Aston New

Student number

Module: BMTY7005

Assignment Title: portfolio 2

Lecturer: Natalie Smith

Individually assemble a portfolio of a small group's organisation of a for a 1-day cross media cultural live event held at Tileyard Studios. The portfolio artefacts should include the event management planning, meeting minutes, budgeting, licensing, staffing, programming, marketing and floor management.

Students should demonstrate their analysis and critical thinking. Citing case studies, data and opinion from robust sources is a good way to build robust narratives and arguments.

Abstract

On the 23rd of July 2021, team Tile will produce a cross-media event based at Tileyard in north London, Islington. The one-day festival will run from 10:30 am with a registration followed by a delivery of 16 different workshops from businesses situated out of Tileyard. Our mission is to deliver energetic and insightful music, music business, fashion, food, lifestyle workshops to the general public and people interested in the relative fields. Following the workshops will be a Tile After Dark an evening of showcasing music and a relaxed networking event with industry professionals. The night will be hosted by Gustavo, performances by Cat, Celine love and a DJ set by Shaftkat. Tickets will be ranging from £20-£35. This report will include artefacts such as site plans, designs, licenses, budgeting sheets, Marketing and PR, Staffing lists, floor management plans, event management plans and meeting minutes.

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1. Initial Ideas and development

My team for the execution of this event include myself, Alexandru Oprisanu, Dami Dina and Caitlin Skea in our initial meetings we discussed that it would be good to take some time to think and then later pitch our ideas for the event, from that we then met and brainstormed the different ideas. It was clear Dami's idea made a great impression on the group his idea had a great sense of networking and inclusivity. My idea was to follow with an evening event of music showcasing current or alumni from Tileyard. From these discussions it was then I would consolidate everyone's ideas and create a cohesive idea at our next meeting. I felt it was important to factor in contributing ideas from the team.

Below are some of the initial early stages of our ideas.

2. The Event

The abstract or press release in appendix for a further detailed and thorough overview of event.

3. Event Date

Once the concept had been confirmed we then discussed about when the event would proceed specifically dates and times. Entering this project, we understood that complexities due to the global pandemic of covid-19 but during the process of getting this event up and running we received information from the government of a roadmap out of covid-19. As a team we

pondered on varying dates for the event but felt we that the following factors were need in order to create a successful event.

- The event would have to be in summer as prospective customers maybe be students so we wouldn't want it to clash with term time.
- Summer holidays usually people will have time off work so the possibility of more people in attendance.
- Although our event is inside, we initially had ideas of having part of it outside but due to unpredictable UK weather it would be inside throughout.
- The event will be held on a Friday possibility on creating relationships with businesses to make it a relaxed event for employees generating more business for TILE.

With all that considered we agreed on the day of the event being the 23rd of July 2021 finishing the early hours of 24th of July 2021

4. Market research

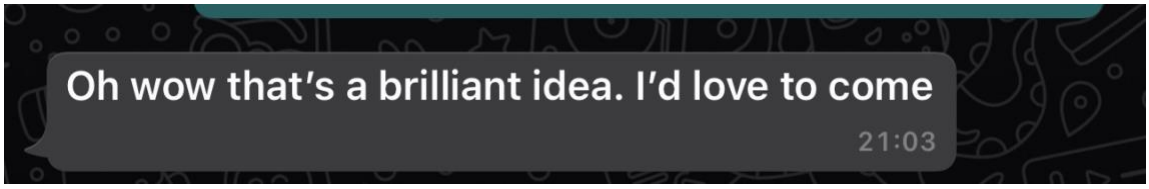
Collectively we felt we produced a strong concept idea for this event, we wanted to make sure it would be well received by the public and prospective customers or getting feedback would be a help to tailor the event more concisely. We had the luxury of being able to ask some of our target audience. I tasked Caitlin with doing some research by simply proposing the idea of the event and if they would attend? We had an influx of positive feedback via social's and with a survey taken by 30 people 28 voted in favour of 'yes, they would attend' over 2 saying 'They wouldn't'.

The number of persons asked:
Answers:
30

28 - YES
2 - NO

(Survey Monkey, 2019)

Here is some feedback we received:



With this information me and Caitlin where able to come up with a list of demographics and psychographics for the event.

Demographics

- Age: Late teens to 35years old.
- Open to all genders, race and ethnicities.
- Marital status not important to the attendance of the event
- Education – Although the event may have a slant towards students, or people in education this event it not exclusive to. You do not have to be educated in order to attend this event.
- Employment we will be offering a student discount and subsidised tickets to those who are unemployed and on benefits.

Psychographics

- Enrichment of those who want to progress music, fashion, food and fitness industries & a passion for the creative industries or lifestyle inclusive of.
- Wanting to network with professionals within the music industry
- Those who enjoy and attend live music, gigs and nightclubs.

5. The Team – TILE

Aston New

Event Manager
Budget and finance assistant
Marketing Manager
Floor management
Meeting Minutes

Caitlin Skea

Marketing and social media manager
Event Safety Management

Alexandru Oprisanu

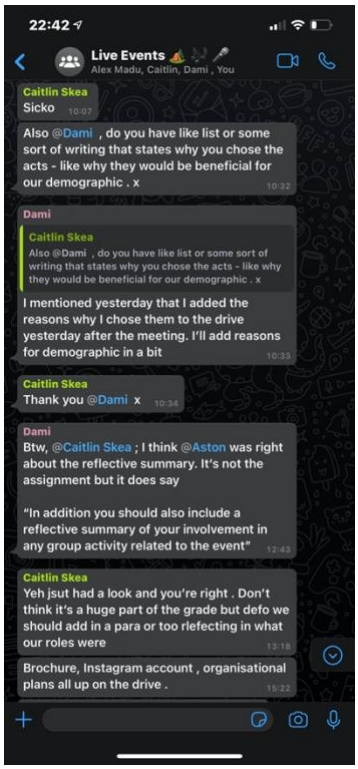
Budget and Finance Manager
Floor Management
Licenses

