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**Live Events Management**

Portfolio 1: Parody Park

A 2 Day 3000 Capacity Festival in Marlow, Buckinghamshire



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## **EVENT MANAGEMENT PORTFOLIO 1**

### **PARODY PARK**

#### **A 2 Day Tribute Band Festival in Marlow Park, Buckinghamshire**

##### **Introduction**

‘Parody Park’ is a two day, family friendly tribute band festival taking place at Higginson Park in Marlow in May. This will be a single stage event with 3000 capacity and 22 performing acts spread across two themed days, one being Pop centric and one being Rock centric.

This Event Management document will provide general information regarding the festival organisation and theme, as well as both legal and marketing assets to work as a proposal (Bowdin, 2012).

##### **Concept Proposal: Location**

Higginson Park, Marlow 73 High Street, Marlow SL7 1AE England

Marlow is a town within the Buckinghamshire region, residing about 55km from central London with High Wycombe and Maidenhead as its neighbouring towns. Higgins Park is located on the Thames Riverside at the heart of Marlow (Visit Thames, 2022).

Higgin’s Park is a family friendly park with a kid’s playground, cafés, public toilets, greeneries, a riverside walk, and multiple sports facilities. Numerous events take place here throughout the year, especially during June where the park accommodates the Marlow Town Regatta, family concert Rock Bottom and Marlow Moves festival (The Marlow Society, 2022).

**Concept Proposal: Transport and Accommodation**

Marlow's proximity to London, Oxford and the Midlands makes it a popular area for day trips and means its events attract both local and nonlocal families. The A4155 runs through the town centre and the A404 lies slightly to the East, making it easily accessible to car journeys. The M40 and M4 motorways also surround Marlow. Alternatively, The Marlow Railway station reaches Paddington, London, within an hour. This is a single track branch line from Maidenhead, facilitating traffic between the neighbouring areas. However, there are more services available in surrounding areas such as High Wycombe, Henley on Thames and Reading. Bus lines further facilitate transport to Marlow Park.

The town is full of affordable accommodation such as bed and breakfasts and a travel lodge by the station. The festival will not require a camping site due to its target demographic composed principally of local and near-local families who can arrive by public transport or utilise one of the three close by car parks. Moreover, the target demographic being families means the majority of attendants are assumed to be uninterested in the 'camping' experience, being either past or under its associated age. It can also be assumed that those travelling for the festival have enough disposable income to prefer staying at a hotel or bed and breakfast if they wish to attend both days and live too far to go home, although the end time of the festival accounts for those driving home not having to miss the end.

**Concept Proposal: Theme**

The festival is to take place May 28th to May 29th, a school weekend, before the busy June month in which many events occur in Marlow and avoiding the school holidays in which the target demographic is likely to be away. The aim is that scheduling the event for a 'regular' May weekend will capitalise upon the excitement associated with the arrival of warm weather without the competition of festival season.

The decision to separate the festival into two themed days, rock and pop, was subject to debate as mixing the line up might encourage people to attend both days as there will perhaps be an enticing act on both days. However, Parody Park has decided that the Rock vs Pop day split is to become their unique selling point (USP), a part of their brand identity that can distinguish them from other tribute festivals, and its family friendly atmosphere, (Aaker, 1997).

Figure 1: Demonstrating a few existing UK tribute festivals which could be considered competition. However, due to their different audience targeting younger demographics, they are to be used as inspiration case studies (Skiddle, 2022).



## Site Maps

Figure 2: A Map of Marlow, showing how Marlow Park extends into further green spaces and the riverwalk.

