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BMTY7005 Live Music and Event Management

Portfolio 2

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1.0 Introduction

This portfolio documents the planning of “a small group’s organisation of a 1-day cross-media cultural live event held at Tileyard Studios”. Most of the detailed information about the topics mentioned can be found in the appendices. This portfolio contains evidence of event management, including team meetings, programming and legal considerations, promotion and finances for Demo Fest, a live music, talks and networking event.

2.0 Event Management

2.1 Planning

The first meeting was held in class while I was away, but Róisín and Fanchon, who ended up being appointed event managers, kept me in the loop and I was put down for promotion and branding as well as licensing and health and safety, which ended up being done by Kieran and Marta (see Appendix A).

Over the course of multiple meetings and WhatsApp group chat discussions, everybody’s roles became more defined (see Appendix B) and tasks were assigned. Every meeting was spent outlining the details of the event as well as checking up on each member’s tasks.

2.2 Programming

The goal for Demo Fest is for performers to be current Tileyard Education students or have ties to the Tileyard community. In order for students to sign up as performers, we created a Google Form inquiring about all the information that we would need to determine what venue would best suit the performances (see

Appendices C and D). We decided that The Gallery would host full-band entertainment while Vinyl Café would be a place for more quiet, acoustic performances, allowing attendees to enjoy food and network. Live performances will begin at 17:30 and finish at 22:30 in The Gallery and begin at 17:30 and finish at 21:50 in Vinyl Café so that there will not be anyone else playing at the same time as our headline performer, Tamaraebi (see Appendix E).

In addition to the performances, we will have industry guest speakers in The Gallery from 12:00 onwards (see Appendix F). Only three out of five slots are confirmed for now, but they include different topics, such as a live “Song Deconstruction” or a “Women In Music” talk.

2.3 Proposal

Róisín wrote a document that we used to pitch our event proposal to Tileyard (see Appendix G). The proposal outlines the overall theme and purpose of the project as well as potential sponsors and partners: Ostereo, Tileyard, Vinyl Café, Two Tribes and Small Green Shoots. It also includes a section listing the equipment and resources needed for the carrying out of the event and an elevator pitch written by Jan, which will be used to pitch to sponsors.

2.4 Site Map, Health & Safety and Licensing

The event site is to be accessed by foot through Vale Royal or Tileyard Road (see Appendix H). There is little to no public parking and as both venues are located in the Tileyard complex enclosure, there will be little traffic and it will mostly be made up of regular Tileyard attendees. As the event is taking place in The Gallery and Vinyl Café, there is no need for fencing or any other crowd management setups.

The Risk Assessment revealed a relatively low level of risk, with the highest being intoxication (see Appendix I). The bar staff is trained in managing customers' intoxication and the severity should therefore be kept to a minimum.

As Vinyl Café and The Gallery both hold licenses, we do not need to apply for a Temporary Event Notice license. If we were to become required to for any reason, Kieran has made a list of criteria to follow (see Appendix J).

2.5 Contingency Plan

In case one of the venues became inoperative, we could move the live music outside to the parking area. However, this would require a license as that zone is not covered by Vinyl Café or The Gallery's licenses, and noise could become a problem. The easiest option, if possible, would be to postpone the event.

3.0 Promotion

3.1 Target Audience

Our target audience for Demo Fest encompasses a broad range of creatives and professionals with ties to the Tileyard community, all above eighteen years old.

- **Students and Alumni**
    - Current level 6 and post-graduate Tileyard Education students and Alumni: use the facilities either sporadically or on a daily basis and attend networking events.
    - Usually on the younger side of the spectrum – more prone to experiencing the "fear of missing out" (Gordon, 2022).

    - Limited funds – more likely to spend on food and beverages than donations.
    - Very social – likely to appreciate the networking part of the event.
    - Eager to find out more about the industry and/or make connections – likely to attend talks.
- **Creatives**
    - Aspiring or semi-established creatives and aspiring students.
    - Interested in networking and experiencing the Tileyard community.
    - Attracted by the talks and happy to discover new music.
- **Working Professionals and Tileyard Tenants**
    - Professional residents of the Tileyard community
    - Able to walk in after work and stay for a few drinks, possibly longer if they enjoy the talent.
    - Stable income – more likely to donate.
- **Outsiders**
    - Friends and family of performers and speakers
    - Likely to stick around if they enjoy the music from other performers.

3.2 Social Media

Social media is an integral part of our promotional strategy. I have created an Instagram account (see Appendix M) with the Demo Fest logo designed by Jan (see Appendix K) on which I will make a post introducing each performer and speaker every few days in the run-up to the event. I have created a mockup post to have a template to use for each post (see Appendix N). The Instagram page will have a link to tickets in the bio. Marta also created a Facebook event with a link to tickets and a description of the event (see Appendix O).

On the day of the event, I will post Instagram stories with content from speakers, performers and the general environment of the event. Additionally, I will upload stories and regular posts during the preparation of the event on the day in order to build interest as well as after the event to thank people for attending.

We have decided not to use social media promotion as venue capacity is limited and we do not have enough funds to justify any additional promotion spend. However, we will use hashtags such as #networking, #livemusic and #singersongwriter to help reach some of our target audience.

3.3 Mailing Lists

One of our most important promotion tools is our partners' and sponsors' mailing lists. We are counting on Ostereo, Small Green Shoots and Tileyard to use their databases to maximise attendance. We will also use our own mailing list gathered through ticket sales to encourage attendance in the days leading up to the event.

3.4 On-Site

When it comes to promotion at Tileyard, we are planning on leaving stickers around the facilities with the event's logo as well as a QR code leading to the ticketing page with the event's description (see Appendix P). With dynamic QR codes, we could change the link or even the type of target: web address, PDF file, etc. In addition, we would be able to track metrics such as the number of scans, which is a valuable marketing tool (QR Code Generator, 2020). We also thought about using the stickers as a way to raise brand awareness on the day of the event by sticking them on the t-shirts of staff members. It will also be a good way of easily identifying staff in addition to the lanyards.

Jan also created a poster with all the event details, including the performers and the sponsors and partners (see Appendix L). These posters will be printed and displayed around Tileyard a few weeks before the event. They will also include the same QR code as the stickers.

Finally, I thought about having different QR codes at the entrance of each venue. They would lead to a page with the venue's programme and every performer's information, including their bio and social media links.

4.0 Finances

4.1 Ticketing

For ticket sales, we decided to use Weezevent as it allows for free tickets with a donation option and will be a valuable tool to build our own database and estimate attendance. Additionally, Weezevent provides easy remarketing tools, which would be useful if we were to put on another event.

Adam was charged with creating a comparison between several online ticketing platforms in order to help us make a definite decision (see Appendix Q). However, the asset was completed late, did not include the essential comparison points needed and was based on a web page from 2016, so we chose to stick with Weezevent because of our in-class discussion with Olly Goddard.