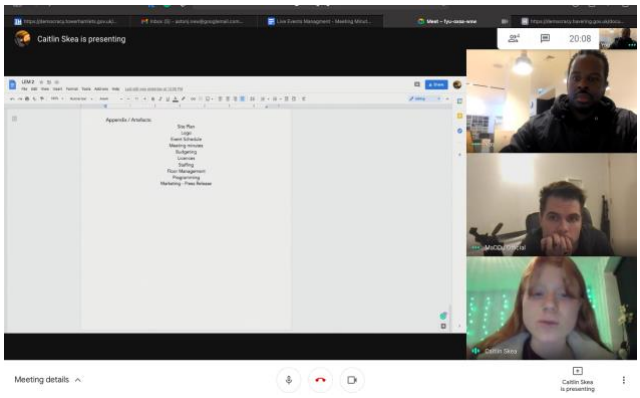
Dami Dina

Programmer

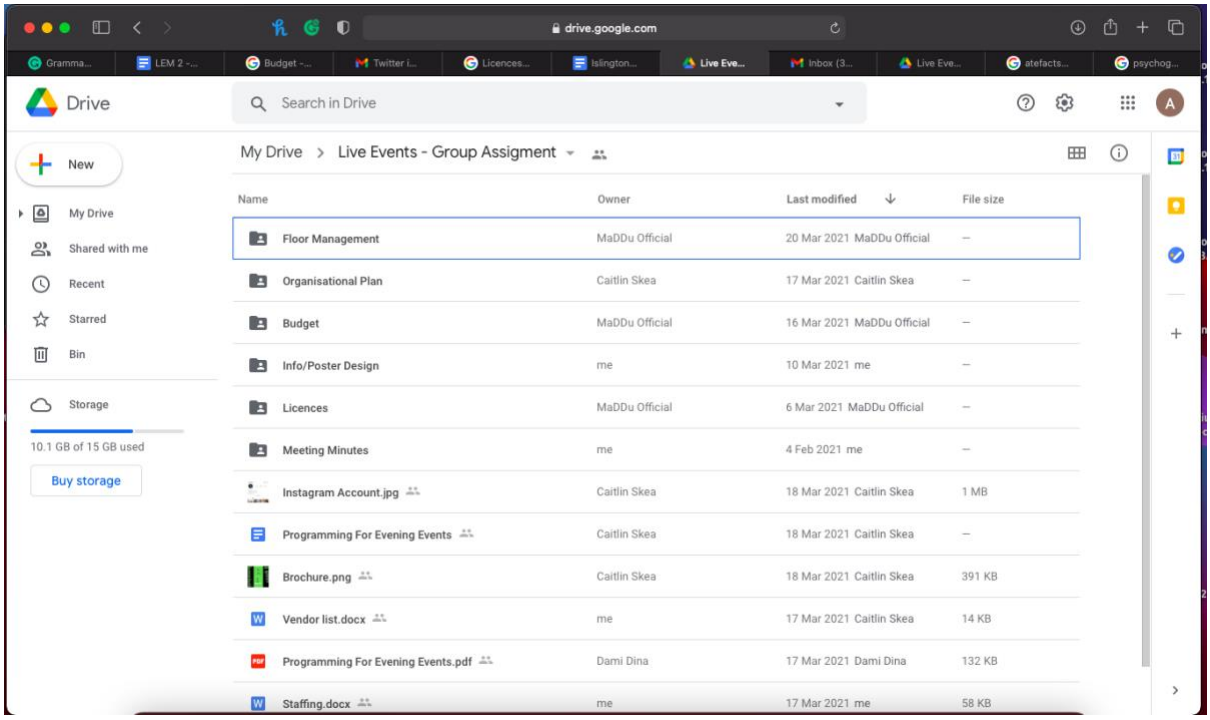
In our earlier meeting the team expressed the roles aligned with their previous experience and matched their skillset, this was noted by myself in the early meeting minutes but changed greatly throughout the process, this will be further expanded upon in my reflective analysis. Subsequently in order to complete this project Caitlin and Alex and I, had to collaborate in other areas which weren't necessarily designated to us.

Our main way of communication for the duration of the project was via WhatsApp, when we needed to have face-to-face calls also factoring in, we were in a lockdown we would set meetings up from WhatsApp and have them on Google-Duo, more personal one-to-one meetings would be held on Zoom.





Once responsibilities and roles were designated it was easy for us to move forward with the project I created a Google Drive in which all work could be upload for the team to view, it enabled us to individual keep track of progress and update works.



6. Day Event -The Workshops

The day event would be delivered by the businesses within the Tileyard complex a full list of the vendors and bios can be seen in the appendix. We firstly identified which businesses would be most important to the event so arguably businesses which were successful in reputation and social presence we felt would create great awareness to the event especially in capturing attendees for the event. Dami was eager to have Apple Music Radio because 'They are the biggest international radio station'. (Apple Inc, 2021). I also felt it was crucial to include Mobo Trust 'its influence in making life-changing opportunities to disadvantaged people and people of colour' was inspiring. (MOBO,

2021). Overall, we felt we found great mix of businesses which showed the diversity within Tileyard also factoring in the demographic and psychographics researched. Along with creative industries the importance of health, wellbeing and nutrition in alignment was important and are topical issues within today's society.

The vendors listed for the event included:

- Good groove
- Ultra music
- Peninsula Films
- Zanzan
- Good Solider/Good Solider Songs
- The Hive
- Red House Productions
- Be-Hookd Digital
- Studio Suss
- Lucid Online
- CD Baby
- Pioneer DJ
- Hart Media
- Apple Music Radio
- Tileyard Health and Wellness
- Mobo Trust

Liaising with the delegates we gave them some helpful tips in curating their workshops:

- Start win an overview
- Determine the goal

- List the tangible outcomes
- Detail the activities in each section
- Have a strong brand/company awareness
- Use improv games to warmup
- Be mindful/Honest/Truthful
- Sketch out ideas
- Share Ideas
- Delegate what's needed (materials will be provided)
- Make slides (Be creative)
- Keep Track of time

*Curated by myself with additional help by (Chang, 2019)

Additional information into insight into payment to delegates will be mentioned in the budget below.

7. Venue

The Event will be held at Tileyard Road, London N7 9AH. The workshops will be delivered in The Gallery, Vinyl Café and Tileyard Music Studio all of those areas are clearly signposted and have ease of access. Local train stations include Caledonian Road, Kings Cross St Pancras and Caledonian and Barnsbury train stations. Buses 279, 390, 393 all stop outside Tileyard road. It was important that the event had accessibility to people with disabilities. The programme has clear indications of the location. We have volunteers located at the entrance of Tileyard and between the three locations in order for people to getting around the workshops with ease.

8. Licensing

In order for this event to go ahead and be permitted TILE team had to apply for licenses, Alex who was responsible for this department thoroughly looked into the requirements of eligibility and criteria in order to apply for the license.

Licenses needed: Islington Temporary and Events License (TEN) the application and eligibility can be seen in appendix. The TEN license gives permit to:

- The sale of alcohol
- The provision of late-night refreshments – hot food or hot drink between 11pm – 5am
- Entertainment defined as a performance of a paly, exhibition of a film and indoor sporting event, boxing or wrestling entertainment, a performance of live music, any playing of recorded music, or a performance of dance.

(Islington Council, n.d.)

As like many festivals, live events, recorded music and performance, Alex again processed the paperwork he filled out the paperwork for PRS and PPL licenses. The application for this can be seen in the appendix.

Prices and quote for the license will be reflective and mentioned in the budget.

9. Budget & Finance

The budget was overseen by Alex, collectively we came up with the ticket pricing for the event.

	Workshop Day	Tile After Dark
General Admission (Single Ticket)	£25	£25
Duo Ticket (General Admission)		£35
Single Tickets (Student)	£20	£20
Duo Tickets		£25

*Unemployed or in receipt of benefits please contact HELLO@TILE.COM for ticket options.

We also agreed that talent would be paid, Dami negotiated payment for the talent. They declined a rider and travel costs due of their affiliation with Tileyard and didn't think it was necessary for this as long as musical equipment was also included and set up.

All staff, volunteers, workshop leaders and performers are given x2 drink token and free access to the evening event. As we felt their participation in the running and delivery of the event was integral to its success as well as experience, we wanted to show gratitude in their work an

Alex has further detailed all aspects of the budget please reference the appendix for further information. Including Costs, income and expenditures, projecting income and more.

10.Staffing

From our initial meetings we wanted to create a communal effort across board not only would our roles be implemented in the production of the event but also having people on board that would ensure the smooth running of the event. Please see appendix for an executive staffing list.