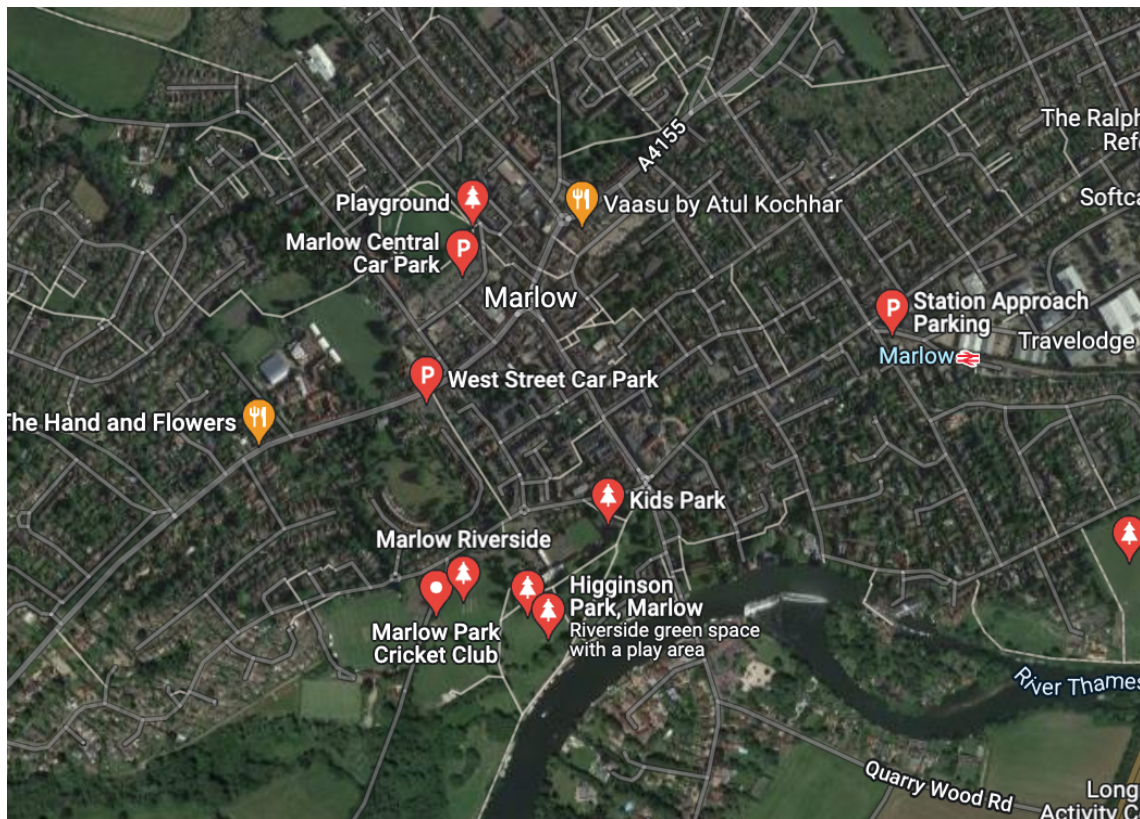


Figure 3: A site map clearly indicating the location of Marlow park, 3 surrounding car parks, Marlow overground and bed and breakfast hotels.



Figure 4: A close up of Marlow Park.