While the tickets are free, there will also be an option to make donations with a card machine at the event. This gives us the opportunity to attract more people and give them the will to donate throughout the day and evening.

4.2 Budget

While we are hoping to get most services free of charge through our partnerships and sponsorships, the budget still reflects the estimated expenses (see Appendix R). Hiring The Gallery normally costs £1,500 for one evening (Hire Space, 2022) and about £2,00 for a full afternoon and evening, and we estimate Vinyl Café to be free of charge as they will be our sponsors. We estimate that we will need two security guards –one for each venue– for approximately six hours, which should cost around £200 (London Security Services, 2020). For promotion, we could get 250 stickers for as little as £10 (Bizay, 2022) and twenty posters for approximately £60 (VistaPrint, 2022). Most of our expenses are listed with an "actual" of £0 as it is what we are planning to obtain them for.

With being pessimistic in terms of attendance and donations, we can estimate a potential income of £175, which would lead to an overall loss of £170, despite the event's low running cost. As Demo Fest is a launch event and is for charity, we are hoping that our sponsors and partners would cover this loss.

4.3 Sponsorships and Partners

Funding For Good (2019) defines sponsors as "individuals or entities that provide support to your organisation in exchange for marketing opportunities" and partners as entities who "have a vested interested and shared responsibility with your organisation".

Taking this into consideration, we could label our relationship with Ostereo, Two Tribes and Vinyl Café as sponsorships. Ostereo will benefit from the exposure procured by our event in exchange for a small monetary contribution as well as their audience. Two Tribes will obtain publicity through Demo Fest as a reward for a

donation. Vinyl Café will reach new customers and get a high number of orders for letting us use their space for free.

Similarly, Small Green Shoots and Tileyard could be labelled as our partners. Small Green Shoots will provide us with marketing resources in exchange for exposure and 50% of our net profit, assuming that there will be some. Tileyard will let us use The Gallery and provide us with equipment and staff in exchange for partial recoupment as well as publicity for the facilities and the Education branch.

5.0 Personal Involvement

Throughout the planning of Demo Fest, I was in charge of managing the promotion team made up of myself, Jan and Marta. Together, we established the brand identity, deciding to use a rough-looking aesthetic to fit with the “demo” theme. I came up with the promotion strategy, both before and during the event. I also created the Instagram post template to introduce the speakers and performers.

I believe that I did a good job of managing the promotion team as communication was kept clear and open and everyone delivered their assets in a timely manner and to a standard that I consider to be high. However, I had to get involved with some aspects of project planning that were not my responsibility, such as the budget, as some of the estimations did not make sense to me. While I am glad that I spoke up for the good of the final result, I wish that I could have been less hands-on in the process, as it was not my place to interfere. Some team members found themselves having to pick up the slack of others, which is almost always part of teamwork. Overall, I would be very happy to be able to make Demo Fest happen, perhaps with a reorganisation of the team.

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7.0 Appendices

Appendix A: Meeting Minutes

22 February

Minutes: In-Class Meeting

22 February 2022

Assignment outline: Portfolio 2- 40%

1st April - 2000 words

- Hosting an actual event, but have the details ready by April
- Decide: split into two groups or one big group
- One day cross media live event held in Tileyard
- What is the event going to be?
    - Outdoor event at Campfire or Gallery
    - Using MA Songwriting students
    - Need permission from Campfire / Gallery
    - Need to appoint roles
    - Licensing issues - temporary event notice
        - Curfew, alcohol, etc.
        - They shouldn't charge us if they're getting revenue from food and bar

Our Objective

To plan a Tileyard based event with details in place by early April.

Deadlines/Milestones

Roles to be decided:

- Event manager
    - Writing event management plan
    - Health & Safety
    - Venue finder
- Accountant / Finance manager
    - Sponsorship and crowdfunding
    - Ticket sales
- Programmer
    - What *is* the event
- Licenser
- Marketer
- Floor Manager
- Artist relations

Venue key points to address:

- Capacity
- Licensing restrictions
    - Timings
    - Age
- Price, rental cost
- Bar deal

Project Update Roundtable

Provisional roles Assigned:

- Finance and ticketing
    - Tom
    - Jan
    - Zanotti
- Marketing, Promo, and Branding
    - Justine
    - Jan

Programming / artist relations

- Val
- Róisín
- Craig
- Event managers
    - Fanchon
    - Kieran
    - Marta
- Venue management
    - Kieran
    - Róisín
- Floor manager
    - Zanotti
- Licensing and H&S
    - Justine
    - Event managers

Ideas and tips

- Pin as an open day / showcase for future students
- Festival day type thing, campus wide
- More likely to come if they've purchased a ticket
- Charity fundraiser
    - Power Up, Jamal Edwards honoured, Music in Mind, London Music Fund,Love Music Hate Racism.
- Engaging local community
- Women in Jazz
- H&S: security, insurance, drug policies and testing

3 March

Minutes: Class Meeting Discussion

3 March 2022

Target audience

- Creatives
- Students
- Drinks people (sponsors)
- Catering / hospitality

Students (post grad and level 6)

- Broke! Limited funds
- Love music / musicians
- Socialites

Tileyard residents

- Industry professionals
- Wide age- 18-70
- Creative industries
- More money than students, young professionals with disposable income (double income no kids yet- DINKYS)
- Seniors and industry leaders

Outsiders

- Music lovers
- Aspiring students
- Aspiring Tileyard residents

Main modes of sharing:

- Posters
- LinkedIn
- Instagram
- Facebook

23 March

Minutes: Project Check-In Meeting

23 March 2022

Members present: Róisín Doyle-Bakare, Justine Perret, Fanchon Dehillotte, Marta Teolato, Tom Parke, Jan Dittrich.

Project Update Roundtable

Updates from team

Justine

- Made an instagram- demofest22
- Facebook event incoming
- Photoshop template underway
- Marketing promotion plan complete
- Awaiting logo from Jan
- Planning to use QR codes, Eventbrite ticketing
- Will specify advertisements - not planning on using social media adverts
- Sticking with the demo 'theme' to make a messy / rough style in marketing

Fanchon

- Starting to organise who would play where for a setlist
- Multiple additions of acts by Valerie need to be clarified
- Awaiting to meet with Kieran and Marta tomorrow to do licensing
- Made a template on staffing for the event
- Added elevator pitch to event proposal

Róisín

- Created a Google Drive to contain assets. A second folder with essential assets was created that everyone would have access to once they submitted their portion of the workload as was deemed fair by the group.
- Monitoring answers from the performer submissions - will get in touch with successful applicants with more details and arrange a meeting with team to decide who should play
- Following up with Harry and Steve to confirm date and venue
- Will confirm and reach out to sponsors and charity
- Will reach out to Val to confirm artists and speakers that she has arranged

