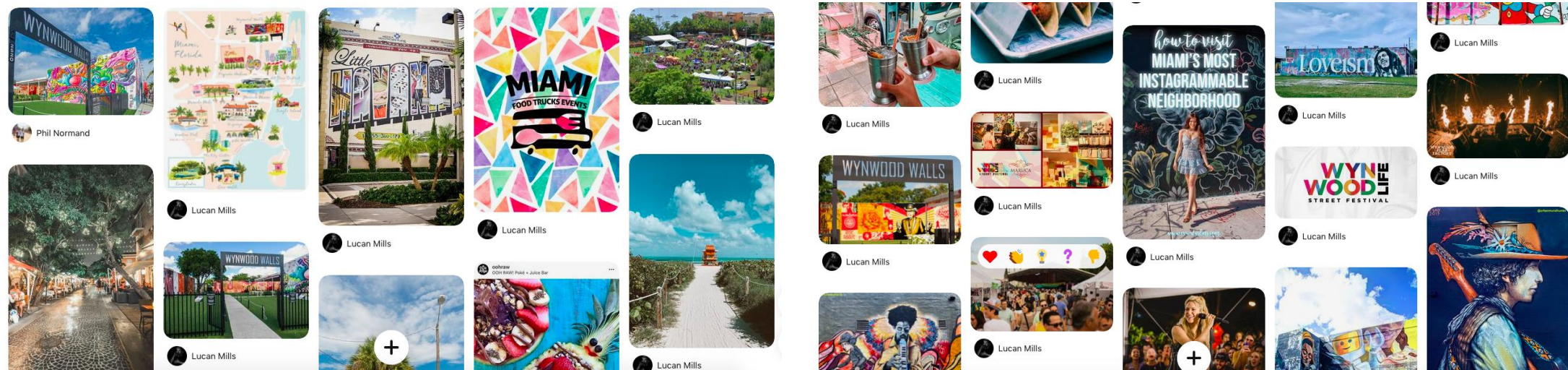


Figure 1 - Moodboard displaying themes of the event. Created by LM on Pinterest (Pinterest, 2021)

Lucan as Creative Director was responsible for creating a mood board for the event so that the branding and identity could be established early on. A collaborative piece on Pinterest was created so that the whole team could build on the theme. The concept of 'District 7' is shown below:

District 7 is a one-day immersive music festival that interlinks culture, music, and food. Taking inspiration from the Miami arts district in Wynwood, the festival aims to bring a taste of Miami to Tileyard with a Latin American flare, Cuban coffee, fantastic music, and tasty cuisine.

With street performers, magic, and the hottest new artists to match the Miami vibe, this one-day event aims to ignite Tileyard into a vibrant scene for summer with a new fire pit, two live stages, street food vendors, and art straight from Wynwood.

Tileyard represents a bubbling environment of modern culture, and by bringing America's flavour to London's N7, we are merging those districts.

See you at the beach! (Mills, 2021) <https://www.pinterest.co.uk/lucanmills/tileyard-event-miami/>



Figure 2 - Logo created for the website and other media outlets.

3. Strategy/Plan

The marketing strategy will be carried out over a 12-week period. The main focus is on social media because this is where we can reach our target audience for the event most effectively. The plan comprises of three types of marketing: cause-related, relationship and scarcity marketing (Gregory, 2010). The “cause-related marketing” is the linking of our event to a cause or issue and this is explained in the ‘why?’ part in section 5.0 in the ‘5 W’s’. The “relationship marketing” applies to our social media promotion which is outlined in sections 7 and 8 (timeline and social media). Lastly, the “scarcity marketing” applies to the early bird and tiered ticket system to encourage our target audience to purchase tickets. The ways in which we use these three methods are outlined throughout the report.

4. Budget

The total budget for the marketing plan has been set at £5670 (6.3% of the total budget). This will be divided up into social media advertisements, pop-up events (i.e. experiential marketing), poster printing and PR – see figure 3. Social media ads and advertisement with event sponsors will be the most significant part of the budget (standing at £2000 for 8 paid ads and £2000 for 4 pop-up events). This is because ‘District 7’ is a first-time event so it will need as much promotion as possible. Within the budget, there is also the cost of hiring PR company ‘The Playground’ (£1500).¹ The company would promote the event through press, radio, TV, and online. There is also £1500 put towards website design which the Creative Director was responsible for (not displayed in the marketing budget). The website of our event and company is the main component of ‘owned media’ in the marketing campaign. £75 was spent on the printing 3000 flyers for the event and £95 for the printing of 1000 programmes/posters. The flyers would be distributed by hand at the Tileyard site, Coal Drops Yard (near King’s Cross station) and London University campuses. The posters would be put up at the Tileyard site because there would be no extra cost to advertise the event.

¹ ‘The Playground’ PR agency website link - <https://www.theplayground.co.uk/pr/>

Marketing	Marketing budget	12%	£52,000.00	£6,240.00	
	PR Campaign	1	£1,500.00	£1,500.00	
	Posters				
	Social Media Ads	8	£250.00	£2,000.00	
	Flyers	3000	£75.00	£75.00	
	Pop-up Events	4	£500.00	£2,000.00	
	Social Media Events		0		
	Programme Printing	1000	£95.00	£95.00	
			TOTAL	£5,670.00	

Figure 3 - Marketing budget created by Chris Gillett (Head of Press Release)

5. The 5 W's

Why?	Potential link with Miami and holding a Tileyard Event in the city. International partnership would expand Tileyard's reach worldwide. Raising money for the 'Help Musicians' Charity which is more important than ever during the Covid-19 pandemic.
What?	Music, art installations, food/drink – each of the three components comes from Miami culture e.g. Miami beach vibes, Street Art, Hispanic Culture, Little Havana District (Cuban Culture), Little Haiti (French-Creole culture) .
Who?	Students based in London (e.g. UCL, Goldsmiths, King's, SOAS, Central Saint Martins) and the Tileyard Community.
Where?	Brand new event for Tileyard but the themes have been used in the past at other venues.
When?	Sunday 30 th May 2021 (Bank Holiday weekend) – marketing timeline is shown later in the portfolio. It is this weekend because we believe it is the first summer fixture of the Festival calendar. Getting the idea in early and setting a high standard is crucial to being a memorable event.