Volunteers proved to be the backbone of this event and It was clear to us that to ensure the smooth running of the day we would have to have volunteers preferably Tileyard students who know the complex and had invested interested. We would be mindful of it being a long day so having breaks prepared or possibly two Team throughout the day as the duration of the day would be quite long. As previously stated, volunteers well would be gifted free entry to 'Tile After Dark' and a x2 drinks tokens and food and refreshments would be provided. We agreed that 30 volunteers would be needed not only would they be rewarded but learn valuable skills and experience which would prove transferable in future work opportunities. 'Involving volunteers can add great value to what your organisation does and support you to achieve your mission and strategic objectives. By providing volunteering opportunities you provide opportunities for social inclusion, skills development and potential routes to employment.' (Duffy, 2019)

Health and Safety would be the responsibility of the Event managers who would be trained prior to the event as well as knowing he health and safety regulations for the entire event which would be passed on to all staff making sure that we all are aware that the safety regulations are followed as well as a risk assessment. Alex suggests a health and safety training day prior to the event with all staff who are present on the day of the event.

11.Talent

Dami leaded the team in sourcing the talent for the event, he was tasked to find the talent for the 'TILE After Dark' event. He contacted Tileyard students, Tileyard alumni and Tileyard Music communities. We emphasised in our meetings the importance of planning for the event. We wanted a diverse genre of music thinking about the perspective attendees coming to the event. Dami's brief and running for the evening can be seen in appendix

12.Marketing

'Event Marketing: An event, function, or activity that is held for the purpose of promoting a product, service, or company. The event may target both current and potential customers. Event marketing usually takes place in person: it involves face-to-face communication. It includes a company hosting an event, sponsoring someone else's event, or participating in a trade show.'

(McCabe, 2008)

Branding and having cohesion of the TILE event you can see it through the brochure, programme and press release. Me and Caitlin both were succent in our deliverables.

Social media

Catlin's contributions to the event can be seen in the appendix

Press release

It can be viewed in appendix and is another vital source of marketing; ‘a press release is a document that adheres to a strict format and serves three marketing and promotional purposes (Wolfe, L., 2021) in which is notifies the media of an event in hopes to spread the work,

- To notify the media about an event in hopes that they will spread the word.
- To share something about your business, hoping a reporter will see a story in your press release and write an actual news article about it.
- To promote your business' appearance on the internet via blogs, websites, and social networks.

I think the key components of event marketing which were executed well within the project included:

- Sales
- Growing leads and database
- Increasing brand awareness
- Building brand affinity
- Establishing and growing relationships
- Thought leadership and credibility.

(McCabe, 2018)

13. Event Management & Floor Management

Caitlin was responsible for the event management she has further detailed this role appendix Would add key components to the ensuring the smooth running of an event would include:

- **Visualising the space**

  with a detailed site map, logistical planning a detailed approach were necessary after liaising with the Steve Cole we received a to-scale sitemap (appendix) of your entire spaces. We have included not only where each vendor, stage, but also where toilet will go.

- **Plan entry of flow**

  Admittedly we didn't execute clearly due to time constraints, but I will be reflective on this within my summary.

- **Co-ordinate staff and volunteers**

  A vital part of planning a smooth festival experience is staffing entry points and customer service locations within the festival. I think we did a great job in e recruiting volunteers or delegated staff.

- **Get the right equipment**
- **Be flexible**

(Grate, 2019)

14. Reflective summary

I think in analysis the event showed both skills and the mass amount of work that goes into the smooth running of the event, I think as a team we excelled in executing the event given many implications such as Covid-19 and the redistribution of roles I think part of the that was my recording meeting minutes (in appendix) and agendas setting up files in order for us to stay on task. I think on reflection areas that could have been further explored but due to time constraints and staffing capabilities were: Security, staffing, floor management and logistics this is a learning curve and duly noted for myself in future projects but overall, I was happy mostly with the contribution and outcome of the event.

