

MA Music Business

Level 7

Module Code: SBTY7005

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Live Music & Event
Management

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We were task to put on a one day event . My group consisting of Myself John Uwejeyah, Esther Cole and Ross is Called KIWE. KIWE stands for kick it with Esther.

KIWE is a music and networking enterprise shaped in the form of events and podcasts. KIWE was created as a way for songwriters, recording artist and entrepreneurs to share there music and engage with other industry professionals, creative's and music lover around the UK KIWE was also founded on values of love and support, so therefore, also provides a platform for other artists to showcase their work and meet new people too. It's a spa e for lovers of music to be at home with "family" and be immersed in authentic urban sounds that express love, pain, adventure, new beginning, success and revelations. KIWE event and podcasts are characterised by laughter, fun debates and games. We listen, we sing, we dance, we dance we talk.

As a group with felt it was important to have a clear team structure in place this because Everyone needs to know who is doing what and who is in charge of what, due to the fluid nature of events. So a clear structure is important otherwise your likely to have your event end up in chaos because there is no clear chain of command. Below you can see a basic event management structure.

Roles

<u>Name</u>	<u>Role</u>	<u>Responsibility</u>
Esther Cole	Founder and Event Manager	Overall responsibility Booking artists Making Payments Planning event Creating promotional resources Branding Programming
John U	Marketing and Promotion Assistant	Taking Lead on promotion through social media and researching other avenues for free or affordable promotion
Ross Wilson	Creative Assistant	Assisting with daily task and event planning

Organisational Structure

Event manager					
Venue	Artists DJ Instrumentalists	Suppliers	Marketing and Promotion Assistant	Creative Assistant	Volunteers
			Public/Attendees		

With a clear structure in place we were able to start planning the event. We decided to have the event at Two Tribe for many reason. Two Tribe is situated in the Tileyard complex which is one of the biggest hubs for music business in Europe. This provided us with a direct market place of consumers that might like the project that we were going to put on. Another reason is that we all study at Tileyard Education. This provide to be a big help on putting on the event because we were able to get our printing done over there and get great advise when we needed a question answered.

Now that we had the structure in place it was is for us to set a project management plan in place. Due to the small nature of the event we ended up all working on everything. We still had our individual roles just in case something is not happening that person could pick up the slack. We created a short list of roles on the project management plan please see below

- Print work Esther
- Talking to Tileyard John
- Social media John
- Keeping minute and setting up group meetings John
- Financing and budget Esther
- Dealing with acts Ross
- Dealing with the venue Ross
- Staffing John

According to Ben Ashton Writing for the Digital Project Manager project management plans are important because “ without it, teams and clients are exposed to chaotic management, unclear objectives, a lack of resources, unrealistic planning, high risk, poor quality deliverables, projects going over budget and delivered late”. (The Digital Project Manager, 2019)

“Great project management matters because it delivers success. Project management creates and enables happy, motivated teams who know their work matters, so do their best work. And that project management enabled team ensures the right stuff is delivered; stuff that delivers real return on investment, and that makes happy clients”. (The Digital Project Manager, 2019)

We spent a lot of time on marketing the event. We knew that in order food the event to be a success we needed to make sure we got the marketing right. So we decided to create a marketing plan.

“Marketing planning helps you develop products and services in your business that meet the needs of your target market. Good marketing helps your customers understand why your product or service is better than, or different from, the competition.”

“A good marketing plan can help you reach your target audience, boost your customer base, and ultimately, increase your bottom line. It's often required when seeking funding and helps you set clear, realistic and measurable objectives for your business”.

“Developing a marketing plan requires research, time and commitment, but is a very valuable process that can greatly contribute to your business success.”
(Business.gov.au, 2019)

Marketing plan in a time line

- Creation of concept name.
- Creation of the logo/artwork.
- Creation of merchandise such as t-shirts and balloons.
- Using marketing mix tool such as the 7p's product, Price, Promotion, Physical Evidence, People, Process and Places to help plan our strategy.
- Creating social media KIWE accounts on Instagram and Facebook so we could keep people updated on what's going on with the event.
- Speaking to the local business in the Tileyard complex to promote the event and get them to come.
- Putting up posters in Two Tribes to promote the event
- Creating social media roll out plan. Which entailed give certain bits of information at certain times as we got closer to the event.
- Going on the Tileyard podcast to promote the event.
- Using connections at Music Jobs who are based at Tileyard to get a feature on there website for our event.
- Reminding lecturers at Tileyard to tell student about the KIWE event at the beginning and end of their lectures.
- Also posting the event on our personal social media platforms and getting our network of friends to do the same.

With the social media marketing we planned scheduled updates on Facebook and Instagram. We posted once a day on both platforms when we were four weeks out, two weeks, then twice a day on both platforms from two weeks to go.

(Please see appendices 1,2, and 3 for Logo artwork merchandise pictures and 7p's explanation in depth)

Staffing was not an issue for us our event is only a small event so the only staff for KIWE is Myself Esther And Ross. All staff at Two Tribe from bars staff to security is all handled by them directly.

Licensing is a very serious thing and should not be over looked when planning and event. There is some great information that can be found on the gov.uk website under entertainment licensing. In the case of our event we didn't have to worry about licensing because the venue Two Tribe had all the necessary licensing need PRS PPL etc.

Floor Management was not needed because Two Tribe is so small as a venue, but we did have friends helping out with branded KIWE Merchandise on to help point people in the right direction if they got lost.