Additional: How? Conveying the message to the right people at the right time which is outlined in the timeline in section 7.

5.1 Who are we as a brand?

In regard to a live event, a brand can be defined as “a particular identity or image regarded as an asset” (Oxford Dictionary, 2007). The main image that we want to express through the event is the street art. Other features from the initial mood board such as the palm trees and beach are harder to re-create at the Tileyard site so won't be so heavily focused on.

Our brand is an embodiment of Miami's famous district Wynwood that is known for its street art. Artwork will be displayed all around the Tileyard site in a Wynwood walls style. Events Manager Sharon found a company called 'Print Club' (listed in brand partnerships section below) that could showcase their prints at the event. The prints would be listed on pop-up stalls and attendees would be able to buy them which would generate revenue for the event. At least two large murals will be draped across the outdoor walls near the Gallery and Two Tribes in the style of the Wynwood murals such as Fin DAC, Favela Painting, Marvin Vega & Roderick Mendoza, Up Art Studio etc. (Wynwood, 2021). All the artwork and content will be consistent to the opening themes and ideas outlined in the mood board.

We will employ street dancers and magicians during the event to create a Carnival feel that is typical of Latin America. The food and drink are also a part of our brand with Cuban Coffee, and US style ringed doughnuts, Mexican tacos and Havana Club rum cocktails.

A 12-week marketing timeline (displayed below) endeavours to promote the branding of the event to the attendees right from the beginning leading up to the weekend of the event. To do this, Head of Social Media will post exciting content related to Miami and its history and culture. Week by week fun facts will be shared that cover the different aspects of the event such as music, food and drink. This will ensure that the brand of the event is embedded in people's minds weeks before they even arrive.

5.2 Mission/why?

See 5 W's in the above 5.0 section to find out our mission.

5.3 Clear goals and objectives

Primary goals:

- To reach full capacity of 2000 people.
- To provide a fun way to engage with the culture of Miami.
- Encourage networking for students and industry professionals.

Secondary goals:

- To promote Tileyard and encourage good relations with nearby businesses.
 - To raise money for the Help Musicians charity.

5.4 Values

What's driving our event? What do we really care about?

As a brand, we care about making the experience for all the event goers to be of a high quality and memorable. This means that we are providing delicious street food and artwork of a high standard. We value creativity, and the experience of the event so will spend a lot of time cherry-picking the best street art available alongside quirky accessories that will showcase Miami effectively. It goes without saying that music is also extremely important to our branding and our values. The Tileyard community is full of musician's and industry professionals so the choice of high-quality artists to have on our line-up is extensive. There will also be an added pressure and expectation to play good music that the attendees will enjoy.

What we bring to the table that other day festivals in London do not provide is more of an immersive experience. The street dancers and magicians add an interactive element to the event. The themes themselves are our USP because there is no other day event in the UK that displays the culture of Miami with a Hispanic/Cuban twist.

5.5 SMART

Specific	5 W's listed above
Measurable	Number of tickets sold, artist line-up, pop-up event will be a taster for how successful the event will be
Achievable	Only a 2000 capacity which makes it easier to start an event, only one day, venue provided by Tileyard, industry contacts available for support
Relevant	Lots of themes to work with, feedback from experts available for future events, right time to do it with a team of five MA Music Business students all sharing the same goal (hoping to work in the music industry)
Time-based	12-week campaign

6. Target Audience

- Young professionals and students based in London.
- Aged 18-40.
- Active on social media, particularly Instagram.
- Interest in Day Music Festivals in London.
- Music industry professionals.

7. Timeline

The marketing for the event is divided up into four sections (Eventbrite, 2021):

1. Pre-event
2. Event launch
3. Day-to-day
4. Last call

CAMPAIGN TYPE	ADDITIONAL INFO	PHASE ONE (PRE-EVENT)			PHASE TWO (PRE-EVENT)			PHASE THREE (PRE-EVENT)			PHASE FOUR (LAST CALL)		
		WEEK 1 (14/3/21)	WEEK 2	WEEK 3	WEEK 4 (4/4/21)	WEEK 5	WEEK 6	WEEK 7 (25/4/21)	WEEK 8	WEEK 9	WEEK 10 (16/5/21)	WEEK 11	WEEK 12 (30/5/21)
Physical Marketing					TICKETS GO ON SALE						EVENT LAUNCH		
Flyer	Created using Canva (graphic design company).	200 flyers placed in local shop/services	Digital copy uploaded online		1000 posters delivered to doors and other venues			500 flyers distributed to London Unis			500 handed out at Coal Drops Yard		WEEK OF EVENT
Public Relations													
Press Releases e.g. blogs/articles/newspapers		Announcement of event on Tileyard website		Another blog release talking about the lineup with interviews	Ticket numbers announcement		Short press release in music magazine e.g. Music Week or Mixmag				Final announcement in blog/article on Tileyard website		WEEK OF EVENT
Content Marketing													
Sponsored Content / Experiential	Brand partnerships with CrossTown donuts, Two Tribes Brewery, and Cubana (Smithfield). Pop-up event in the 'last call' phase at a University Campus/Tileyard	Meeting with brands to discuss potential deals			Brand partnership announced - posted online & socials		Discussion with brands which products we require for the event				Pop-up event with Crosstown donuts at UCL & other campuses/ Coal Drops	Pop-up event with Havana Club at Cubana (Smithfield)	WEEK OF EVENT
Social Media													
Instagram	Frequent usage of stories to keep tickets holders and people interested engaged. An example of day-to-day marketing. Visual aspects taken from mood board.	Announcement in a post of event - minimal information e.g. TILEYARD STUDIOS MAY BANK HOLIDAY FESTIVAL	Post containing facts about Miami culture	MEET THE TEAM - first post of events organisation team e.g. Lucan Mills (Creative Director)	Establish event hashtags and use them in every post. Still not much information revealed.	Wynwood/Miami related post e.g. fun facts. Announce competition to win free tickets and/or merchandise	MEET THE TEAM - second post e.g. Jack Smith (Site Manager)	Stories and upload of the Tileyard site where the event will be held	Miami related posts	Final 'MEET THE TEAM' post	Stories of stock related to the event coming in e.g. behind the scenes. More information shared.		Regular updates of the site and how it's taking shape leading to the day of the event
Facebook	Public event page created with the option of selecting 'Going' and 'Interested' - friends can invite friends to the event. Visual aspects also taken from mood board.	Event listed on FB	Headline acts announced		Early bird tickets go on sale - first 50 tickets	Post on event to announce ticket sale deadline and how many tickets are left	Early bird tickets go on sale e.g. 'Early bird are SOLD OUT'	Ticket announcement e.g. Tier 1 SOLD OUT	Upload a 'District 7' playlist of artist playing at the event and similar acts	Post about the brand partnerships and pop-up events in week 10/11	Ticket announcement e.g. tier 2 SOLD OUT. Reminder that tickets sold on the door will be more expensive		Story and post about how the first 100 people get a free taco and Cuban coffee (free breakfast)
Twitter	Quick updates that relay information from the Facebook event and Instagram photos. Focused on news updates and important information about the event.												WEEK OF EVENT
Online													
Website and Mobile Apps e.g. 'Bandsintown' and 'Songkick' with smart phone alerts	District Dreams Ltd page will be created that will also promote the Festival. The apps will promote the event with 'Bandsintown promoter'. Artist managers from the lineup will be contacted to make sure that their artist is linked with our event on the respective apps.	Links with press to share posts about the event		Upload FAQs section on the website	Mobile app with countdown days e.g. 56 days to go			Brand partnerships put on the website			Mobile app countdown notification e.g. 2 weeks to go		WEEK OF EVENT
Email Newsletter and line-up release strategy	Linked with Twitter account for updates.	Email all offices within the Tileyard Community about the event announcement	Headline acts announced	Share social media links in the email and encourage people to share the content	2nd announcement of artists	Exclusive offers in an email for a chance to win tickets or merchandise	Ticket announcement about early bird and other tickets	Final announcement of artists			Email informing ticket holders important information about the event		Thank you email to attendees post-event