15. Bibliography

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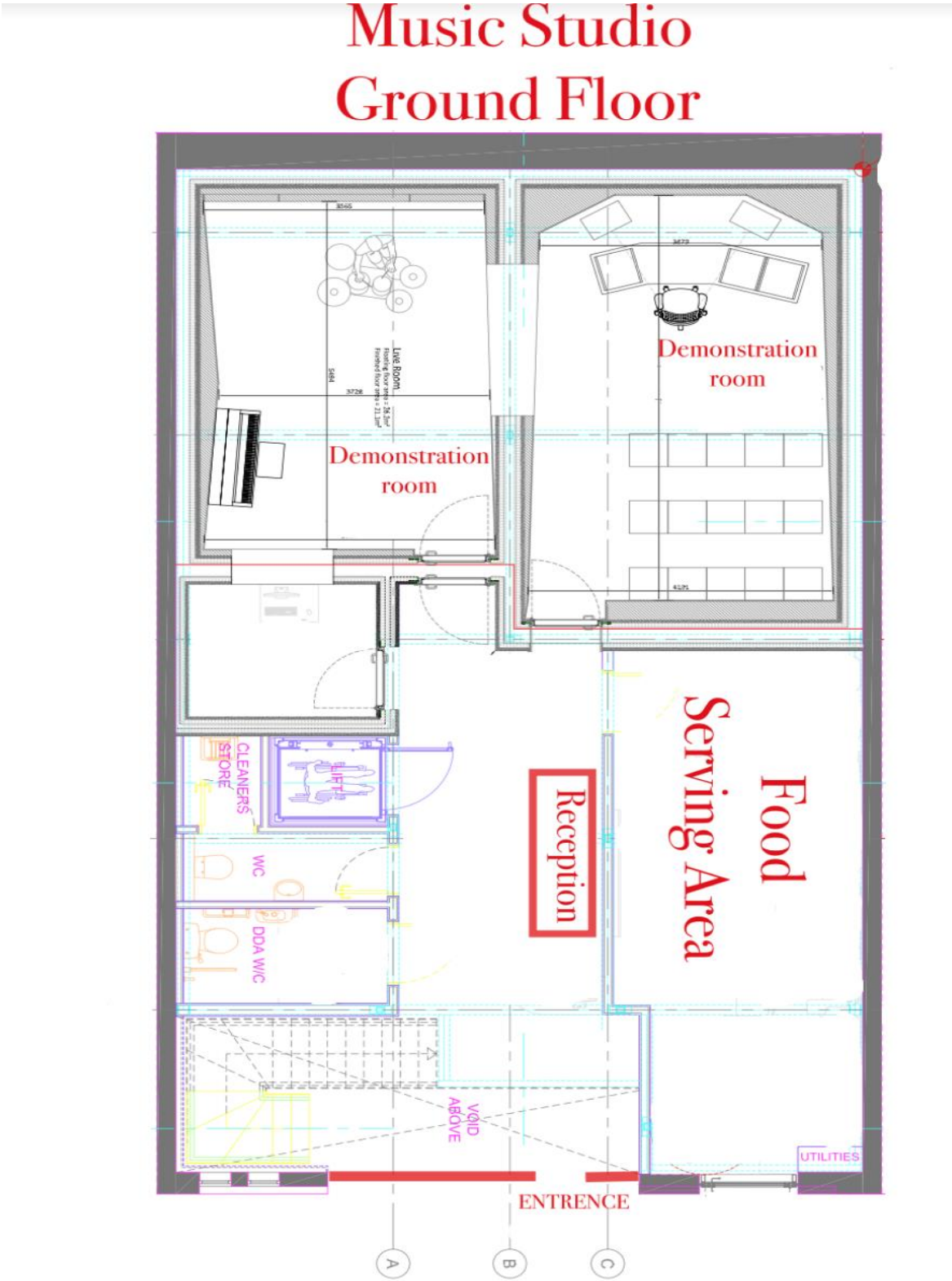
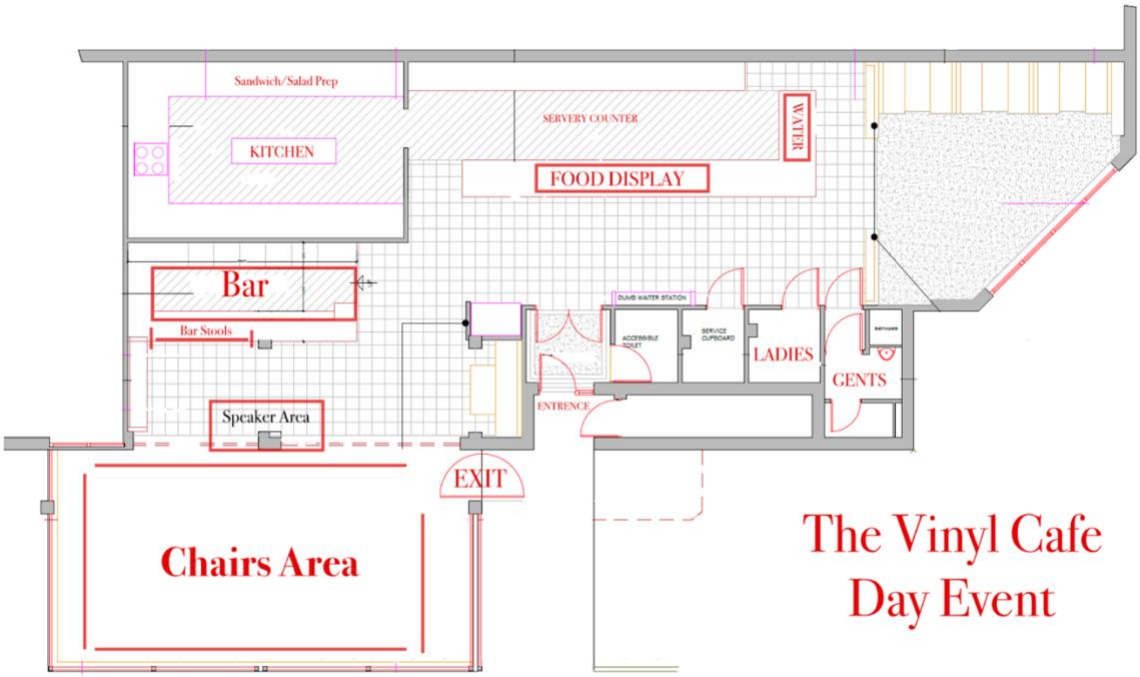
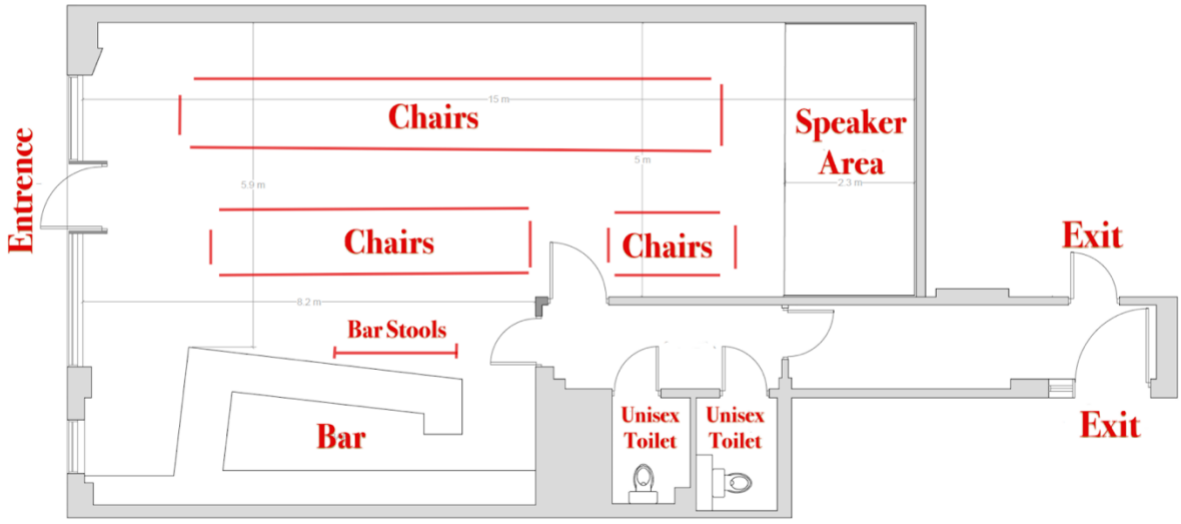
16. Appendix

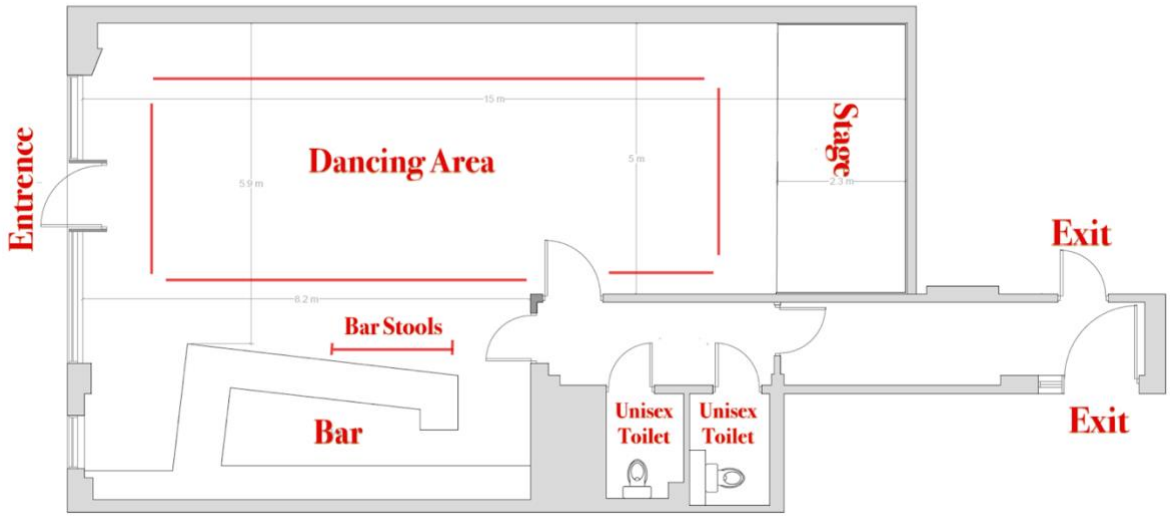

Music Studio
Ground Floor
Demonstration room
Demonstration room
Food Serving Area
Reception
CLEANERS STORE
LIFT
WC
DDA W/C
VOID ABOVE
UTILITIES
ENTRENCE
A
B
C


Sandwich/Salad Prep
KITCHEN
SERVERY COUNTER
WATER
FOOD DISPLAY
Bar
Bar Stools
Speaker Area
DUMB WAITER STATION
ACCESSIBLE TOILET
SERVICE CUPBOARD
LADIES
GENTS
ENTRENCE
EXIT
Chairs Area
The Vinyl Cafe
Day Event