Tom

- Uploaded the budget to Google Drive
- Added lanyards to finances
- Will add digital marketing to budget as a free expense

Marta

- Site map and health & safety have been uploaded
- Awaiting to meet with Kieran and Fanchon tomorrow to do licensing

Jan

- Working on the poster
- Working on the logo- will send to Justine soon
- Warm orange tones chosen for branding
- Added elevator pitch to event proposal

Next Steps

- Going ahead with Small Green Shoots- will contact in due course
- Ostereo- we will reach out to them to see if they are interested in sponsorship
- Need updates from Val, Zanotti, Kieran, Craig
- Need to confirm that we are all on the same page about the event itself
- Need to assign official staffing roles - Fanchon uploading updated staffing info in drive- has changed from initial meeting. Anyone who has not contributed / agreed to a role has not been added to this sheet. Roughly:
    - Justine and Jan- social media marketing (videos, photos etc.)
    - Zanotti- host / presenting artists in Gallery
    - Róisin and Val- artist liaison
    - Tom- ticketing
    - Marta, Kieran, Fanchon- Floor manager and assistants

24 March

Minutes: Project Check-In Meeting

24 March 2022

Members present: Róisín Doyle-Bakare, Fanchon Dehillotte, Valerie Etienne, Jan Dittrich, Tom Parke, Marta Teolato.

Discussion and Next Steps

28 Questions for Robert:

- Ticket pricing
    - Valerie- want to attract people there
    - Fanchon- freedom of movement, let's Tileyard residents just pop in
    - Robert- reasons for ticket: funding the event, database of people interested
    - Donations on the night and at the time of getting free tickets
    - Decision made: free tickets on Eventbrite for a database, an idea of numbers, an option to donate at the time of getting tickets, and donations with a card machine on the night
    - Check out Weezevents for ticketing

Clarifying

- The two Google Drive folders have now been merged and organised.
- Acts and speakers
    - Val added document to drive outlining confirmed and interested speakers
    - Need to reach out to others (potentially two slots) of our mentors etc.
    - We are having the end say in who plays in what venue
    - Fanchon has made a document to map out who plays where and set times etc.
    - Need to confirm who will be interviewing people
    - Tileyard Music / residents that could perform:
        - Georgia Meek
        - Tamaraebi (signed with Autonomy)
- Vibe
    - Vinyl and Gallery will have clashing times which is ok cause different environments
    - There'll be 20 mins between acts with checks etc.
    - Vinyl- networking, drinking, eating in front, acoustic acts in back
    - Gallery- gig environment
- Steve
    - Get a hire fee and details directly from the Gallery and Vinyl Cafe and send this onto Steve and Harry. See what's possible
    - See if they'll give it for free
    - He will talk to them directly and mention that they'll be approached next week
    - Agrees with the rationale of the date of June 1st
    - What is the contingency plan?
        - If the venues aren't free / too expensive etc.

- Just add a line or two that mentions where your second choice might be- e.g. Campfire, local pubs
- Consider: At what point would you cancel or postpone if a problem occurred? How do you inform everyone?

- Make it as real as possible

Proposed meeting date/time: Monday, March 28th 2022, 2PM
Location: Tileyard Education Building
Attendance: all group members required

Goal: to gain final clarification on aspects of the group assignment before the upcoming deadline.

Items to be discussed:

28 Mar

1. Asset evaluation -
Time: 15 mins
Purpose: To clarify what assets remain and what assets are uploaded / accessible

Minutes: Project Check-In Meeting

28th March 2022

Members present: Róisín Doyle-Bakare, Fanchon Dehillotte, Justine Perret, Valerie Etienne, Tom Parke, Kieran Sienko
Via Zoom: Marta Teolato, Adam Zanotti

Discussion and Next Steps

Used the agenda created prior to meeting to address following issues:

1. Asset evaluation
   - Confirmed that everyone in the group has access to all assets in the Google Drive
   - Programme needs re-doing
   - Kieran has added licensing to the drive

2. Budget and ticketing clarification
   - Ticketing comparison to be uploaded today by Zanotti
   - Confirmed tickets will be free with voluntary donation
   - Confirmed all donations will be given to charity and not for recoupment- this will be covered by Tileyard Education
   - Confirmed that budget decisions have been researched by the team, with choices updated
   - Addressing issues in budget
     - Potential expenses
       - Covering travel expenses for non-student artists and speakers- highest expense scenario for transport worked out as £125
       - Security - approx. £200
       - Flyers, stickers, and lanyards
     - Performers do not need to be paid as it is a charity fundraiser
     - Video production not needed, covered by social media team
     - Estimated vs. actual
       - How much it will cost roughly if we were paying for the service vs. what we are actually paying

3. Programme and scheduling
   - Confirmed: 9 acts for Vinyl, 7 for Gallery
   - Confirmed that Fanchon has created a 'flow' unity to the order of the programming
   - Equipment
     - Equipment lists gathered by info collected in performer submission form
     - Likely to be provided by Tileyard
     - Will still need two keyboards for each venue
   - Craig assigned programming
     - Craig was to insert a start time and end time and to figure out how long to give people. Team decided that 15 minutes per person will not work. This now needs to be fixed by Fanchon.
   - Timings confirmed
     - 10:15-30pm end time aim to allow for overtime, plan to finish by 11pm
     - Set up with start at 5:30pm
     - 35 minute sets in The Gallery
     - 20 minute sets in Vinyl
   - Interviews
     - Val and Craig to gather questions
     - Val to conduct interviews and to create a preliminary schedule for talks

4. Marketing decisions
   - Colours fit with aesthetic with rough demo and summer vibes
   - Social media
     - Instagram focus
     - Not venturing into TikTok
   - Physical flyers and stickers around the community
   - The use of QR codes
     - One for posters and stickers to bring you to the website for ticketing
     - Using dynamic QR codes that change which link they lead to and monitoring who is scanning them etc.
     - One on the night at the entrance that take you to a web page that has info on the performers and programme
   - Marketing to target audience
     - Utilising partners and sponsors existing audiences
     - Internally pushing it with promotion, basic hashtags etc.
     - Reaching out to our own friends etc.

nme of acts and speakers

n marketing decisions

hoices?