Figure 4 - 12-week Marketing timeline created with Google Sheets.

CAMPAIGN TYPE	ADDITIONAL INFO	PHASE ONE (PRE-EVENT)		
		WEEK 1 (14/3/21)	WEEK 2	WEEK 3
Physical Marketing				
Flyer	Created using Canva (graphic design company).	200 flyers placed in local shop/services	Digital copy uploaded online	
Public Relations				
Press Releases e.g. blogs/articles/newspapers		Announcement of event on Tileyard website		Another blog release talking about the lineup with interviews
Content Marketing				
Sponsored Content / Experiential	Brand partnerships with CrossTown donuts, Two Tribes Brewery, and Cubana (Smithfield). Pop-up event in the 'last call' phase at a University Campus/Tileyard	Meeting with brands to discuss potential deals		

Figure 5 - Screenshot of top left section of timeline (weeks 1-3).

Social Media				
Instagram	Frequent usage of stories to keep tickets holders and people interested engaged. An example of day-to-day marketing. Visual aspects taken from mood board.	Announcement in a post of event - minimal information e.g. TILEYARD STUDIOS MAY BANK HOLIDAY FESTIVAL'	Post containing facts about Miami culture	MEET THE TEAM - first post of events organisation team e.g. Lucan Mills (Creative Director)
Facebook	Public event page created with the option of selecting 'Going' and 'Interested' - friends can invite friends to the event. Visual aspects also taken from mood board.	Event listed on FB	Headline acts announced	
Twitter	Quick updates that relay information from the Facebook event and Instagram photos. Focused on news updates and important information about the event.			
Online				
Website and Mobile Apps e.g. 'Bandsintown' and 'Songkick' with smart phone alerts	District Dreams Ltd page will be created that will also promote the Festival. The apps will promote the event with 'Bandsintown promoter'. Artist managers from the lineup will be contacted to make sure that their artist is linked with our event on the respective apps.	Links with press to share posts about the event		Upload FAQs section on the website
Email Newsletter and line-up release strategy	Linked with Twitter account for updates.	Email all offices within the Tileyard Community about the event announcement	Headline acts announced	Share social media links in the email and encourage people to share the content

Figure 6 - Screenshot of bottom left-hand side of the timeline – phase 1 (weeks 1-3)

PHASE TWO (PRE-EVENT)			PHASE THREE (PRE-EVENT)			PHASE FOUR (LAST CALL)		
WEEK 4 (4/4/21)	WEEK 5	WEEK 6	WEEK 7 (25/4/21)	WEEK 8	WEEK 9	WEEK 10 (16/5/21)	WEEK 11	WEEK 12 (30/5/21)
TICKETS GO ON SALE						EVENT LAUNCH		
1000 posters delivered to doors and other venues			500 flyers distributed to London Unis			500 handed out at Coal Drops Yard		WEEK OF EVENT
Ticket numbers announcement		Short press release in music magazine e.g. Music Week or Mixmag				Final announcement in blog/article on Tileyard website		WEEK OF EVENT
Brand partnership announced - posted online & socials		Discussion with brands which products we require for the event				Pop-up event with with Crosstown donuts at UCL & other campuses/ Coal Drops	Pop-up event with Havana Club at Cubana (Smithfield)	WEEK OF EVENT

Figure 7 - Screenshot of top right-hand section of the marketing timeline - weeks 4 to 12.