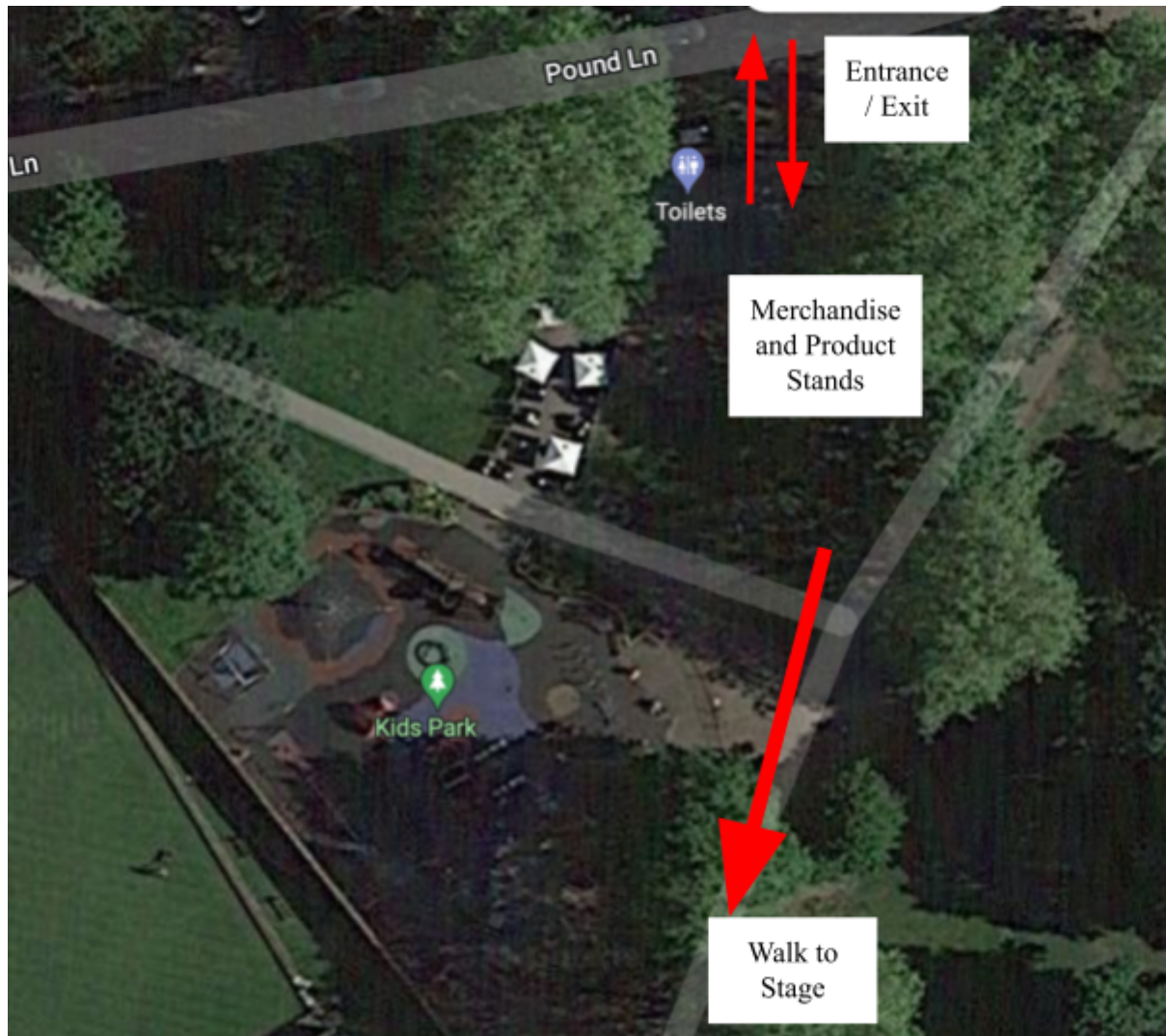


Figure 5: A close up site map of the festival terrain indicating the location of the main stage, the catering trucks and stands, the WC and the entrance at which tickets are to be checked.

The red lines signify barriers to avoid people coming without a ticket.



Figure\_: A close up site map of the park entrance with the Kid's park, café, toilets and the location of merchandise and product stands that will entice visitors to follow along into the festival terrain.



(Higgin's Park, 2022)

**Programming**

- Day 1: Rock centric
- Day 2: Pop centric
- 11 acts per day
- 45 minute sets, 25 minute breaks
- Doors open at 1pm, First act at 1.30pm
- Final Act finishes at 10.45pm, Doors close at 11.30pm

The performers were selected by our artist liaison and booker, who reached out to UK tribute acts seen on the lineups of the above case studies. A sign-up form was also provided on the Parody Park website where acts could propose their services and provide information regarding their fees, setlist, equipment and members. The final lineup incorporates both modern music such as replicas of Beyonce, Ariana Grande, Coldplay and Foo Fighters, as well as 'older' music such as Abba, Blondie and U2. This is to have a programme that entertains both the parents and child demographic (Rentfrow, 2009). This balance was kept in consideration when scheduling the order of the acts, as well as the nature of their set being calmer or more dynamic. The intention was for the energy to naturally increase throughout the day and keep the audience engaged.

Figure 6: A Programme Table organising the set times and breaks for Day 1 of the festival, to be filled with the member and equipment information provided by the acts through a survey.