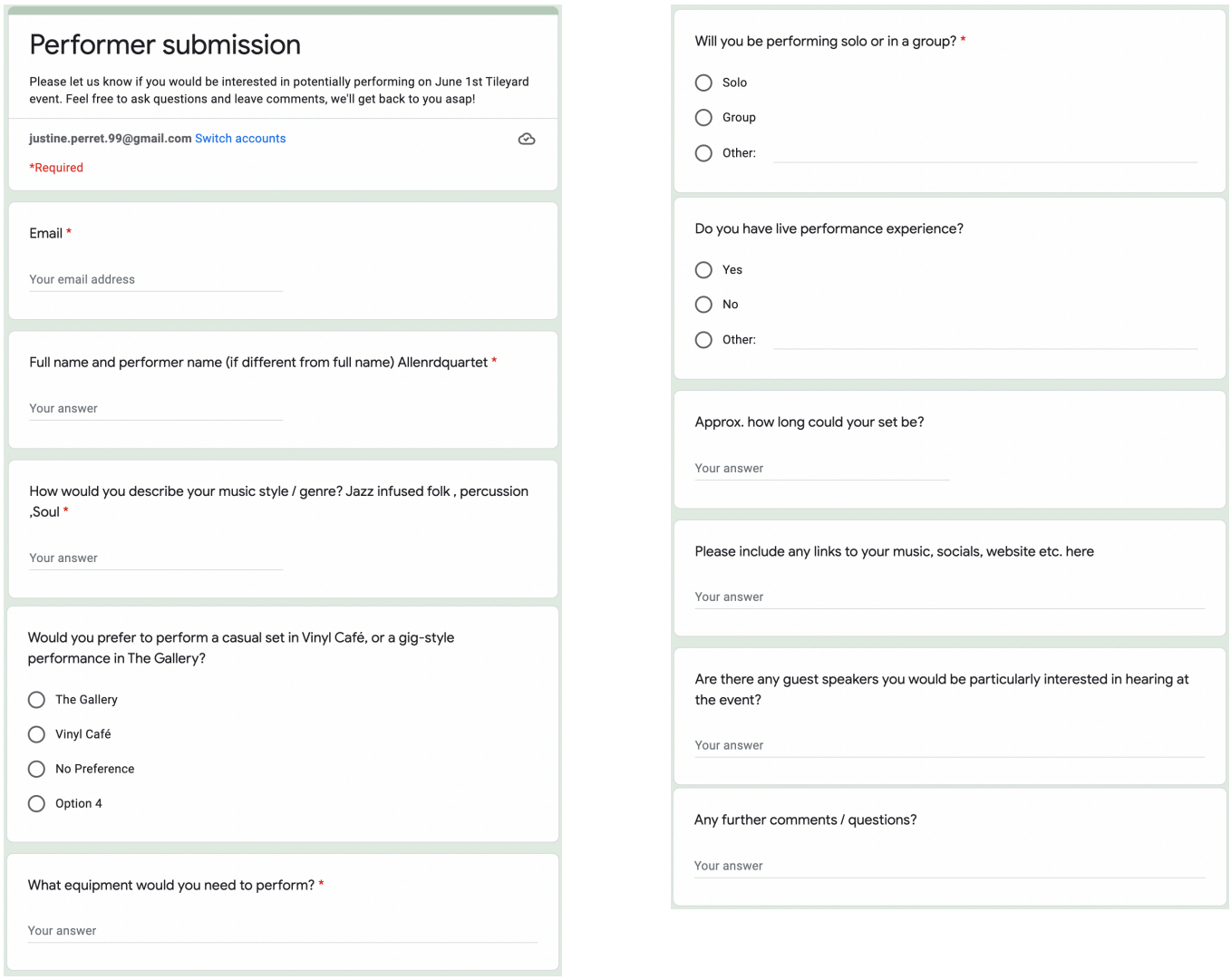
b. Which social media will be the main focus?
c. The use of QR codes
d. How target audience will be targeted
e. Updating ticketing platform

5. Any further comments
Time: 15 mins
Purpose: to ensure clarity on all aforementioned and potentially newly arising issues
Leader(s): Róisín, Fanchon

Appendix B: Team Roles & Staffing

PLANNING	
ROLE	**NAME**
event managers	Fanchon, Róisín
licensing and risk assessment	Marta, Kieran, Fanchon
site map	
finance and ticketing	Tom, Jan, Adam
promotion	Justine, Jan, Marta
programming and artist liaison	Valerie, Róisín, Fanchon, Craig
sponsorships and partners	Róisín
venue liaison	Róisín, Kieran
ON THE DAY	
ROLE	**NAME**
event managers	Fanchon, Róisín
social media	Justine
hosting / interview speakers	Valerie, Craig
MC: The Gallery	Adam
MC: Vinyl	Valerie
artist liaison	Valerie, Róisín
ticketing	Tom
floor manager	Marta
floor manager assistants	Kieran, Jan, Craig

Appendix C: Performer Application Form



Performer submission

Please let us know if you would be interested in potentially performing on June 1st Tileyard event. Feel free to ask questions and leave comments, we'll get back to you asap!

justine.perret.99@gmail.com Switch accounts

*Required

Email *

Your email address

Full name and performer name (if different from full name) Allenrdquartet *

Your answer

How would you describe your music style / genre? Jazz infused folk , percussion ,Soul *

Your answer

Would you prefer to perform a casual set in Vinyl Café, or a gig-style performance in The Gallery?

- The Gallery
- Vinyl Café
- No Preference
- Option 4

What equipment would you need to perform? *

Your answer

Will you be performing solo or in a group? *

- Solo
- Group
- Other:

Do you have live performance experience?

- Yes
- No
- Other:

Approx. how long could your set be?

Your answer

Please include any links to your music, socials, website etc. here

Your answer

Are there any guest speakers you would be particularly interested in hearing at the event?

Your answer

Any further comments / questions?