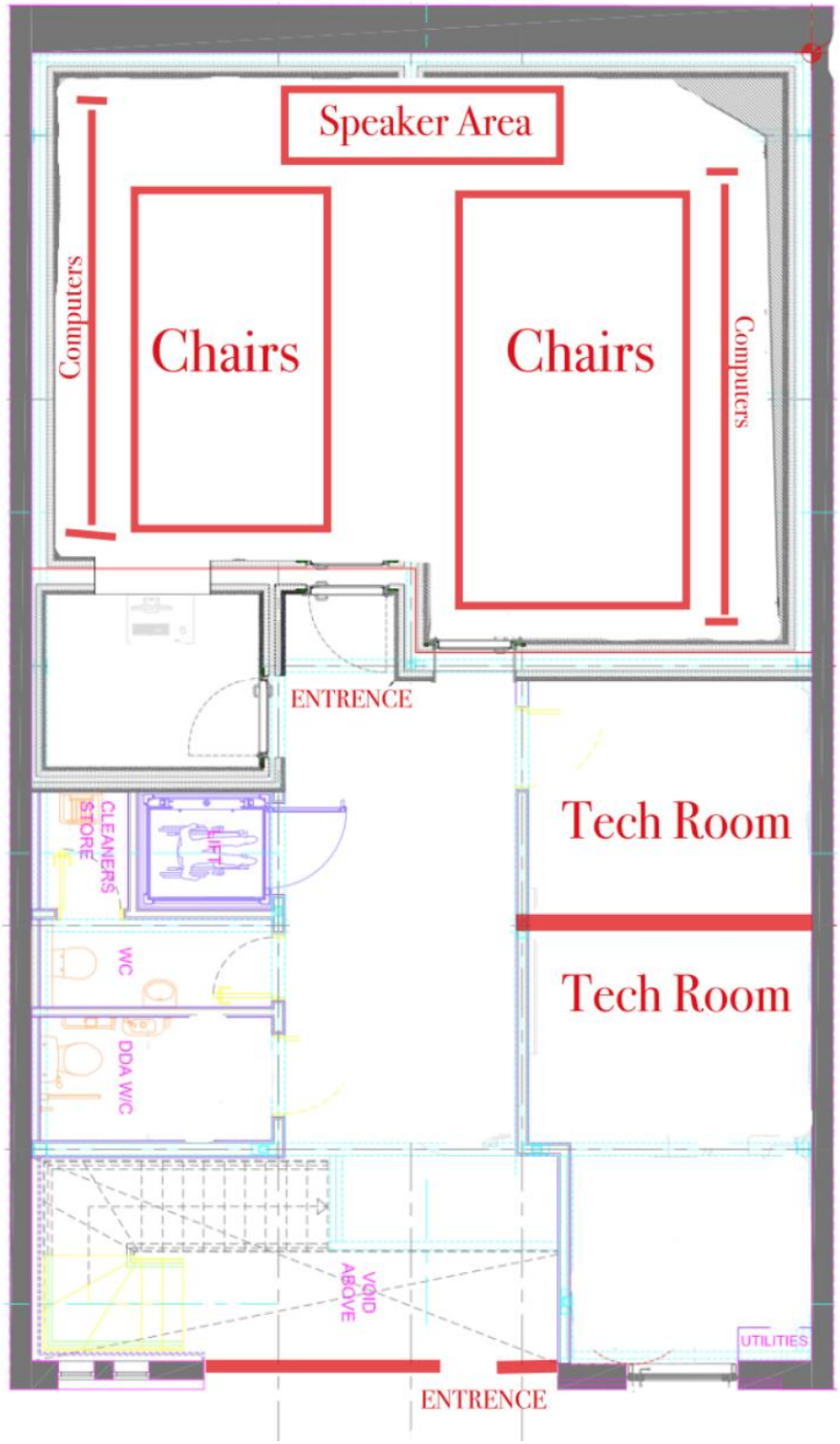
Day Event



Evening Event



Music Studio
1st Floor



Appendix A

Vendor list:

1. Good Groove
   The Production company behind Corinne Bailey Rae, the production house produces music and also manages songwriters and artists.

2. Ultra Music
   Ultra music is a worldwide music entity composed of Ultra music, Utra Publishing and Empire Artist Management, it is one of the leading independent electronic labels. Ultra Music is one step ahead in the world of dance music. Its roster includes Kygo, Kascade. Kaleem Taylor.

3. Peninsula films
   Peninsula Films is a London based independent film and television production company. Established in 1991, we make high impact broadcast television shows, reality shows, web only programmes, as well as drama for the small and big screen, both in the UK and internationally.

4. Zanzan
   ZanZan eyewear brand that is designed in a London studio and 100% handmade in the specialist workshops of Valdobbiadene, a small town in the alpine meadows of Northern Italy. Each finished frame is then individually shaped, balanced and hand-polished to make sure the wearer has the feeling of wearing something really special every time they wear their ZANZANs.

5. Good Soldier /Good soldier songs
   Good Soldier Songs is a music publishing company, with a record label arm known as Good Soldier Records. Good Soldier Songs was set up by Christian Tattersfield in 2003. Its roster includes the 1975, Birdy & Biffy Clyro.

6. The Hive
   Launched in 2014, The Hive Management is a London based model agency representing an exciting board of unique and inspirational faces.
   The Hive maintains a strong focus on scouting new talent, recognising potential straight away. We provide the support and development needed to take our new faces to international success and our models can be seen in campaigns, editorial and on catwalks worldwide.
   The owners and founders – Laura Murphy, Nicole Kersh and James Mac – have over 30 years combined experience in talent management. A dedicated and ambitious team, we are committed to nurturing our models to reach their full potential and more.

7. Red house productions
   Red House is an events and production company focused on delivering brand experiences, fashion shows and unique projects to the luxury creative industries, globally.

8. Be-Hookd Digital

   Be-Hookd Digital is the leading entertainment digital agency living at the intersection of brands, celebrities and superfans. They Create content driven campaigns. They are a leading digital entertainment agency living at the intersection of brands, celebrities and superfans. They create content driven campaigns. Managing the online presence of the world's leading entertainment talent and their relationships with audiences and brands.

9. Studio Suss

   Studio Suss is an interior design studio which places sustainability at the core of its practise. Based in King's Cross, London, we work with clients who share our belief that interiors work on two levels – they need to function seamlessly, and they need to look and feel extraordinary.

10. Lucid Online

    is an independent, London-based PR agency specialising in music and branding across online and print. Working across both major labels and emerging talent, since 2013 we have developed a reputation for breaking acts in a credible way and delivering campaigns with close consultation with management. Handling all aspects of publicity, from bespoke creative features and interviews, to photo-shoots and cover features, across national print press and global online outlets, we strive to think outside the box and bring a fresh perspective to deliver impactful, innovative campaigns that elevate our artists.

    With our close links to the branding world, our activations have linked our clients with key labels including Stüssy, Kiehl's, Fiorucci, Pu

11. CD Baby

    CD Baby gets independent artists paid weekly for their music in all the ways musicians earn money today: streaming, downloads, video monetisation, publishing royalties, physical sales, sync licensing and more. Over the past two decades, it has grown to become the largest global distributor of independent music, publishing rights administrator to over 1m songs, the go-to artist educational resource on topics such as music marketing, rights management and more, and one of the most trusted names in the industry.

12. Pioneer DJ

    Since producing our first product for professional DJs in 1994, Pioneer DJ has become renowned for market-leading DJ products and software. Today, we offer a range of products to the diversified DJ scene, which includes beginner to pro-grade industry-standard controllers, players, mixers and effectors to help achieve our mission to inspire and entertain music lovers from across the world.