| PROGRAMMING for Parody Park |                             |                           |           |         |
|-----------------------------|-----------------------------|---------------------------|-----------|---------|
| DAY 1: ROCK                 |                             |                           |           |         |
| ACT                         | TIME                        | BAND                      | EQUIPMENT | MEMBERS |
|                             | 13.00                       | Doors Open                |           |         |
| 1                           | 13.30 - 14.15<br>45 minutes | The Police Force          |           |         |
|                             | 14.15 - 14.40<br>25 minutes | Break                     |           |         |
| 2                           | 14.40 - 15.25               | U2OPIA                    |           |         |
|                             | 15.25 - 15.50               | Break                     |           |         |
| 3                           | 15.50 - 16.35               | Simply Take That          |           |         |
|                             | 16.35 - 17.00               | Break                     |           |         |
| 4                           | 17.00 - 17.45               | Guns 2 Roses              |           |         |
|                             | 17.45 - 18.10               | Break                     |           |         |
| 5                           | 18.10 - 18.55               | Them Beatles              |           |         |
|                             | 18.55 - 19.20               | Break                     |           |         |
| 6                           | 19.20 - 20.05               | Roll With It (Oasis)      |           |         |
|                             | 20.05 - 20.30               | Break                     |           |         |
| 7                           | 20.30 - 21.15               | Let There Be/DC<br>(ACDC) |           |         |
|                             | 21.15 - 21.40               | Break                     |           |         |
| 9                           | 21.40 - 22.25               | KobyKat Killers           |           |         |
|                             | 22.25 - 22.50               | Break                     |           |         |
| 10                          | 22.50 - 23.35               | Led Zepplica              |           |         |
|                             | 23.35 - 24.00               | Break                     |           |         |
| 11                          | 24.00 - 24.45               | Foo-Fighterz              |           |         |

|  |       |             |
|--|-------|-------------|
|  | 23.30 | Doors Close |
|--|-------|-------------|

Figure 7: A Programme Table organising the set times and breaks for Day 2 of the festival, to be filled with the member and equipment information provided by the acts through a survey.

| PROGRAMMING for Parody Park |                             |                                |           |         |
|-----------------------------|-----------------------------|--------------------------------|-----------|---------|
| DAY 2: POP                  |                             |                                |           |         |
| ACT                         | TIME                        | BAND                           | EQUIPMENT | MEMBERS |
|                             | 13.00                       | Doors Open                     |           |         |
| 1                           | 13.30 - 14.15<br>45 minutes | Lareena as Adele               |           |         |
|                             | 14.15 - 14.40<br>25 minutes | Break                          |           |         |
| 2                           | 14.40 - 15.25               | Mikki (Michael Jackson)        |           |         |
|                             | 15.25 - 15.50               | Break                          |           |         |
| 3                           | 15.50 - 16.35               | Glory Days (Bruce Springsteen) |           |         |
|                             | 16.35 - 17.00               | Break                          |           |         |
| 4                           | 17.00 - 17.45               | Beyonce Booty                  |           |         |
|                             | 17.45 - 18.10               | Break                          |           |         |
| 5                           | 18.10 - 18.55               | Heart of Glass (Blondie)       |           |         |
|                             | 18.55 - 19.20               | Break                          |           |         |
| 6                           | 19.20 - 20.05               | Hariana                        |           |         |
|                             | 20.05 - 20.30               | Break                          |           |         |
| 7                           | 20.30 - 21.15               | Abba Revival                   |           |         |
|                             | 21.15 - 21.40               | Break                          |           |         |
| 9                           | 21.40 - 22.25               | Monique as Lady Gaga           |           |         |
|                             | 22.25 - 23.00               | Break                          |           |         |

|    |               |                     |  |  |
|----|---------------|---------------------|--|--|
| 10 | 20.50 - 21.35 | Black Eyed Teaz     |  |  |
|    | 21.35 - 22.00 | Break               |  |  |
| 11 | 22.00 - 22.45 | Starfish (Coldplay) |  |  |
|    | 23.30         | Doors Close         |  |  |

(Tribute Bands UK, 2022) (The Big Tribute, 2022)

### **Ticketing**

Parody Park is to utilise e-ticketing, which is a greener initiative than physical tickets and allows for data to be tracked and emails to be collected for the future festivals. Tickets will be checked at the festival entrance and attendees are to be stamped so that they can enter and exit festival grounds as they please. This is to facilitate movement between the musical portion and the ‘free’ atmospheric bleed of music onto the kid’s playground and merchandise stalls closer to the Park entrance. Tickets will be available at the door for spontaneous turn-out. The incentives to purchase a ticket will be to be able to see the acts perform, as the tribute theme makes for a very visual theatrical showcase that will raise intrigue. It will be identified on posters and all promotional material that the performers will be embodying their tribute act both sonically and through character by dressing and acting like them. The catering and drinks vans and stands will be placed inside the paid festival grounds, creating further incentive for people to buy a ticket for access.