Your answer

Appendix D: Performer Application Responses

Timestamp	Email address	Full name and performer	How would you describe	Would you prefer to perfo	What equipment would yc	Will you be performing so	Do you have live perform	Approx. how long could y	Please include any links t	Are there any guest speal	Any further comments / questions?
10/03/2022 15:49:00	dehillottefanchon@gmail.c	Fanchon Dehillotte - Fanc	grunge / dream rock	The Gallery	full band set up so 2 guita	Group	Yes	could go past 30	https://fanchondehillotte.wixsite.com/music		
10/03/2022 16:13:35	genderwarfare69@gmail.c	Mia thunderska/Gender W	Dance Influenced Queerc	The Gallery	Kick, rack tom, floor tom,	Group	Yes	45mins	http://linktr.ee/genderwarfi	Someone from Nuclear Bl	Due to travel commitments, we'd only be able to arrive at the venue by 6 at the earliest for sound check.
10/03/2022 16:16:12	jamesburns7@hotmail.co	James Burns (Robinson's	Ambient/Soundscape/Glit	The Gallery	just a mixer and DI box, I	Solo	Yes	as long as needed! 20 mi	https://www.instagram.com/robinsonsvillage/ https://open.spotify.com/artist/6Sgq1dL8uoxXhdKi1tZLIW?si=r4fiXTQZSsG36E5ndTlhNQ		
10/03/2022 17:13:15	GeorgeB792@outlook.co	George Bone	Acoustic Piano / Lofi Insp	Vinyl Café	Piano (88-keys, pedal) & I	Solo	Yes	30 mins - 2 hours (extrem	Facebook - https://www.fa Instagram - https://www.in SoundCloud - https://sour TikTok - https://vm.tiktok.c YouTube - https://www.yo Stag Sessions Performan Website - https://georgebo LinkTree - https://linktr.ee/ Calendly - calendly.com/g KALAB Listing - https://ww	Can't think of any at the moment, but looking forward to hearing who you bring up!	
10/03/2022 18:08:48	marta.teolato@gmail.com	Giack Bazz	Alternative Rock	The Gallery	Drumkit, 2 amps or alterna	Group	Yes	20 to 40 minutes	https://linktr.ee/giackbazz		
10/03/2022 18:29:38	vittorio.tondo@gmail.com	Vittorio Tondo, The Confe	Neo Psychedelic Rock, R	The Gallery	Drumkit, bass amp, PA	Group	Yes	30 or 45 minutes	https://open.spotify.com/artist/5Nu7E1g3TYTdB4LuX7qvlu?si=vMtZc3zZTlON8lVfH1A_IQ&utm_source=copy-link		
10/03/2022 19:46:16	itsnoxmusic@gmail.com	Basak Dee - NOX	Dark pop	The Gallery	Mic and keyboard	Solo act with backing ban	Yes	15/20 mins	@noxbothered		
11/03/2022 12:01:28	Josefineydea@gmail.com	YDEA	Mellow indie pop	Vinyl Café --myself on vo	Keyboard, one mic	Solo	Yes -- loads..	5 songs	https://open.spotify.com/t	https://www.youtube.com/watch?v=O0HZJj9vPJ4		
11/03/2022 14:26:32	mollyrobertsmusic@gmail	Molly Roberts	Pop/singer songwriter/folk	The Gallery	Piano and mic	Solo	Yes -- loads..		https://www.instagram.com/mollyrobertsmusic/ https://soundcloud.app.goo.gl/8SLuZ3P2xt1BoWZe9		
12/03/2022 11:54:19	info@rachelhillmusic.com	Rachel Hill	Folk indie pop	The Gallery	Mic and guitar amplificatic	Group	Yes	1-2 hours	https://www.rachelhillmusic.com/ Insta: @rachelhillmusicofficial Facebook: Rachel Hill Music https://open.spotify.com/track/41kZnFKzUB15LT2JM88OfG?si=b6w4fsCpR9mBWmWCsoGZ-A&context=spotify%3Asearch		
12/03/2022 12:04:12	darcyblumusic@gmail.cor	Darcy Poole / Darcy Blu	Pop / Sassy pop	The Gallery	If I'm performing full band	I could perform acoustical	Yes	As long as it needs to be	Spotify: https://open.spotif Private soundcloud to nev Performing live: https://ww https://www.youtube.com/ https://www.youtube.com/ https://www.youtube.com/ Instagram: https://www.ins TikTok: https://www.tiktok.com/	-	
15/03/2022 18:01:29	jamesreidy@live.co.uk	James Reidy / Madra Rua	Alt Pop/Rock	The Gallery	Depending on set up whe	Group	Yes	45 mins	https://www.instagram.com/jamesreidy__/ , https://open.spotify.com/artist/5XK3pvd3kQnMjWRcfUb0fv?si=qdUvugs8T0OScxP537KA9g		
15/03/2022 21:18:27	info@rachelhillmusic.com	Rachel Hill	Folk indie pop	The Gallery	Mic and guitar amplificatic	Group	Yes	1-2 hours	https://www.rachelhillmusic.com/ Insta: @rachelhillmusicofficial Facebook: Rachel Hill Music https://open.spotify.com/track/41kZnFKzUB15LT2JM88OfG?si=b6w4fsCpR9mBWmWCsoGZ-A&context=spotify%3Asearch		
16/03/2022 15:41:57	zanottimusic@gmail.com	Adam Zanotti	UK Rap	The Gallery	Microphone	Solo	Yes	30 mins	https://youtube.com/playli	Label owners	
16/03/2022 17:38:33	gduboisjoli@gmail.com	Gabrielle Deschamps / Gi	Indie electro pop	Vinyl Café	Mic + amp to play backing	Solo	Yes	20min	https://www.gabyduboisjoli.com/ https://www.facebook.com/GabyDuboisjoli/ https://www.instagram.com/gabyduboisjoli/ https://www.youtube.com/channel/UC-n9Q6wtfdp9A19LragVBJA?		
24/03/2022 12:37:42	valerie.etienne12@gmail.	allenrdquartet	jazz infused folk, percussi	No Preference	small keyboard/percussio	Group	Yes	about half an hour	valerie Etienne Instagran Yolanda Charles		

Appendix E: Live Performances Programme

ARTIST PROGRAMME

10 x 6 = 1h (for breaks)

5.30pm - 10pm = 5h30 - 1h = 240 minutes / 7 acts= roughly 35 minutes per gallery set

Start at 5.30 pm

20 minutes set in vinyl with 5 minute breaks

35 minutes in gallery with 10 minute breaks

Hoping to end earlier in vinyl so that people naturally flow towards the gallery where music will still be playing

	Act Name	Location	Set Time	Equipment Required	Relation to Tileyard
1	Zanotti	The Gallery	5.30pm - 6pm (30 minutes)	1 vocal and backing tracks	Music Business MA
break			6pm - 6.10pm (10 minutes)		
2	The Confederate Dead		6.10pm - 6.45pm (35 minutes)	Band - drum kit, bass amp, two vocals	Vittorio (guitarist) from the Production MA
break			6.45pm - 6.55pm (10 minutes)		
3	Robbinson's Village		6.55pm - 7.30pm (35 minutes)	Mixer and DI box	James from Production MA
break			7.30pm - 7.40pm (10 minutes)		
4	Giack Bazz		7.40pm - 8.15pm (35 minutes)	Band - drum kit, 2 amps, keyboard stand, one vocal	Managed by Marta from Business MA
break			8.15pm - 8.25pm (10 minutes)		
5	Gender Warfare		8.25pm - 9pm (35 minutes)	Band - drum kit, guitar cabinet, bass amp, _ vocals ?	Mia (guitarist) from Level 6 Production
break			9pm - 9.10pm (10 minutes)		
6	Fanchon		9.10pm - 9.45pm (35 minutes)	Band - drum kit, 2 guitar amps, bass amp, one vocal	Music Business MA
break			9.45pm - 9.55pm (10 minutes)		
7	Tamareibi		9.55pm - 10.30 pm (35 minutes)	Band - equipment requirements to be confirmed	Autonomy Music
1	Molly Roberts	Vinyl Café	5.30pm 5.50pm (20 minutes)	Piano and 1 vocal	Songwriting MA
break			5.50pm -5.55pm (5 minutes)		
2	Ydea		5.55pm - 6.15pm (20 minutes)	Piano and 1 vocal	Josephine from Songwriting MA
break			6.15pm - 6.20pm (5 minutes)		
3	Rachel Hill		6.20pm - 6.50pm (20 minutes)	Guitar amp and 1 Vocal, jack leads for her pedal	Songwriting MA
break			6.50pm - 6.55pm (5 minutes)		
4	George Bone		6.55pm - 7.15pm (20 minutes)	Piano and 1 vocal	Songwriting MA
break			7.15pm - 7.20pm (5 minutes)		
5	Madra Rua		7.20pm - 7.45pm (20 minutes)	1 vocal and backing tracks	James Reidy from Songwriting MA
break			7.45pm - 7.50pm (5 minutes)		
6	Valerie Etienne		7.50pm 8.20pm (20 minutes)	Small Keyboard 1Mic & Stand 1 Guitar amp Percussion (various)	Music Business MA
break			8.20pm - 8.25pm (5 minutes)		
7	Nox		8.25pm 8.45pm (20 minutes)	Equipment requirements to be confirmed	Basak from Songwriting MA
break			8.45pm - 8.50pm (5 minutes)		
8	Gaby Duboisjolie		8.50pm - 9.20pm (20 minutes)	1 vocal and backing tracks	Songwriting MA
break			9.25pm - 9.30pm (5 minutes)		
9	Darcy Blue		9.30pm - 9.50pm (20 minutes)	1 vocal, keys, guitar player	Production MA