Post containing facts about Miami culture	MEET THE TEAM - first post of events organisation team e.g. Lucan Mills (Creative Director)	Establish event hashtags and use them in every post. Still not much information revealed.	Wynwood/Miami related post e.g. fun facts. Announce competition to win free tickets and/or merchandise	MEET THE TEAM - second post e.g. Jack Smith (Site Manager)	Stories and upload of the Tileyard site where the event will be held	Miami related posts	Final 'MEET THE TEAM' post	Stories of stock related to the event coming in e.g. behind the scenes. More information shared.	Regular updates of the site and how it's taking shape leading to the day of the event
Headline acts announced		Early bird tickets go on sale - first 50 tickets	Post on event to announce ticket sale deadline and how many tickets are left	Early bird tickets go on sale e.g. 'Early bird are SOLD OUT'	Ticket announcement e.g. Tier 1 SOLD OUT	Upload a 'District 7' playlist of artist playing at the event and similar acts	Post about the brand partnerships and pop-up events in week 10/11	Ticket announcement e.g. tier 2 SOLD OUT. Reminder that tickets sold on the door will be more expensive	Story and post about how the first 100 people get a free taco and Cuban coffee (free breakfast)
									WEEK OF EVENT
	Upload FAQs section on the website	Mobile app with countdown days e.g. 56 days to go			Brand partnerships put on the website			Mobile app countdown notification e.g. 2 weeks to go	WEEK OF EVENT
Headline acts announced	Share social media links in the email and encourage people to share the content	2nd announcement of artists	Exclusive offers in an email for a chance to win tickets or merchandise	Ticket announcement about early bird and other tickets	Final announcement of artists			Email informing ticket holders important information about the event	Thank you email to attendees post-event

Figure 8 - Screenshot of the bottom right-hand section of the marketing timeline (weeks 4-12).

Access to the whole Google Sheet available here:

<https://docs.google.com/spreadsheets/d/18F9h5asuEL8mTjY0GfE374HjllpXdxELzVkwM4aCw00/edit?usp=sharing>

[file:///Users/Phil/Downloads/Event%20marketing%20timeline%20-%20Event%20Marketing%20Timeline%20\(1\).pdf](file:///Users/Phil/Downloads/Event%20marketing%20timeline%20-%20Event%20Marketing%20Timeline%20(1).pdf)

The sections labelled 1-4 are displayed in the google sheet timeline across the top row in figure 4. The timeline consists of five sections that are physical, PR, content, social media and online. All five assets of the timeline required day-to-day marketing in some way.

During the 'pre-event' stages, content release will be on a weekly basis and as the data approaches 'last call', the frequency of uploading content will increase exponentially. The marketing will be mainly digitally focused by targeting social media heavily due to the younger

demographic that will be intending the event. The social media content will be posted on Wednesday's between 10.00 and 14.00 to ensure optimum engagement (Santora, 2020).

The number of flyers that will be printed are 3000. This was predicted to be a good number in order to get the right balance of physical to digital marketing numbers. The poster will also be uploaded to the Facebook event page and the website so that the event details are easily accessible. There will also be a FAQ's on the website and other social media pages.

8. Social Media

The timeline above contains the different marketing strategies we took during the 12-week campaign for social media. The content of the 'teaser' videos were created by the Creative Director are shown below in figure 9. The first announcement of the line-up is week 1 and the second wave of artists are announced in week 7.

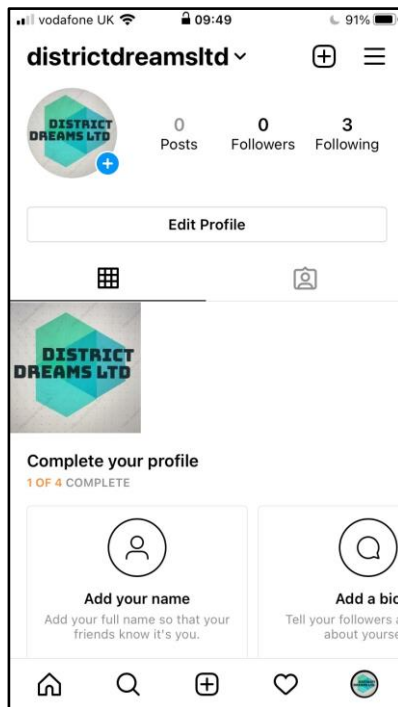


Figure 9 - Instagram account for event (far left). First teaser video released in week 1 (middle). Lineup announcement tease in week 2 (right).

During the Instagram marketing campaign, we will release a 'Meet the Team' content video and images introducing our team and what our goals are as well as what the event will look like (see figure 10). These will be uploaded to Instagram (and also Facebook) in weeks 3, 6 and 9 as shown in the timeline above. The Creative Director has created a provisional design that will be used as shown below:



Figure 10 - 'Meet the Team' fan engagement for Instagram. Designed by the Creative Director.

9. Physical advertising

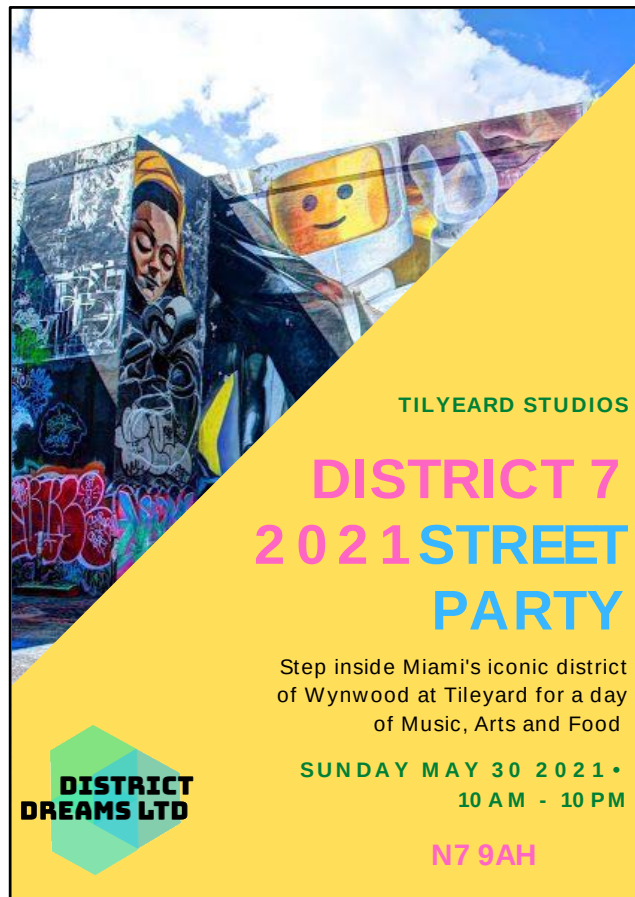


Figure 11 - Flyer for the event created using Canva. The artist line-up is displayed on the reverse side. See appendix F for the official line-up.