**Ticketing: Tiers**

- Children under 5: Free

Available online 4 months in advance:

- Earlybird: discounted day tickets and 2 day tickets
  - 1 day: 25
  - 2 day: 45

Available Online 2 months in advance and at the door:

- 1 day ticket: 35 pounds
- 2 day ticket: 55 pounds
- Family ticket: Discounted bundle for 4 tickets, applicable to one and two day tickets, anyone can buy
  - 1 day: 110 (instead of 140 for 4 regular tickets)
  - 2 day: 190 (instead of 220 for 4 regular tickets)
- Competition: Win by entering a draw through an email sign up
  - Prize 1: 1 2 day ticket
  - Prize 2: 2 2 day tickets
  - Prize 3: 2 day Family Ticket

## **Sponsorships and Partners**

Sponsorships and partners are an essential part of festival planning as they can supply a wide range of resources. Firstly, the financial assistance is crucial to a 3000 capacity festival as ticket sales generation will be limited. Secondly, the nature of these relationships is mutually beneficial which means both parties utilise each other's platforms to increase exposure and sales. For example, a partnership with the local brewery will supply the festival with drinks whilst exposing their brand to non-local attendants.

A one page sponsorship and partnership pitch will be created to pitch to selected entities, outlined below. This pitch will exist as a template providing key information about the event and then personalised for each occasion to identify the specific value exchange proposal. In exchange for their services, Parody Park guarantees rights packages according to the needs and goals of their brand. For example, Parody Park guarantees the right for our partners' logos to appear on all the marketing and promotional materials.

### **SPONSORS**

Entities or individuals who support an organisation in exchange for marketing opportunities.

- Local breweries: Rebellion Beer Co., Rebellion Tap Yard
- Local restaurants and food trucks: The Mac Daddy, Zink, The Shawarma Box, Rolling Dough, Top Nosh, Tazza Taco, Barbarian Grill, The French Coffee Van (Add To Event, 2022)
- Local radio to present the event: Marlow FM 97.5
- Scaffolding company to set the stage up: Marlow's Scaffolding Services

## PARTNERS

Groups that have a vested interest to share the event responsibility.

- Marlow Council
- Marlow Community Association
- Buckinghamshire Council

A quote from The Buckinghamshire Council Public Open Spaces Hire Policy, demonstrating the council's support towards cultural event startups:

“The council encourages the hire of outdoor open spaces, recognising the contribution that events make to the vibrant community and cultural life of the district's towns and villages and, in the case of larger events, to attracting visitors to enjoy the district's many attractions and contribute to its economic vitality.”

## Risk Assessment

Figure 8: Risk Assessment documents

**RISK ASSESSMENT : Parody Park**

|                                         |                                                                                     |
|-----------------------------------------|-------------------------------------------------------------------------------------|
| <b>DATE:</b> 28-29/05/2022              | <b>DEPT/LOCATION:</b> Higginson Park, Marlow 73 High Street, Marlow SL7 1AE England |
| <b>EVENT SITE:</b> Higginson Park       |                                                                                     |
| <b>ASSESSMENT TYPE:</b> Risk Assessment |                                                                                     |

**Relevant Regulations, guidance and Codes of Practice:**

Health & Safety At Work Act 1974  
 Management of Health & Safety At Work Regs 1999  
 RIDDOR 1995  
 COSHH regs 2002  
 Electricity at Work Regs 1989  
 Provision and Use of Work Equipment Regs 1998  
 Disability Discrimination Act 1995  
 Working At Height Regs 2005 Control of Noise at Work Regs 2005 (Noise Regulation)  
 Personal Protective Equipment at Work Regs 1992 (02)  
 Civil Contingencies Act 2004