13. Hart-Media

    Following a successful four-year tenure as a Regional plugger & promoter for EMI, Jo Hart went on to help set up the highly successful Size Nine Promotions. Three years later she decided to go it alone and created Jo Hart PR in July 1997.From these seeds Hart Media was born. Hart Media leads the way in Regional, Specialist (National and Regional) Student/College/University and Online Radio promotions. Along with Online PR, Management Consultancy, International Promotions and Publishing. In the years since its inception, it has built up rock-solid foundations with the key players in the Music and Radio industries and excels in getting the very best results for its artists. Hart Media prides itself on the close relationship it has with its Heads of Music, Specialist DJs, Online PR and Student/College/University DJs. These are relationships that have been nurtured and developed through the years thanks to Hart Media's friendly, knowledgeable and diligent team. Over the years Hart Media has been behind the success stories of campaigns for Blondie, Jamie Cullum. Britney Spears, Jools Holland, The Gossip, Agnes, The Proclaimers, Gallows, Moloko, Bob Sinclar, The Pretenders, Gary Jules, Justin Timberlake, M People, Dame Shirley Bassey, Enter Shikari, Roll Deep, The Overtones, Johnny Marr, Bernard Butler, Siouxsie Sioux, Nick Cave & The Bad Seeds, Usher, Alison Krauss, Sash!, Robert Miles and Republica to name but a few.

14. Apple Music Radio

    Worldwide. Always on. Listen live for free or anytime with an Apple Music subscription.

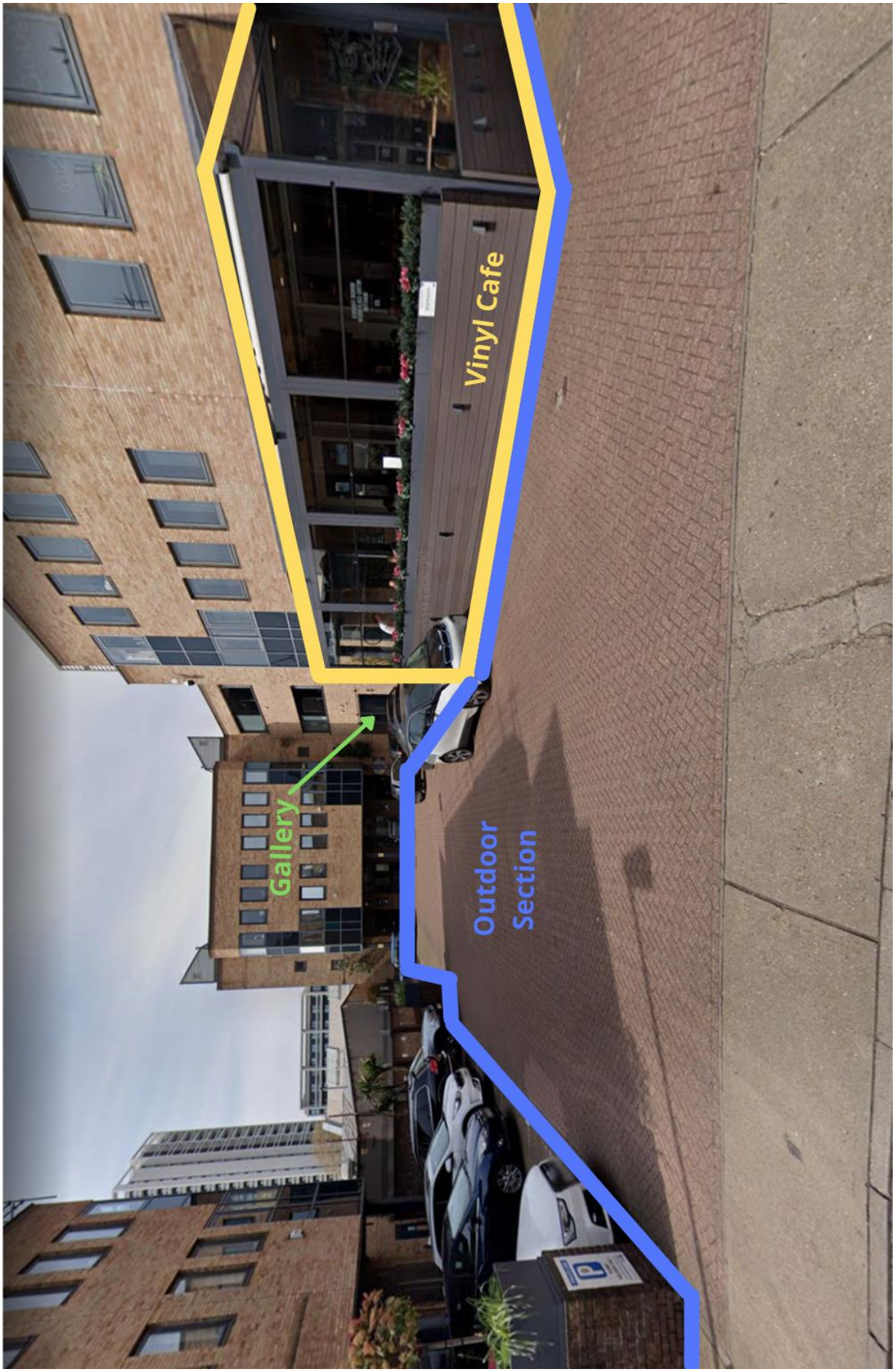
15. Tileyard Health and Wellness

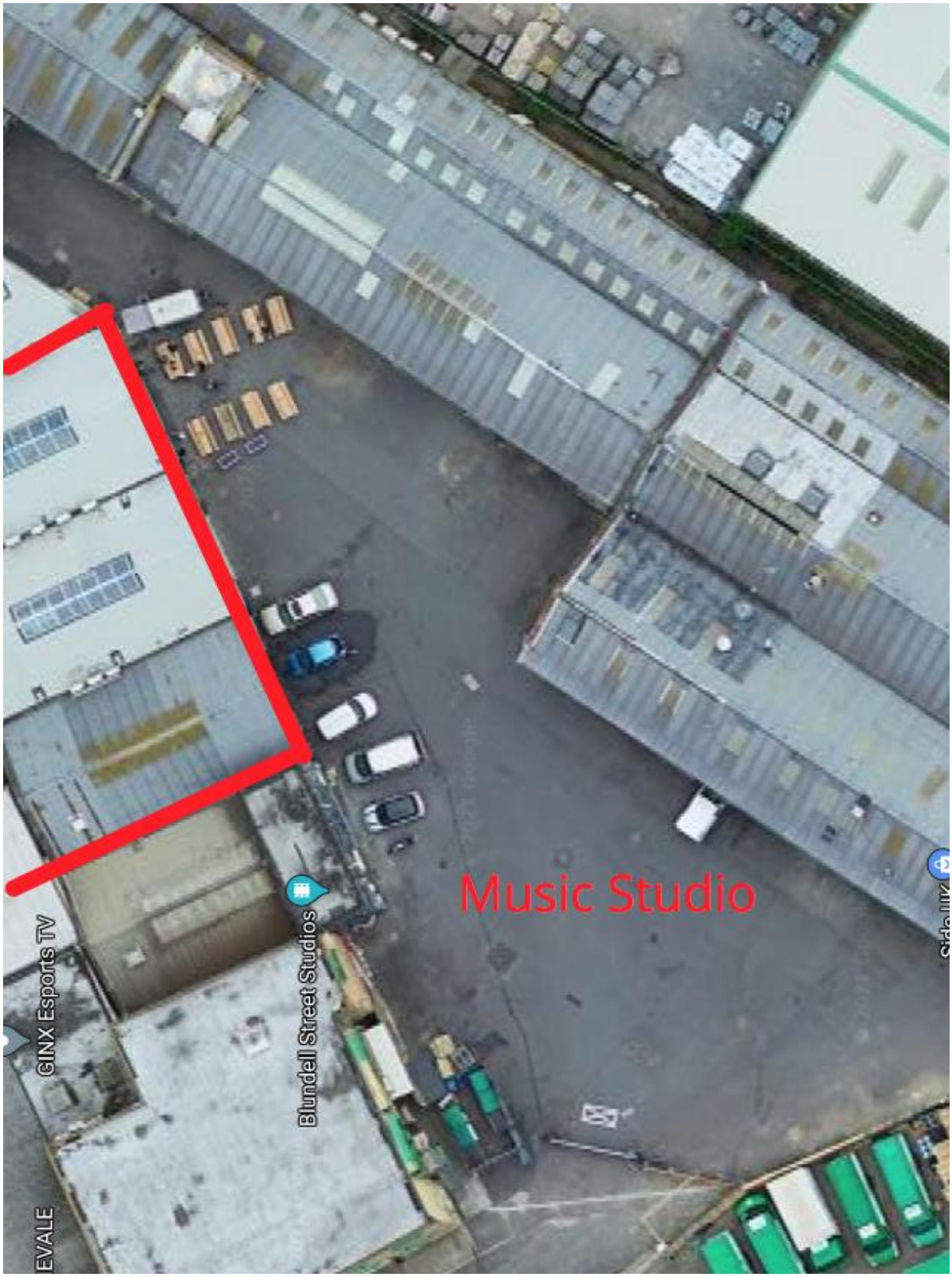
    Offers a complete package of health and wellbeing rather than a one-dimensional fitness centre. The three dimensions of the centre include Training Studio, Spa & Beauty & Massage (Osteopathy, Rehabilitation and Sports Massage).