Appendix F: Gallery Talks Programme

TALKS TIMETABLE - THE GALLERY

12.15 - 1.00pm	Dominic 'Ski' Oakenfull Musician, Producer Head of curriculum at Point Blank Music School	'Song Deconstruction' LIVE With Valerie Etienne (MA Music Business)
1.15 - 2.15pm	Gilles Peterson DJ, Broadcaster, Label Owner Founder of Brownswood Records, Worldwide FM, and We Out Here.	Chat /Interview Q & A (Interviewed by Valerie Etienne)
2.30 - 3.30pm	Yolanda Charles MBE World Renowned Bassist, Band leader Session Musician , Educator	Talk / Interview 'Women in Music' Q & A (interviewed by Valerie Etienne)
3.45 - 4.00pm	TBC	TBC
4.15 - 5.30PM	Paul Weller Musician The Jam , The Style Council	Performance/Chat/Interview '50 years of Music ' 'Magic: A Journal of Song' (Interviewed by Dylan Jones) TBC

Appendix G: Event Proposal

Introduction / description:

The MA Music Business Class '22 is proposing a Tileyard based event that aims to showcase the musical talent, inspiring minds, and educational facilities available at Tileyard. Our event will be all about networking, educating, and showcasing. We aim to collect donations on the night both to fund the event and with 50% of proceeds going to a music charity as opposed to charging for entry.

We propose an all-day event whereby we host discussions/interviews during the day in The Gallery (12-5pm), with a music showcase from 5pm onwards taking place in both Vinyl Café and The Gallery. Music played in the Gallery aims to be 'heavier' performances, i.e. DJ sets, Rap, Hip-Hop, punk/rock, pop etc. Vinyl will be more focused on acoustic live performances in the back room, with the front room acting as a place for people to network and socialise freely with the live music in the background.

Proposed date/time: May 26th (Thursday). Talks/interviews from 12-5pm, music from 5/6-11pm.

Location: Gallery, Vinyl Café, Car park out front

Performers / Speakers:

We intend to encourage students in Tileyard Education to get involved and perform (including students with particular expertise such as sound engineering, production, marketing etc.).

Headliners will be reached out to by the programming / artist relation team, some of which have connections with established artists inside and outside of the Tileyard community. We will be in touch with Tileyard Music and other teams for contacts.

We intend to reach out to some of our mentors and other prominent Tileyard community members to be guest speakers for daytime discussions. They will be interviewed by members of the music business class hosting the event.

Suggested partnerships / sponsorships

Charities:

- Collecting donations for a chosen music charity
- Gain a wider audience with their reach
- Potential options: Music Declares Emergency, Music in Mind, Power Up, Small Green Shoots

TYX / Tileyard / Tileyard Education

- Funding and location in return for providing publicity and advertising to the vast Tileyard community, particularly for Tileyard Education incoming / aspiring future students

Ostereo

- Run an established monthly networking event at Campfire

- May be interested in sponsoring or linking with our team to run the networking aspect of our event

Two Tribes / Campfire / Vinyl

- A limited edition Two Tribes beer can (with custom name and brand logo). This would bring with it a symbiotic marketing plan with Two Tribes.
- Food provided by Campfire and Vinyl catering
- Looking into the potentiality of food trucks in the carpark at Vinyl café
- They retain food / drink revenue

Equipment / resources needed

- Chairs, mic, and set up for daytime talks
- Mics etc. for live performances in Vinyl
- DJ decks (preferably CDJs or XDJs) for Gallery
- Lighting setup with different coloured lights for Gallery
- Stocked bar and bartenders (potential extra work for students) in Gallery and Vinyl
- Security
- Soundsystem

Elevator Pitch

Demofest is a Tileyard based day-long event put together by the Music Business MA to showcase the emerging Talent of the '22 class. Educational talks and a music showcase will take place between The Gallery and Vinyl Café. The targeted audience is Tileyard based professionals, students and their guests. By sponsoring our event, you will be exposing your brand to this wide demographic rich in key music industry members and eager live music supporters.

Hi, we're hosting DemoFest, a dynamic event at the Tileyard Complex, to showcase our musical talents, inspiring minds and our facilities for aspiring and like-minded music enthusiasts. We have artists performing songs ranging from DJ sets, acoustic to hip-hop at Vinyl and The Gallery, who will attract the Tileyard community and external guests as well. This is a great opportunity to show Tileyard's potential and promote our members to a wide audience. Here you'll come into play: we'd like to offer you to join our event as an official sponsor to engage with new customers and expose your brand.

Appendix H: Site Map

The Gallery

Vinyl Cafe



Google (2022) *Google Maps*. Available at: https://www.google.com/maps/place/Tileyard+London/@51.5423855,-0.1253153,17z (Accessed: 27 March 2022).