**Other Guidance used: The Event Safety Guide HSE Publications:**

Managing Crowds Safely 1996  
 Technical Standards for Places of Entertainment

| RISK                         | WHO IS AT RISK                                                              | EQUIPMENT AT RISK                           | RISK CONTROL IN PLACE                                                                                                                                                           | ACTION TO BE TAKEN                                                                                                           | RISK RATING |
|------------------------------|-----------------------------------------------------------------------------|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------|
| Fire                         | All attendants                                                              | All festival ground and surrounding areas   | Clear indication of fire exits, fire extinguishers, limit inflammable equipment, no liquids next to electricals, no fire activities such as fireworks, no smoke zone by stage,  | Staff training, extinguishers spread throughout site, fire exits indicated                                                   | Low         |
| Intoxication                 | Attendees, band members                                                     | Potential damage to festival grounds        | Staff not to drink, staff training, free tap water supplied, security training and monitoring, bar staff are not to serve overly intoxicated individuals                        | Procedure in place to spot and remove overly intoxicated individuals                                                         | Medium-High |
| Electrocution                | Highest risk for performers and sound engineers                             | Electrical equipment, potential fire hazard | Equipment security checks before the event and throughout. No liquids around cables and sockets, bands and staff must only drink from bottles with caps                         | Have a first aid van with trained first aid staff on the festival grounds                                                    | High        |
| Terrorism                    | All attendants                                                              | Festival grounds                            | Trained security to be monitoring attendants, strict ticket checking at the entry with identity check.                                                                          | Exits are to be cleared for passage and indicated by signs.                                                                  | Low         |
| Exclusion and Harassment     | All attendants falling under protected categories (disabled, lgbtq, female) |                                             | disabled and gender neutral toilets on site, inclusive, lineup, security training to prevent hate crimes or harassment against protected categories.                            | Procedure in place to spot and remove responsible individuals and provide those affected with necessary care and protection. | Medium      |
| Tripping and Falling Hazards | Crowd and performers                                                        |                                             | Ensure equipment is well positioned in orderly places throughout the site and on stage. Have staff dedicated to cleaning the site to remove spillages and garbage on the floor. | Cleaning staff                                                                                                               | Medium      |
| Equipment                    |                                                                             | Stage electrical                            | Have back ups of vital equipment.                                                                                                                                               | Have 'backstage' hands on the                                                                                                | Low         |

|                              |                  |                        |                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                     |             |
|------------------------------|------------------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Malfunction                  |                  | equipment, instruments |                                                                                                                                                                                                                            | side monitoring the gig, attentive and ready to provide new equipment if necessary.                                                                                                                                                                                                 | -Medium     |
| Dehydration                  | All attendants   |                        | Provide free tap water, have reminders of the importance of drinking during ad runs and performance transitions.                                                                                                           | Trained first aid van on site and security to hand out water bottles around the stage, monitoring the crowd in case anyone feels faint.                                                                                                                                             | Medium      |
| Crowd Crushing and Trampling | Crowd            |                        | Place barriers around the stage to limit crowd movement. Have security monitoring the crowd at all times to regulate crowd surfing and moshing before it gets out of hand, removing rowdy individuals.                     | Remove injured or aggressive individuals. Have a trained first aid van on site.                                                                                                                                                                                                     | High        |
| Fainting                     | Crowd            |                        | Crowd security to remove individuals and bring them to the first aid van.                                                                                                                                                  | Crowd security to remove individuals and bring them to the first aid van.                                                                                                                                                                                                           | High        |
| Blood injuries               | All attendants   |                        | Security monitoring                                                                                                                                                                                                        | First aid van                                                                                                                                                                                                                                                                       | Low         |
| Lost Children                | Family attendees |                        | Place a sign next to the first aid van (positioned close to the entrance) indicating children are to come to this spot if they are lost. Have security monitoring festival grounds approaching children that appear alone. | If children are found without parents, announce the names to ask them to come to the first aid van during performance transitions. If parents are looking for children, work with security to locate them and announce for them to come to the first aid van with clear directions. | Medium-High |
| Environmental Damage         |                  | Higgin's Park          | Organize festival utilizing as many green motives as possible, such as online ticketing and recycled plastic bottles, wooden cutlery, hiring of equipment instead of purchasing                                            | Market the festival with green incentives for attendees                                                                                                                                                                                                                             | Medium-High |

(Buckinghamshire Government, n.d.)

## Licensing

Parody Park must submit an application for a premise licence in the park, as well as a permission to serve alcohol and play live and recorded music. This will be acquired from the Buckinghamshire Council, Wycombe Area. The right to play music will be attained through a PRS and PPL licence.