This poster for the event agrees with the colour scheme of theme – yellow, sky blue, and pink. These colours were originally chosen by Chris, Head of Press Release, for the ticket design. To design the flyer, I used the same software (Canva) to keep the branding and style consistent. Below shows the ticket design:

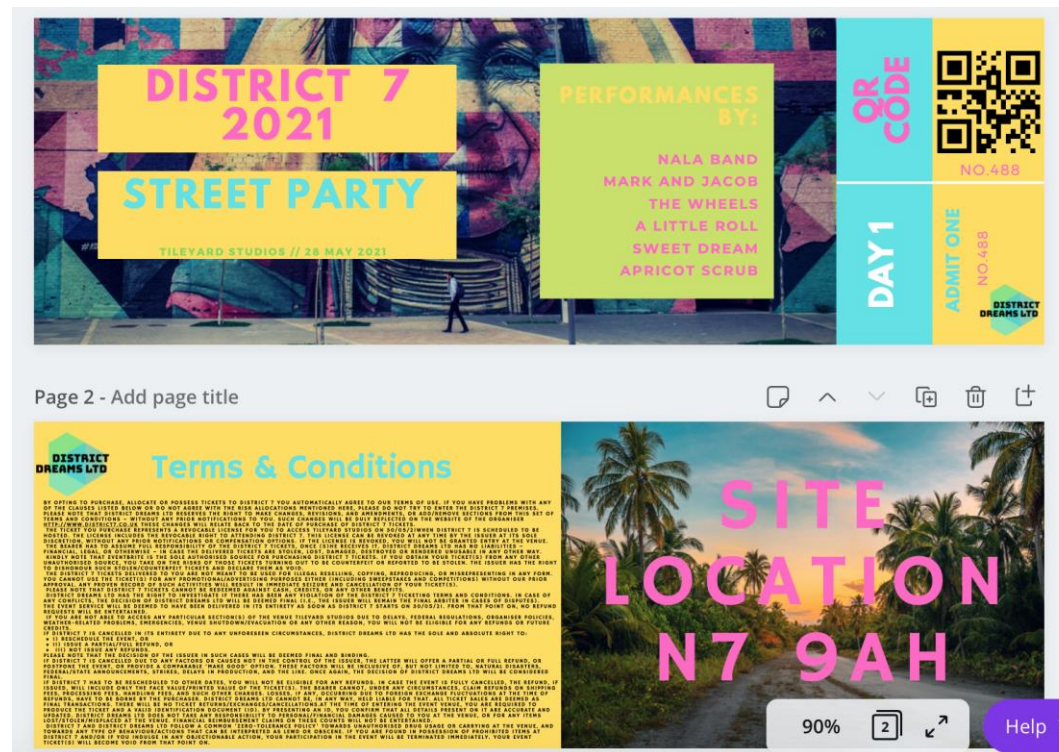


Figure 12 - Ticket design for 'District 7' done by Chris Gillett.

10. Further promo

We will ask the artists on the line-up to promote the event. I arranged a meeting with Lucan, the Creative Director to get the contact details of a list of the Artist Managers of the Artists from the programme. Arrangements will be made with the Artist Manager to encourage their acts to promote the event on their social media to build up publicity.

During the Instagram marketing campaign as highlighted in the timeline above, we will have a 'Meet the Team' interview where each team member will answer a few questions about themselves and what they're excited about most for the upcoming event. On top of this, a few acts from the line-up will also be interviewed to keep engagement levels high. In weeks 10-12 leading up to the weekend, behind the scenes footage will be uploaded onto Instagram and Facebook to show recognition for the crew as well as share with the ticket holders how the site is taking shape to build excitement and generate more word of mouth.

Another marketing procedure that will be employed is a free giveaway ticket competition where Instagram users will have to share the event and tag their friends in the comments to enter. Also, if the event is successful, future events will offer 'District Dreams Ltd' merchandise such as T-shirts with the logo on them. The quantity of stock would be low so that we could sell out and make fans feel like they have missed out. This would be the same for any other merch we decided to sell as well such as cups or mugs, both of which would increase the product placement of the brand.

In week 8 of the campaign, a playlist curated by our artist line-up and team called 'District 7 Miami Beach Party' would be uploaded to social media to further engage ticket holders and our potential audience. In week 3, our PR team would start releasing short blogs, articles and interviews that talk about the event to cover the 'day-to-day' marketing roles.

On the day of the event, the social media accounts will give live updates on the day of the event. For example, the first 50 guests to arrive will receive a free taco breakfast from one of the food vendors. This information will be released the day before the event or on the

morning of on social media to get people talking about the event, making guests turn up earlier than usual. After the event has finished in weeks 12-13, we will continue to post images and videos from the day to keep the event on people's minds. Some of the footage will be filmed with a drone camera so that an official event video can be released for self-promotion.

11. PR

11.1 Sponsorship and brand partnerships

The mood board showcasing the initial themes was used to find suitable partners for the event. Therefore, this required me to liaise with Creative Director (Lucan) to establish what would accurately represent the culture of Miami regarding music, food and drink. The Event Manager (Sharon) gathered together a list of nine vendors for the event which we thought would be appropriate:

FOOD	ART	DRINK
Mexican Food Van – 'We Are Honest'	Graffiti art – 'Nelly Duff'	*Two Tribes Brewery
*Donuts – 'Crosstown'	Street art – 'Print Club London'	*Havana Club
Vegan Stand – 'The Green Grill'	Jewellery – 'Medusa London'	
Ice Cream Stand – 'Blu Top'	Clothing – 'Platypus'	
Cuban Coffee Stand – 'Cuba Coffee'		

Figure 13 - list of vendors at the 'District 7'. *These brands are mentioned in the following section on advertising.

11.2 Advertising



Figure 14 - Brand partnerships and sponsors of District 7

HAVANA CLUB X DISTRICT 7 (Lead sponsor)

Cuban culture is a big part of the city of Miami and so Havana Club rum to sponsor the event would add to the aesthetic perfectly. The idea for this collaboration also comes from the partnership between famous UK rapper Skepta and Havana Club in 2020 that released a new Havana Club 7 bottle that symbolised Skepta's "vision of global community, brought to life through creativity, love and cultural connections" (Havana, 2020). The two bars within the Vinyl Café would provide a wide selection of Havana Club rum and there would also be a pop-up stand that would sell rum-based cocktails that were summery/beach style themed. The stall would be in the style of a beach

shack with artificial sand and palm trees around the edge to create a beach party vibe. As lead sponsor, Havana Club would pay our event between roughly £4000 and we would display their emblem on our tickets, flyers and posters. This price was negotiated with Head of Press Release Chris Gillett who formulated the budget.