The Financing of the event came from Esther. She funding the event by herself.

Esther and Ross were in charge of the KIWE budget. (Please see appendices 5 for Budget)

One of the final things that we worked on was our programming schedule and timetable for the event. We thought that leaving this to last was a good idea because we wanted to have everything in place first. Anything can happen when running an event so we wanted to limit the amount of changes we would have to make in our scheduling and timetable. (Please see appendices 4 for scheduling and timetable for KIWE)

Reflection

While creating this event I have learnt a lot about event management. I also learnt a lot about working in a group. At the beginning of this process we allocated roles to each other but we found that it was easier just to work on everything together. This was for a few reasons, we all had different knowledge about putting on events so all of our input was valid, also certain sections were too big for one person to do alone, for example the event management plan and marketing plan. My role in this group was to come up with the marketing strategy, who we need to speak to and what we will say to them, also how we want to look as a business. I decided to combine my marketing and promotion roles together because they are linked together.

Appendices 1 KIWE Logo



Appendices 2 KIWE Merchandise



Appendices 3 Marketing Mix 7p's

THE MARKETING MIX

“Simply put the Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering. The 4 Ps have been associated with the Marketing Mix since their creation by [E. Jerome McCarthy](#) in 1960 (*You can see why there may have been some need to update the theory*). (Academy, 2019)



The Marketing Mix 4 Ps:

- **Product** - The Product should fit the task consumers want it for, it should work and it should be what the consumers are expecting to get. (Academy, 2019)
- **Place** – The product should be available from where your target consumer finds it easiest to shop. This may be High Street, Mail Order or the more current option via e-commerce or an online shop. (Academy, 2019)
- **Price** – The Product should always be seen as representing good value for money. This does not necessarily mean it should be the cheapest available; one of the main tenets of the marketing concept is that customers are usually happy to pay a little more for something that works really well for them. (Academy, 2019)
- **Promotion** – Advertising, PR, Sales Promotion, Personal Selling and, in more recent times, Social Media are all key communication tools for an organisation. These tools should be used to put across the organisation's message to the correct audiences in the manner they would most like to hear, whether it be informative or appealing to their emotions. (Academy, 2019)

In the late 70's it was widely acknowledged by Marketers that the Marketing Mix should be updated. This led to the creation of the Extended Marketing Mix in 1981 by Booms & Bitner which added 3 new elements to the 4 Ps Principle. This now allowed the extended

Marketing Mix to include products that are services and not just physical things. (Academy,



2019)

The extended 7 Ps:

- **People** – All companies are reliant on the people who run them from front line Sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering. (Academy, 2019)
- **Processes** – The delivery of your service is usually done with the customer present so how the service is delivered is once again part of what the consumer is paying for. (Academy, 2019)
- **Physical Evidence** – Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. For example a hair salon would provide their client with a completed hairdo and an insurance company would give their customers some form of printed material. Even if the material is not physically printed (in the case of PDFs) they are still receiving a “physical product” by this definition.” (Academy, 2019)

Program Schedule and timetable

TIME	PLAN	DETAILS
2pm	Arrive at Venue	Complete any final printing and administration Hand out flyers to all the offices in Tileyard and to people on the street. Prepare free drink tickets.
4pm	Setup	Sound and Technical team setup up sound and Instruments KIWE Team, blow up balloons, set up vendor tables, decorate venue and layout accordingly and display

		and display artwork around venue.
5.30pm	Sound Check	Everyone gets 10 mins each
6:30pm - 7pm	Doors open / Registration.	Doors open Mailing List Photos Drinks Network
7.15pm - 7.30pm	Esther Perform and open show (RnB Singer) Esther Hosts entire show	What and why KIWE Explain raffle v mailing list vs Shaka Zulu prize Cake table Artists Pop Quiz and Prize
7.30pm - 8pm	J'Nai (RnB singer) Charla (Soul Singer) Marnie Taylor (Soul Singer) Adam Wedd (Folk/Soul	Both perform two songs each Introduce each artist in between sets

	(One song each)	
8pm – 8.30pm	Break	Pop Quiz Prize Giveaway (A KIWE branded beer dispenser)
8.30pm - 9pm	KAJA (Soul Singer) Siobhan Elouise (Soul Singer) (Two songs each)	Both perform two songs each Introduce each artist in between sets
9pm – 10pm	Networking and drinks (Announce Raffle Winner at 9:30pm)	Everyone receives a free raffle upon entry, after subscribing to our mailing list. Prize is a 3 course meal, drinks and club night at Shaka Zulu for two people
CLOSE		

Appendices 5 budget plan



BUDGET	
Item	Amount
Esther's Salary	£500.00

Appendices 5 budget plan

EVENT EXPENSES	
Item	Amount
Venue	£0.00
Sound Technicians	£200.00
Branded Balloons	£40.00
Flyers	£55.00
Tshirts	£60.00
Vinyl for printing brand name on Tshirts	£45.00
Instrumentalists	£50.00
Prizes	£80.00
Stationary and resources	£30.00
Free Drinks for first 30 people at door	£25.00
General Printing	£20.00
Petrol and Parking	£50.00
Promotion	£60.00
Photographer and Videographer	£60.00

Appendices 6 Esther Marketing plan

<https://drive.google.com/file/d/0Bzw54ww1EU4LclpoRFVKdjR0ZnhqRTlqajNJYWYyNERyZDUw/view?usp=drivesdk>

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