## Marketing and Promotion

Figure 9: The Parody Park Logo



The Parody Park logo was designed to aestheticize the concept of the event. The clashing colour scheme represents the dual pop and rock days. The vinyl and vintage looking font represents the tribute, classic act theme whilst the neon highlights modernise the image to visualise the youthful energy of the event. The Logo was designed to be simple enough that it can be memorable and easily redrawn (Anderson, 2010).

The principle marketing aims are to generate a sense of eagerness about attending the event, represented by the 'Fear of Missing Out' (FOMO) concept. Another promotional tactic is to hold information back to gradually announce the event. For example, the first wave of promotion will include spreading the logo across social media platforms and putting logo stickers around the town. Secondly, the time and place of the event will be announced. Next, the acts can begin to be announced one at a time on social media and through our radio partner. Finally, in the month leading up to the event, the full lineup can be revealed as well as the food and drink trucks that will be present (McDonald, 2021).

## PHYSICAL PROMOTION

Posters are to be hung up around local hotspots, such as surrounding cafés, restaurants and high traffic areas like road crossings. Posters will be concentrated around the park itself, on notice boards and walls. Posters will also be hung in neighbouring areas, such as similar hot spots in Wycombe and Maidenhead. Cultural spaces such as music stores, record stores, book stores and Council buildings will also serve as promotional targets.