TWO TRIBES BREWERY X TILEYARD (Secondary sponsor)

Two Tribes Brewery – displayed in the middle in figure 14 - is an external company located on the Tileyard site next to Tileyard Ed. Being next door, we believed that they would be an obvious choice to partner up with for the event. Not only this but their ethos/culture fits with our values. They like to collaborate with creatives, love food and they also design their own artwork. Their target audience of young creative-type professionals is the same as our event so would a partnership would support both ours and their brand.

With the brewery being done on site, the cost of transporting the kegs of beer is eliminated and all the different types of beer are available. As a secondary sponsor, Two Tribes would pay our event between £1000-£2500. The profits will be a 20/80 split i.e. 20% goes to Two Tribes and 80% to our event.

CROSTOWN X DISTRICT DREAMS (Secondary sponsor)

Crosstown Donuts (RH-side image in figure 14) would have a stall at the Festival offering 3 doughnuts for £10. Crosstown would sponsors us less than Havana Club as a secondary sponsor, paying roughly £1000-£2500. We would still display their logo on our tickets, flyers and posters but their branding would be displayed less around the festival site. With Havana Club providing the Cuban aesthetic of Miami, Crosstown donuts would bring a US flavour to the event with traditional American ringed donuts.

11.3 Where to place banners and flags

- Have a selfie wall with the hashtag #District7 on it to publicise the event. Another selfie wall with #CubanCoffee next to the Cuban Coffee stall. The beach party Havana Club rum stand will have #MiamiHavanaParties too.
- Havana Club would be displayed on each side of the PA system on the main stage so that the brand is clearly visible.
- The logos of each of the sponsors would be placed in the bottom right-hand corner of each social media upload.
- A tier system would be put in place for the sponsorship so Havana Club would have two thirds of the banner and signage placement around the site and on any posters and Crosstown and Two Tribes would share the remaining third of advertising space.
- The Havana Club main banner would be displayed on the stairs (green exit arrow in the top right-hand corner of site map 1 – see appendix D) leading up to Two Tribes and stage 2. Both stages would have all three of the sponsor logos displayed around the edges. The main entrance marked with two red arrows in site map 1 (appendix D) will have all three sponsor banners displayed. In addition, there will be two large flags with the Havana Club logo on them flying at the entrance.

11.4 Paid advertising online

Social media advertisements will cost £2000 (1/3 of the total budget). These will be on Facebook and Instagram because these platforms will be the two most used by our target demographic. Therefore, £1000 will be paid to these platforms across the 12-week marketing campaign. The Pay-Per-Click (PPC) ads will target people in London, aged 18-40 and who are interested in day Music Festivals in London. Other social media platforms that will advertise the event are Twitter and LinkedIn. Other paid advertisements will be on Google and Instream on YouTube. YouTube is also important to the marketing strategy because “63% of Internet users regularly watch

YouTube” (Storm, 2019). The types of videos that will be targeted for ads will be on highly subscribed music channels such as GRM Daily, BBC Music Introducing, NPR Tiny Desk, SBTV Music, CharlieSloth, Ella Henderson and HighFocusTV.

12. Experiential marketing

In weeks 10 and 11 of the marketing timeline, four experiential marketing events would take place to promote the event which happens at the end of week 12. £2000 of the budget will be used on organising these pop-up events. Organising pop-ups is a good way to boost ‘earned media’ i.e. word of mouth and shares/retweets etc.

The first experience in week 10 would happen with Crosstown donuts next to the UCL campus near the SU building in one of the neighbouring squares – Russell Square, Gordon Square, or Tavistock Square Gardens. Crosstown would set up a stand with a Soundsystem rigged up next to it and we would hope to give out 500 flyers for the event. There would also be a big banner above the stall and DJ with our event logo displaying: ‘District 7 – May Bank Holiday Party’ and the dates. We would pay Crosstown £500 for advertising the event and promoting our brand. The same pop-up event would be organised for week 11 and 12 with both Crosstown and Havana Club sponsors setting up stands. Other potential areas for these pop-up experiences would be at Coal Drops Yard in King’s Cross and also at the King’s College London SU campus.

Also, in week 11 or 12, another £500 would be given to the event sponsor Havana Club and the restaurant Cubana (Smithfield) in Central London. During the happy hour at the Cuban styled bar/restaurant, we would play music from our event at their venue and place a banner advertising the event. The logo and event details would be clearly placed around the venue. This event targets a slightly older demographic such as office workers in the City and people with a higher disposable income. Having an additional target group significantly increases awareness for the event.

If we employ the marketing strategies outlined above successfully, we believe that we can promote the event successfully, achieve our goals and put on a sell-out event!

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Appendix A

MANAGEMENT PLAN

MEETING MINUTES

27/01/21 – 13.00 – 13.40

Attendees: Jack Smith (JS), Lucan Mills (LM), Christian Gillett (CG) - minute taker, Sharon Manganaro (SM), Phil Normand (PN).
Information taken from Zoom:

- Brief talk about ideas on event themes and styles.
- Lucan mentioned Winward Walls – Art installations, Miami Beach vibes, street art.
- Culture clash – Bringing USA to UK and swapping when Tileyard opens in America. 2 stages.
- Last time Tileyard held an event with live music outside on the grounds, the council stepped in and stopped the event because of the music levels. Therefore, live music has to be inside. For example, using the Gallery.
- A day of the week was discussed. Chris mentioned a Sunday.
- What are the time restrictions for events? Saturday was mentioned as Sunday is a day where not many people would attend events because of going out Friday and Saturday.
- Phil suggested a bank holiday weekend as Sunday is then a chosen day that people would normally still go out and spend their money. May Bank holiday.
- Food and drink stands would be South American/Spanish themed. E.g. tacos, Cuban sandwiches.
- Donut stall e.g. Crosstown (<https://www.crosstowndoughnuts.com/>) or Krispy Kreme.
- Vegan and free from options available as well to cater to all food types.
- Two Tribes as an option for a beer stand as it is already on the grounds.