Appendix I: Risk Assessment

Demo Fest @ Tileyard

RISK ASSESSMENT

DATE: 1/06/2022	DEPT/LOCATION: Tileyard Education
EVENT SITE: Gallery, Vinyl Cafe ASSESSMENT TYPE: 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 Assessment Grading

Probable Likelihood	Severity
1 = Improbable	1 = Slight / superficial
2 = Remote	2 = Minor
3 = Possible	3 = Moderate
4 = Probable	4 = Major
5 = Frequent	5 = Fatal

Qualifying the Risks
RISK = LIKELIHOOD X SEVERITY

The resulting risks can be expressed as follows:

1-5 Very Low
6-10 Low
11-15 Moderate
16-20 High
21-25 Very High

KEY ROLES – Abbreviated Key

B: Bar Staff
S: Security
E: Event Manager

RISK ASSESSMENT

	Risk	Assessment of Risk (Assume NO controls in place)			Controls	Resources Required	Assessment of Residual Risk (Control measures in place)			Further Action	Owner(s)
		Likelihood	Severity	Risk Rating			Likelihood	Severity	Residual Risk Rating		
1	Intoxication	5	3	15	Check that the staff is trained, offer and display free tap water, keep the drink deals to a minimum. Work with security to understand how to react in front of intoxicated people. Spot intoxicated people and communicate with bar staff. Have medics on site.	Staff, water, medics	5	3	15	Make sure no intoxicated people get served.	B, S, E

2	Harassment/ Exclusion	3	3	9	Provide disabled and gender neutral toilets. Make the lineup inclusive. Have security around to prevent crimes against protected categories.	Diverse lineup, toilets	2	3	6	Raise awareness on relevant campaigns.	S, E
3	Electrocution	2	4	8	Check all electrical equipment in the venue has passed security tests and is working properly. Check for cables and sockets that are not protected and take precautionary measures. Look out for spillages close to sockets or cables.	/	1	4	4	Report and/ or fix electrical equipment straight away, check equipmen t beforehand .	E

RISK ASSESSMENT

4	Fire	2	5	10	Check all fire exits are working and get familiar with the layout of the venue. Check there's no inflammable equipment/ liquids next to electrical cables and avoid fireworks/fires if it's not safe. Ensure smoking is not allowed close to the stage. Make sure all fire exits are clear and visible.	/	1	5	5	Make sure appropria te fire extinguish ers are on site. Check fire exits are open.	E, S
5	Terrorism	1	5	5	Work with security to ensure audience members are not conducting hostile behaviour / hostile reconnaissance.	Security, metal detectors	1	5	5	Have security conduct checks on audience. Make sure all exits are clear.	E, S
6	Crushing	2	3	6	Ensure stage is protected by barriers and that moshing / crowd surfing is protected by security staff. Have security observe the gig at all times.	Barriers	1	3	3	Brief security on the issue.	E, S
7	Falling	3	2	6	Ensure no equipment is out of place and there's no spillages on the floor. Report spillages straight away and work with security to prevent falling in the pit.		2	2	4	Brief security on the issue / make sure cleaning products are available on the bars.	E

Appendix J: Licensing

Licensing

Do we require it for Demo Fest 2022?: No

Why?

Temporary Event Notice (TEN) if you want to carry out a 'licensable activity' on unlicensed premises in England or Wales. The premises (Both the gallery and vinyl café) are licensed and therefore do not require licences.

- **If the premises did not have licences, then there are specific criteria that need to be followed to successfully apply for a TEN:**
  - have fewer than 500 people at all times – including staff running the event
  - last no more than 168 hours (7 days)
  - You must be at least 18 to apply for a TEN.
  - Pay a fee of £21
- The issuing authority for this licence is **London Borough of Islington**