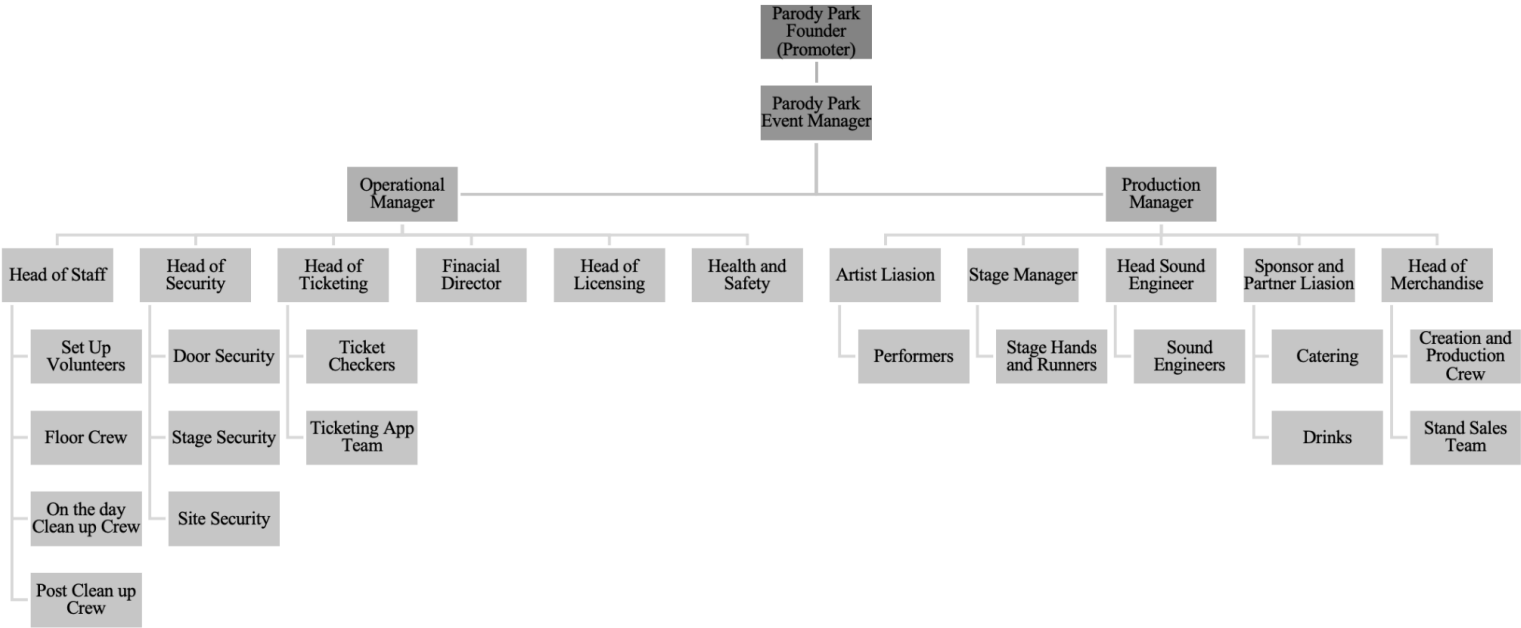
## DIGITAL PROMOTION

The predominant social media targeted will be facebook, as this is the most used platform for 'parent' demographics. Instagram advertising will also be run to target teenage audiences. The radio sponsor will advertise the festival on Marlow FM 97.5 during the 4 month build up to the event, spreading information about early bird tickets and 'breadcrumbing' information to generate excitement and 'buzz' for the event.

Staffing and Team Structure

The main stakeholders for the event will be the promoter and the sponsors, who are to take on the financial risk of not generating substantial financing from a 3000 capacity event (TribFest, 2022).

Figure 10: A flow chart outlining the required staff members and the order of management responsibility



## Financing

The festival brand name will need to register for VAT in order to reclaim a percentage of expenses. The catering and drinks sponsorship deals will be on the basis that they pay the festival a one off fee to be on the site and then a small percentage of revenue from the two festival days (Nielsen, 2019).

Figure 11: A table predicting the expenses and revenue streams for the festival

| EXPENSE                                      | ESTIMATED COST                  |  | REVENUE STREAMS | ESTIMATED REVENUE |
|----------------------------------------------|---------------------------------|--|-----------------|-------------------|
| PRS and PPL                                  | 3% of ticket sales              |  | Tickets         | 75,000            |
| Park Hire                                    | Free                            |  | Merchandise     | 1,000             |
| Booking Acts (22)                            | 100-300 per 22 acts = 2200-6600 |  | Sponsors        | 2500              |
| Stage Hire                                   | 1500                            |  | VAT Reclaim     | 1100              |
| Electricity                                  | 30,000                          |  |                 |                   |
| Waste Disposal / Clean Up                    | 1,000                           |  |                 |                   |
| Physical Promotion: Printing Flyers          | 350                             |  |                 |                   |
| Printing path indication posters             | 50                              |  |                 |                   |
| Decoration: printing banners                 | 500                             |  |                 |                   |
| Online Advertising                           | 500                             |  |                 |                   |
| Ticketing App                                | 1000                            |  |                 |                   |
| Stage PA Hire                                | 850                             |  |                 |                   |
| Merchandise creation                         | 1000                            |  |                 |                   |
| Table Hire for merchandise                   | 500                             |  |                 |                   |
| Ticket Giveaways                             | 480                             |  |                 |                   |
| Staff Name Tags and Lanyards                 | 300                             |  |                 |                   |
| Printing agendas and Programmes              | 30                              |  |                 |                   |
| First Aid Van Hire + Trained First Aid Staff | 1700                            |  |                 |                   |
| Staff: Heads and Directors                   | 250 a day                       |  |                 |                   |
| Staff: Crews                                 | 150 a day                       |  |                 |                   |
| Portable WC Hire                             | 3 for 2 days (50 x 3 x 2)= 300  |  |                 |                   |

**Conclusion**

Two surveys are to be drafted to reflect upon the festival outcomes, one for attendants that will be sent to the email collected by the ticketing, and one for the staff and organisers. The attendant survey will ask questions about their experience and suggestions for improvements, as well as which acts they appreciated the most. The staff survey will ask questions regarding the organisational process and their work experience, also with an option for future recommendation.

A contingency plan is crucial to be developed for potential complications, such as when to decide to cancel or reschedule the event due to weather hazards. The plan will also include a list of backup performers to be contacted in case someone from the programmed lineup is unable to perform (Gniazdo, n.d.a).

In conclusion, this family targeted Tribute Festival is in line with existing Marlow based events meaning it is likely to attract its targeted demographic. The USPs of Parody Park, the pop and rock duality and the family friendly festival atmosphere, make it a marketable event to both locals and surrounding neighbourhoods. The willingness of the Buckinghamshire Council to support community gatherings for cultural activities which will benefit not only inhabitants but also generate tourism and economic benefits mean Parody Park is a promising pitch. This also applies to potential sponsors and partners who can mutually benefit from assisting in the event.

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