- Latino music – becoming more popular. E.g. artists singing in Spanish, Camilla Cabello, Ed Sheeran, Beyonce, Justin Bieber.
 - Potential genres of music: Bossa Nova, Salsa, Hip Hop, Soca, Dancehall, Reggaeton, UK Funky, Afrobeats, RnB, Bashment, UK garage etc.
 - Carnival Street performers and salsa dancers – Lucan knows a company that provides performers. Hula hoops available.
 - Face Painters.
 - Magicians.
 - Quick fire comedy can be an option to get the audience involved. 1 minute per set.
 - Charity auction for the artwork available. Choose a charity that Tileyard supports e.g. Help Musicians.
 - Time of the event depending on restrictions: 11am-11pm, 12pm-10pm, 10am-10pm.
 - If the event starts in the morning an idea of the first 100 people to show up gets a free breakfast taco.
-

Appendix B

07/02/2021 – 11.00 -12.00

Same attendees:

AGENDA: EVENT BREAKDOWN & TASK DELEGATION

Following an initial brainstorming session, the members allocated specific key duties to job titles:

- JS proposes the role of Site Manager – which entails the organisation of Floor Management, Staffing and Small venues. Event Mgmt: Licensing, Event Safety Management Plan.
- JS proposes role of Finance Manager as being responsible for Budget and Meeting Minutes, with Marketing & PR as a separate designated role covering all social media strategies.
- JS suggests LM designated as the “Ideas” man i.e. Creative Director due to his initial ideas from Meeting 1.
- Creative director would involve Programming to book artists to fit into the “Why?” aspect of the 5W’s in relation to the event.
- Event Management: Licensing, Health & Safety and the Event Management Plan (EMP).
- JS asks whether crowd control would go under Floor Management. Event Manager & Site Manager will have crossover of responsibilities.
- LM designated as Creative Director (Ideas, 5W’s + Programming).
- **Action Point:** PR/Marketer to look for email marketing plans, leafleting and secret artist shows.
- LM suggests reaching out to contacts for a template programming plan to work from.
- SM takes role of Site Manager: Staffing, floor plans, crowd control, small venues.
- LM asks for doughnut stand on floor plan, and £10 for 3 as potential pricing structure. Suggest adding to budget the food stalls due to their profitability at events if we run the stalls ourselves as a company.
- SM interjects to remind members of the Latin theme and should be employed by food stall choices also.

- **ACTION POINT:** JS asks LM to research the Miami/Latin themes by making a mood board through Milano or Pinterest so other members can use as a reference point.
- CG questions if Finance roll overlaps with Marketing/PR. Suggests distributing meeting minutes to different member for each meeting.
- PN chooses role of PR/Marketing.
- JS takes role as Event Manager.
- CG to write up Press Release.
- JS suggests experiential aspects for PN to include. References mobile Red Bull sponsored DJ vehicles. Could use artists programmed to do pop-up event to promote the event.
- CG reneges on PR role to save confusion, instead takes responsibility of ticketing, wristbands and box office systems.
- LM brings up topic of car parking and vehicle safety. Informs of large gated area within Tileyard estate to use for car parking. Designated to Site Manager (SM).
- SM brings up topic of the event name. LM hints at a taste of Miami being brought to Tileyard. Tileyard x Miami crossover inspired by Wynwood.
- LM asks PN to set up social media pages specifically for event once name chosen.
- Meeting concludes.

Tasks to complete for next meeting:

LM to create mood-board.

CG to write up meeting minutes and upload to Google Drive.

Team to think of event name.

Appendix C (PN)

22/03/2021 - 10.00-11.30

Same attendees:**AGENDA:****RECAP OF RESPECTIVE ROLES AND FINE-TUNING TEAM'S ASSETS.**

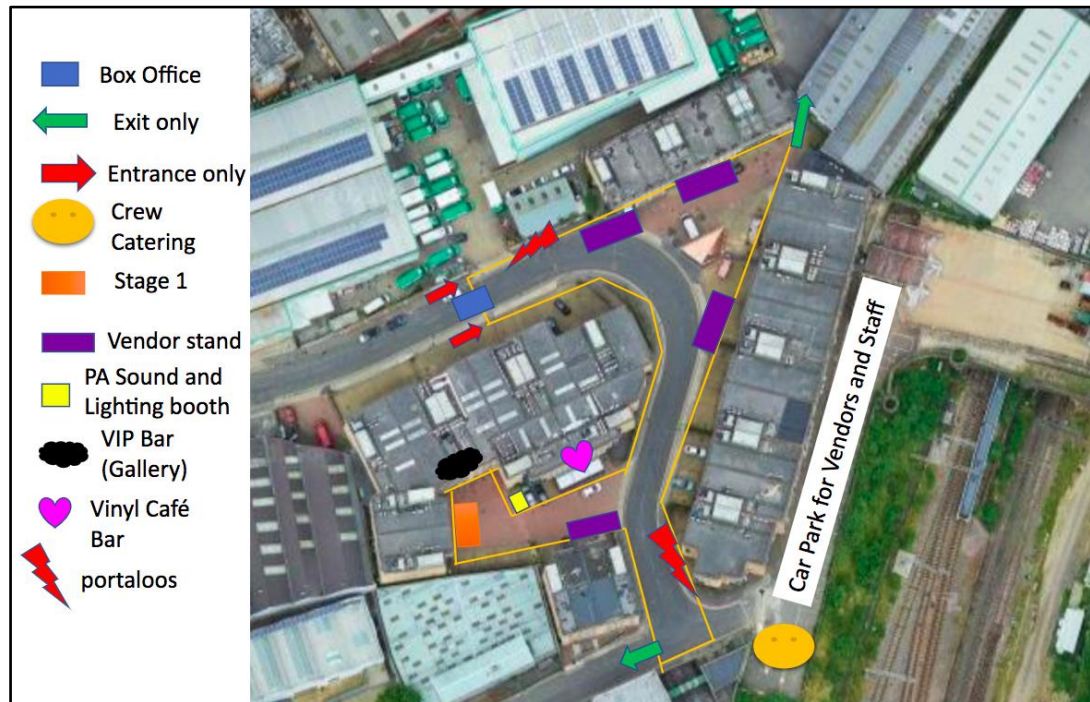
- JS begins with talking about licensing and health safety and risk assessment.
- Group discussion about how to combine our various artefacts and who needs to communicate with who for certain information.
- LM is doing creative directing and programming. His assets are: Website draft, logo and programming for the day.
- PN is doing the flyer and LM is programming the line-up. Communication between PN and LM is important in order to get this information released on time.
- Clearing up what the roles of Creative Director.
- CG's assets are budget, ticket design, wristbands and meeting minutes for the first two meetings. PN does meeting minutes for 22/03/21. LM asks whether wristbands and ticket design comes under creative – also is box office which is CG's role. CG and LM roles cross over here. Design of flyers is an asset of PN – PN and CG liaise over the design of tickets and poster.
- PN asks JS about the experiential marketing experience at University of Leeds e.g. Red Bull truck – Peggy Gou played during the day on campus. Experiential pop-up will be carried out at Tileyard/London universities leading up to May Bank Holiday weekend – hand out flyers and gets people talking. JS advises PN pop-up should stay as local as possible because it's only a day event, not a weekend festival to save money and maximise the chance that the people experiencing the pop-up would be able to go to the actual event.
- JS advises LM to speak to Kaptin Barrett (Boomtown programmer) for further ideas on programming [week 2] – staggered between stages for the big artists. Touches on crowd control too.
- LM talks about the line-up and filling it with people from Tileyard e.g. Sigala, Ella Eyre.
- Outdoor stage at Two Tribes (second stage). The Gallery is the main stage.
- SM's assets: Site manager, floor plan, staffing, small venues, crowd control (emergency exits), VIP gallery area, security, stewards, stage plots and PA etc. JS needs to talk to SM about health and safety. Performers covered by LM. JS mentions fire breathers and flamenco dancers e.g. street performers done by LM in the creative section.