16. MOBO Trust

    Mobo trust since its inception in 1996, the MOBO Awards has truly become one of Europe's biggest Music Award ceremonies, and perhaps the most important and influential event for music makers and fans. Celebrating excellence in music for more than 20 years, MOBO continues its rich legacy and ongoing growth as the premiere outlet for recognising and honouring the artistic and technical achievements of exceptional British and international talent in the musical fields of Hip Hop, Grime, RnB/Soul, Reggae, Jazz, Gospel, and African music. Beyond the awards, MOBO supports undiscovered talent in music via MOBO UnSung, and across the wider creative industries via the MOBO Season and MOBOvation Talks, alongside our newly established charity, MOBO Trust, which aims to support young people in the creative industries via a MOBO Fund and an all-new MOBO Academy

Appendix B


Vinyl Cafe
Gallery
Outdoor
Section



Appendix C – Site Plans

Applicant Business

Is your business registered in the UK with Companies House?	◉ Yes ○ No	Note: completing the Applicant Business section is optional in this form.
Registration number	05794102	
Business name	TILE	If your business is registered, use its registered name.
VAT number	-	Put "none" if you are not registered for VAT.
Legal status	Private Limited Company	

ISLINGTON

Islington
Temporary Event Notice
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 1 of 9

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	TILE EVENT	You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

○ Yes ◉ No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name	Alexandru Madalin	
* Family name	Oprisanu	
* E-mail	madalin.oprisanu@gmail.com	
Main telephone number	07460121343	Include country code.
Other telephone number		

☐ Indicate here if you would prefer not to be contacted by telephone

Are you:

◉ Applying as a business or organisation, including as a sole trader

○ Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

Continued from previous page...

Your position in the business	Event Manager	
Home country	United Kingdom	The country where the headquarters of your business is located.
Registered Address		Address registered with Companies House.
Building number or name	512 Vantage Building	
Street	Station Approach	
District		
City or town	Hayes	
County or administrative area	Middlesex	
Postcode	UB3 4FA	
Country	United Kingdom	

1 2 3 4 5 6 7 8 9 Next >

Have you had any previous or maiden names?

○ Yes ◉ No

* Your date of birth	29 / 03 / 1994 dd mm yyyy	Applicant must be 18 years of age or older
National Insurance number	ST 94 07 03 R	This box need not be completed if you are an individual not liable to pay UK national insurance.
Place of birth	Romania	

Correspondence Address

Is the address the same as (or similar to) the address given in section one?

◉ Yes ○ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name	512 Vantage Building
Street	Station Approach
District	
City or town	Hayes
County or administrative area	Middlesex
Postcode	UB3 4FA
Country	United Kingdom

Additional Contact Details

Are the contact details the same as (or similar to) those given in section one?

◉ Yes ○ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail	madalin.oprisanu@gmail.com
Telephone number	07460121343
Other telephone number	

Section 3 of 9

THE PREMISES

I, the proposed user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry out a temporary activity at the premises described below.

Give the address of the premises where you intend to carry on the licensable activities or if it has no address give a detailed description (including the Ordnance Survey references). (See also guidance on completing the form, note 2)

* Does the premises have an address?

(•) Yes ( ) No

Address

Is the address the same as (or similar to) the address given in section one?

( ) Yes ( ) No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

* Building number or name	Tileyard
* Street	Tileyard Road
District	
* City or town	London
County or administrative area	Islington
* Postcode	N7 9AH
* Country	United Kingdom

* Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)?

(•) Neither ( ) Premises licence ( ) Club premises certificate

Location Details

* Provide further details about the location of the event

The event will take part on the premises of Tileyard Education.

Section 4 of 9

LICENSABLE ACTIVITIES

State the licensable activities that you intend to carry on at the premises (see also guidance on completing the form, note 6):

- ☐ The sale by retail of alcohol
- ☒ The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club
- ☒ The provision of regulated entertainment
- ☒ The provision of late night refreshment
- ☐ The giving of a late temporary event notice

(See also guidance on completing the form, note 7).

Late notices can be given no later than 5 working days but no earlier than 9 working days before the event.
(See also guidance on completing the form, note 8).

Event Dates

There must be a period of at least 10 working days between the date you submit this form and the date of the earliest event when you will be using these premises for licensable activities.

State the dates on which you intend to use these premises for licensable activities

(see also guidance on completing the form, note 9)

Event start date: 23 / 07 / 2021 (dd mm yyyy)

The maximum period for using premises for licensable activities under the authority of a temporary event notice is 168 hours or seven days.

Event end date: 24 / 07 / 2021 (dd mm yyyy)

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock) (see also guidance on completing the form, note 10): 12Pm to 3 AM

Continued from previous page...

State the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers (see also guidance on completing the form, note 11)

499

Note that the maximum number of people cannot exceed 499.

If the licensable activities will include the supply of alcohol, state whether the supplies will be for consumption on or off the premises, or both (see also guidance on completing the form, note 12):

- (●) On the premises only
- ( ) Off the premises only
- ( ) Both

< Previous 1 2 3 **4** 5 6 7 8 9 Next >

Section 5 of 9

RELEVANT ENTERTAINMENT **(See also guidance on completing the form, note 13)**

State if the licensable activities will include the provision of relevant entertainment. If so, state the times during the event period that you propose to provide relevant entertainment

The music will be on since 12PM to 3 AM.