https://www.gov.uk/temporary-events-notice/islington

Appendix K: Demo Fest Logo



Appendix L: Demo Fest Poster



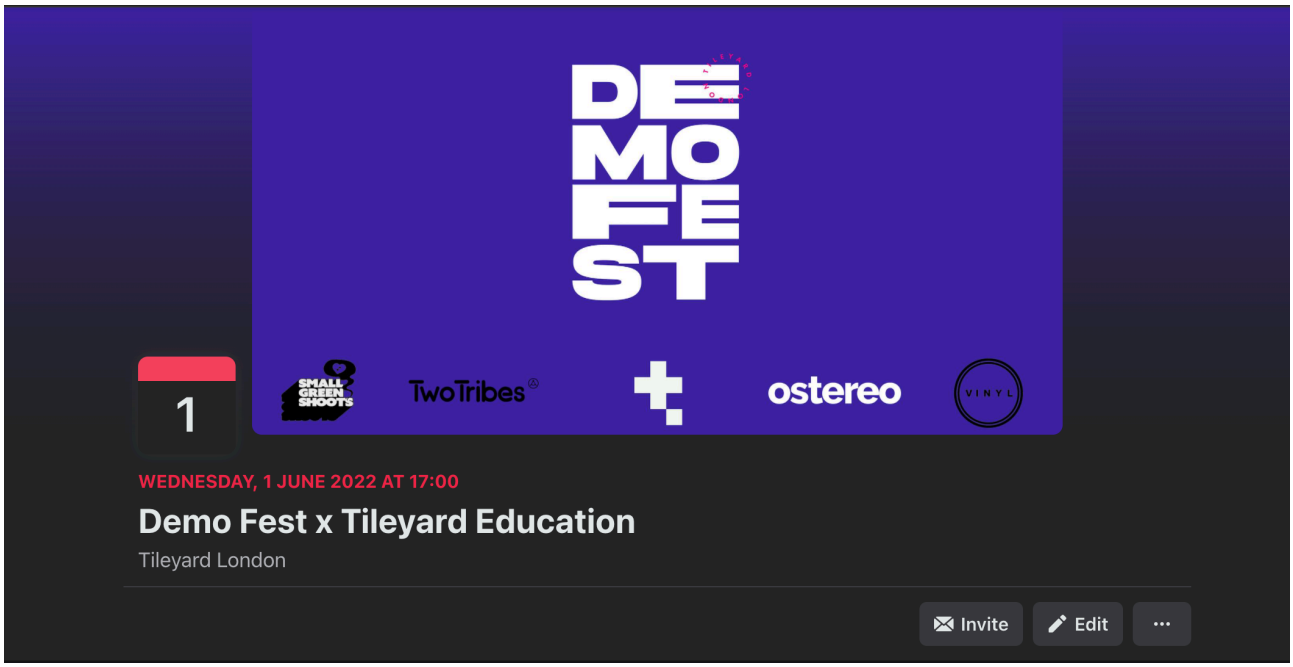
Appendix M: Instagram Page

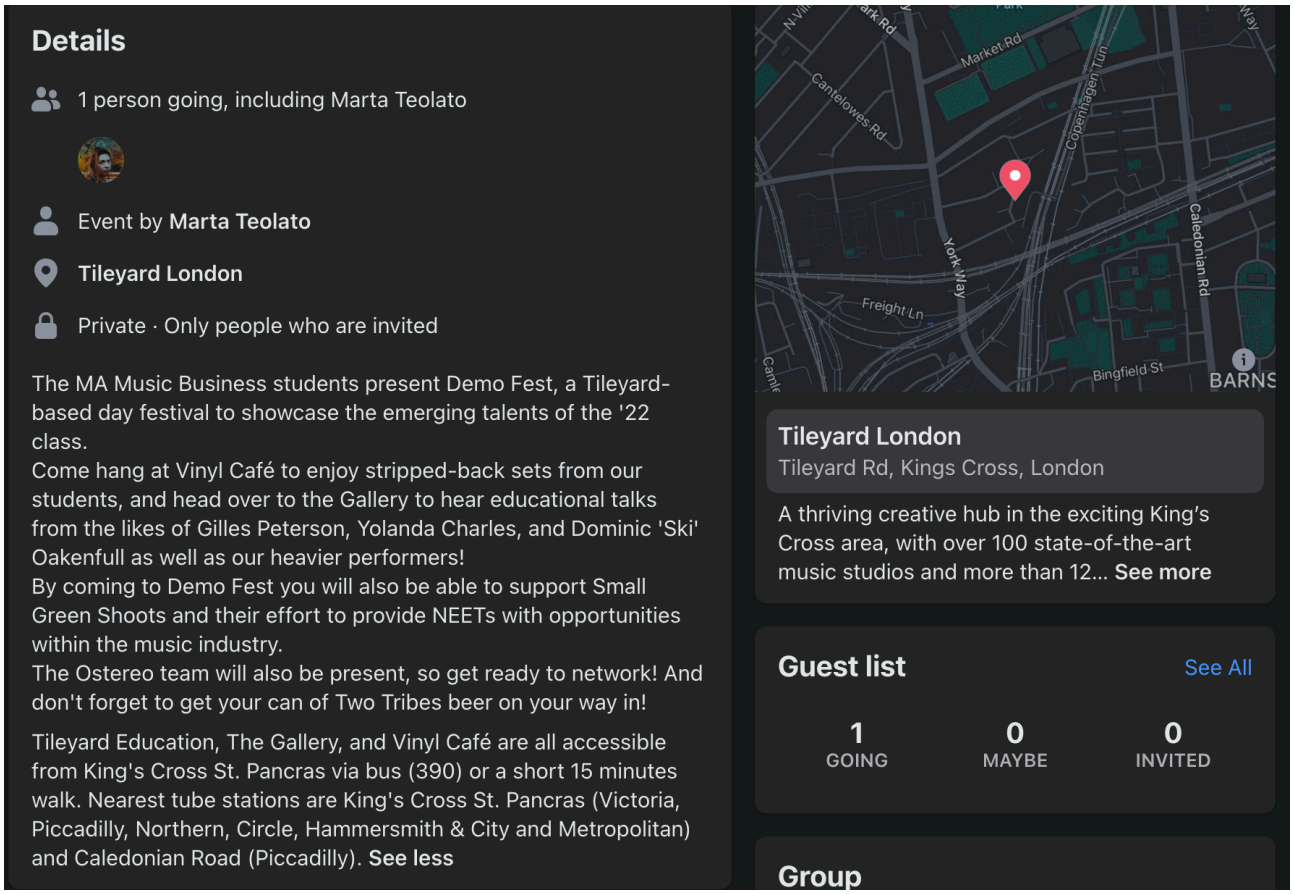


Appendix N: Instagram Post Mockup



Appendix O: Facebook Event





Appendix P: Stickers



Appendix Q: Ticketing Platform Comparison

Ticket comparison for DemoFest event

Company	Ticket price			
	£5	£10	£20	£100
Ticketlab	**£0.50**	**£0.70**	**£1.20**	**£4.20**
Tickitbookit	£0.75	£1.50	£3.00	£15.00
Tickettext	£1.00	£1.00	£2.00	£10.00
Ticketlight	£0.70	£1.00	£1.25	£5.00
Eventbrite Essentials (before VAT)	£0.71	£0.91	£1.31	£4.51
Eventbrite Professional (before VAT)	£0.79	£1.07	£1.62	£6.02
Fatsoma	£0.50	£1.00	£2.00	£10.00
Billetto	£0.68	£0.90	£1.32	£4.68
WeGotTickets	£0.50	£1.00	£2.00	£8.00
Skiddle	£0.75	£1.25	£2.25	£10.25

(Ticket Lab, 2016)

TicketLab is the cheapest ticketing company to use. The prices include the same costs as their competitors with no hidden costs. Ticket Lab take a small booking fee when customers buy their tickets (Ticket Lab, 2016).

eventbrite

Eventbrite would work well with DemoFest because it has an option for customers booking tickets to donate and as DemoFest is collaborating with a charity it could keep account of how much money is being donated. On Eventbrite it's an easy process to make it create the donation page with a secure two-click checkout from the EventBrite landing page. Eventbrite also has specialist features to help boost the ticket and donation sales for the event (Eventbrite, 2022).



Appendix R: Event Budget

Event Budget for Demo Fest — EXPENSES

TOTAL EXPENSES	Estimated	Actual
	£4,064.00	£345.00

Site	Estimated	Actual
Venue hire	£2,000.00	£0.00
Security	£200.00	£200.00
PA Equipment	£50.00	£0.00
Cables	£50.00	£0.00
Microphones Rental	£8.00	£0.00
Monitors	£40.00	£0.00
Mixing Boards	£80.00	£0.00
Total	£2,428.00	£200.00

Miscellaneous	Estimated	Actual
Transport	£125.00	£125.00
Lanyards	£10.00	£10.00
Total	£135.00	£135.00

Staff	Estimated	Actual
Host Room 1 - Gallery	£115.00	£0.00
Host Room 2 - Vinyl Café	£60.00	£0.00
Sound Engineer	£60.00	£0.00
Site Manager	£120.00	£0.00
First Aid Responder	£96.00	£0.00
Photographer	£150.00	£0.00
Ticket Checker	£115.00	£0.00
Total	£716.00	£0.00

Refreshments for staff	Estimated	Actual
Food	£300.00	£0.00
Drinks	£125.00	£0.00
Total	£425.00	£0.00

Programme	Estimated	Actual
Performers	£0.00	£0.00
Speakers	£250.00	£0.00
Total	£250.00	£0.00

Creative Assets		
Graphics work	£50.00	£0.00
Stickers	£10.00	£10.00
Poster Printing	£60.00	£0.00
Total	£110.00	£10.00

Event Budget for Demo Fest — INCOME

TOTAL INCOME	Estimated	Potential
	£375.00	£175.00

ADMISSIONS

Estimated no.	Potential no.	Type	Voluntary Donation	Estimated income	Potential income
55	25	Adults @	£5.00	£275.00	£125.00
40	20	Students @	£2.50	£100.00	£50.00
0	0	Children @	£0.00	£0.00	£0.00
Total				£375.00	£175.00

Event Budget for Demo Fest — PROFIT

Loss summary

Total	Estimated	Potential
Total income	£375.00	£175.00
Total expenses	£4,064.00	£345.00
tal profit (or loss)	-£3,689.00	-£170.00