- LM tells SM the stage near where the Brewery is, should come out of the Brewery and face the car park. Sponsorship from the Brewery (PN responsible for this). Vendors down the side of the stage and along the wall. Main stage right at the back by the Gallery. Utilise the café's two bars. Make sure both bars are open, and the Gallery can be a VIP area and VIP bar.
- LM mentions street performers roaming around. Magicians similar to the Miami vibe also dotted around the site.
- PN and SM roles overlap with the food vendors e.g. Crosstown donuts and Two Tribes. Branding and banners PN is responsible for.
- PN talks about Tileyard Music backing the event e.g. Two Tribes (separate company). PN does advertising but not talking about the merchants. SM talks about the specific stalls.
- LM covers the 5 W's but PN quotes these 5 W's for the marketing plan. Each member needs to state what the others are doing.
- JS's assets: Overall risk assessment, crowd control, main licensing – JS goes to LM about performers, SM for small venues (each of the vendors needs to bring their own risk assessment – JS creates a template form that the vendors need to fill in and JS collects them altogether).
- PN assets: Marketing strategy (5 W's), branding, timeline, Facebook event, flyer, sponsorship and brand partnership, event apps, merchandise, video footage to promote the event. JS suggests using an agency to design merchandise etc.
- CG's requests exact figures/quantities from other members for items being sold at the event. JS gives CG a cost for the licences.
- CG asks PN how many flyers will be printed off? How many Facebook ads and Instagram ads are we going to run? Dependent on the focus of digital vs physical marketing.
- LM says 2000 capacity across the whole site. CG and SM re-calculate toilet numbers accordingly with increase of capacity from 1000 to 2000 – doubling the capacity helps with ticket prices too because more money is going out.
- JS and LM talk about fire exits – emergency gates and pedestrian gate and site map.
- LM assets continued: Programming, logo (company logo created by Chris), logo for event, concept on a onesheet for the core team, mood board (PDF), overview/diagram/brainstorm, website (JS suggests a brief for the website), diagram of the team and contact details
- PN asks about primary/goals of the event. Charity? Money? Numbers? SM says to bring some new culture to North London.
- Mojo videos on apps for assets (social media) created by LM as creative director. LM also does logo and design for tickets etc. which CG would implement for box office. PN talks about the marketing of LM's content – LM needs to send out the info to the respective team members. How are LM's assets being used on social media e.g. Facebook
- LM creates teaser videos for Instagram and other socials and sends to PN for the marketing timeline. Utilising the assets in the marketing campaign.
- CG suggests that everything goes into the google drive. Different folder for each section so the team can take what they need.
- Onesheet is the overall scope created by LM.

- JS suggests each team member puts their own costing section in. Where does the money come from for the budget? Ticket sales, sponsorship? LM says Tileyard split the bar 50/50 profits. Roughly £25 per head for 2000 people – calculate from there.
- JS suggests similar to Great Escape Festival having an industry area e.g. managers – in the Gallery.
- SM is doing two site plans. Stages in one and emergency exit in another (third one for PA's).
- LM suggests using scribble maps for the site plan.
- JS asks PN about PR and getting the story/event out to people. Look at companies such as 'Your Army' to do the press release for us. Press release based on the onesheet with a few images. E.g. Your Army pay £1000 to do.

SUMMARY OF TEAM'S ASSETS:

- JS - Overall risk assessment, crowd control, main licensing
 - LM - Programming, logo (company logo created by Chris), logo for event, concept on a onesheet for the core team, mood board (PDF), overview/diagram/brainstorm, website (JS suggests a brief for the website), diagram of the team and contact details.
 - CG - Budget, ticket design, wristbands and meeting minutes for the first two meetings.
 - SM - Site manager, floor plan, staffing, small venues, crowd control (emergency exits), VIP gallery area, security, stewards, stage plots and PA etc.
 - PN - Marketing strategy (5 W's), branding, timeline, Facebook event, flyer, sponsorship and brand partnership, event apps, merchandise, video footage to promote the event.
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Other assets: Appendix D – SITE MAP 1 (SM)

APPENDIX E – SITE MAP 2 (SM)



APPENDIX F – ARTIST LINEUP (CREATED BY THE CREATIVE DIRECTOR – LM)