< Previous 1 2 3 4 **5** 6 7 8 9 Next >

Section 6 of 9

PERSONAL LICENCE HOLDERS **(See also guidance on completing the form, note 14)**

Do you currently hold a valid personal licence? ( ) Yes (●) No

< Previous 1 2 3 4 5 **6** 7 8 9 Next >

Section 7 of 9

PREVIOUS TEMPORARY EVENT NOTICES (See also guidance on completing the form, note 15)

Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?	○ Yes	● No
Have you already given a temporary event notice for the same premises in which the event period: a) Ends 24 hours or less before; or b) Begins 24 hours or less after the event period proposed in this notice?	○ Yes	● No

< Previous 1 2 3 4 5 6 **7** 8 9 Next >

Section 8 of 9

ASSOCIATES AND BUSINESS COLLEAGUES (See also guidance on completing the form, note 16)

Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	○ Yes	● No
Has any associate of yours already given a temporary event notice for the same premises in which the event period: a) Ends 24 hours or less before; or b) Begins 24 hours or less after the event period proposed in this notice?	○ Yes	● No
Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	○ Yes	● No
Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period: a) Ends 24 hours or less before; or b) Begins 24 hours or less after the event period proposed in this notice?	○ Yes	● No

Section 9 of 9

CONDITION (See also guidance on completing the form, note 18)

It is a condition of this temporary event notice that where the relevant licensable activities described in Sections 4 and 5 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

This formality requires a fixed fee of £21

DECLARATION (See also guidance on completing the form, note 19)

* The information contained in this form is correct to the best of my knowledge and belief
* I understand that it is an offence:
* (i) to knowingly or recklessly make a false statement in connection with this temporary event notice and that a person is liable on conviction for such an offence to a fine up to level 5 on the standard scale; and
* (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on conviction for any such offence to a fine not exceeding £20,000, or to imprisonment for a term not exceeding six months, or to both

☒ Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name	Alexandru Madalin Oprisanu
* Capacity	Event Manager
* Date	06 / 03 / 1994 (dd mm yyyy)

Full name	Aston New
Capacity	Event Manager
Date	06 / 03 / 1994 (dd mm yyyy)

Full name	Caitlin Skea
Capacity	Event Manager
Date	06 / 03 / 1994 (dd mm yyyy)

Continued from previous page...

Remove this signatory

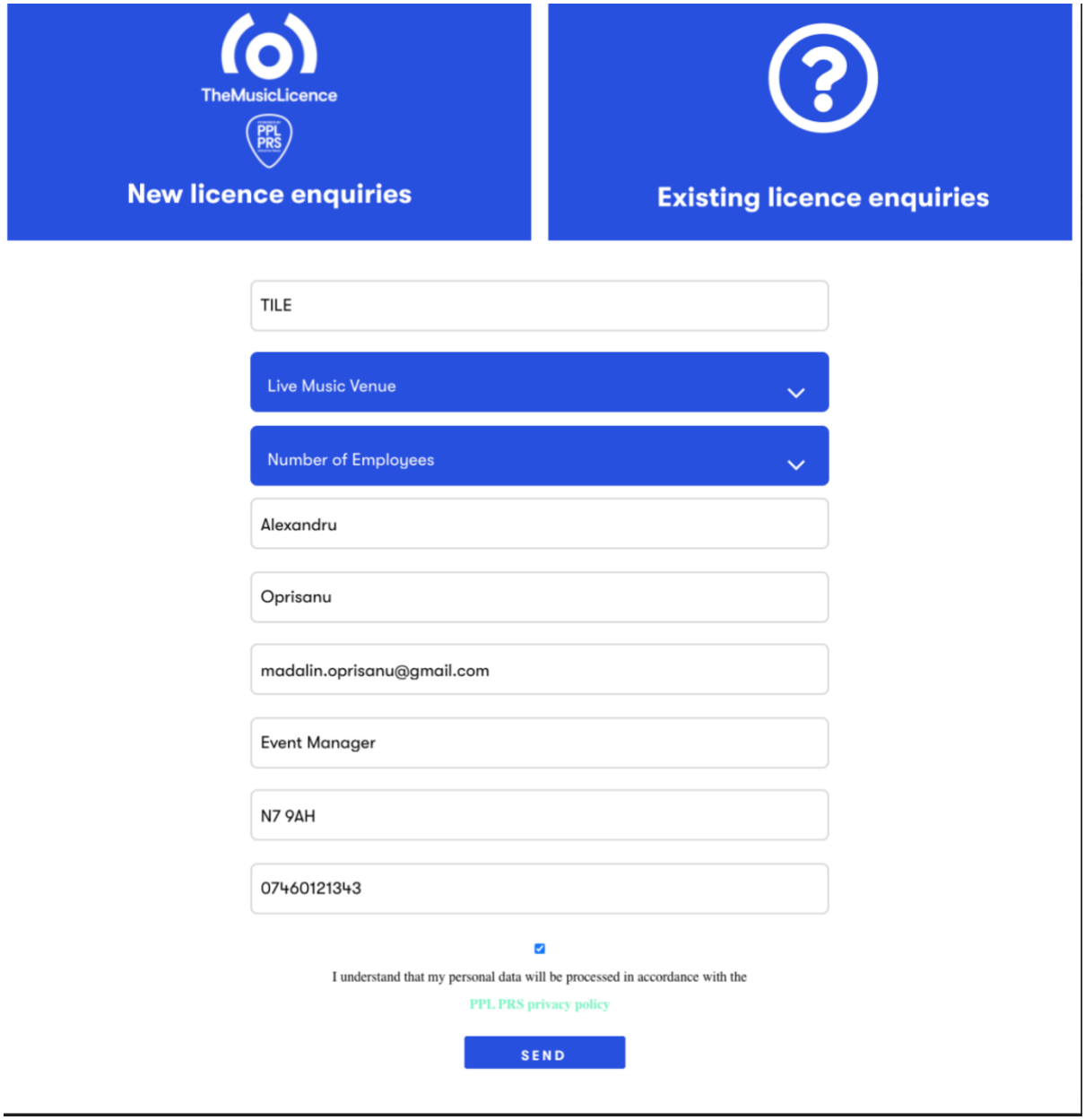
Full name	Dami Dina
Capacity	Event Manager
Date	06 / 03 / 1994 dd mm yyyy

Remove this signatory

Add another signatory

Once you're finished you need to do the following:
1. Save this form to your computer by clicking file/save as...
2. Go back to https://www.gov.uk/apply-for-a-licence/temporary-event-notice/islington/apply-1 to upload this file and continue with your application.
Don't forget to make sure you have all your supporting documentation to hand.

< Previous 1 2 3 4 5 6 7 8 **9**



Appendix D – Licences

	Types of Tickets	Price
Entire Event	General	£35
	Students	£25
Day Event	General	£25
	Students	£20
Evening Event	General	£25
	Students	£20

	Predicted Outcome		Tickets available	Total Income
Entire Event	General	£35	150	£5,250
	Students	£25	120	£3,000
Day Event	General	£25	80	£2,000
	Students	£20	20	£400
Evening Event	General	£25	60	£1,500
	Students	£20	20	£400
Total No' of Tickets			450	
Total				£12,550

		Food and Drink Cost						
	Type of Food	**Shop**	**Number of Packs**	**Pack of**	**No' of Servings**	**Price**	**Total Cost**
General Public	Mixed Sandwitch Classic Platter	Costco	20	32	640	£18	£360
	Mixed Wrap Platter	Costco	8	48	384	£27	£216
Vegetarian	Vegetable Snack Pack	Waitrose	5	15	75	£8	£40
Dessert Veg + General	Profiterole	Costco	10	12	120	£24	£2[illegible]
Drink	Sparkling Water	Costco	20	24	480	£18.50	£370
	Still Water	Costco	20	24	480	£18.50	£370
Total Cost							**£1,596**
Cost Per Person							**£3.19**

Cost Per Person is calculated as Total Cost devided by the Total Number of People (499)

	Entertianment Costs			
	Name	Performance Cost	Transport	Total Cost
Host	Luis Gustavo Silva Navarro	£200	£0	
Opener	Cathal Reynolds	£150	£0	
Headliner	Celine Love	£250	£30	
DJ Set	SHAFFKAT	£250	£0	
Total		£850	£30	£880

No'	Type of licence	Cost
1	TheMusicLicence	Pending
2	Temorary Event Notice	£180

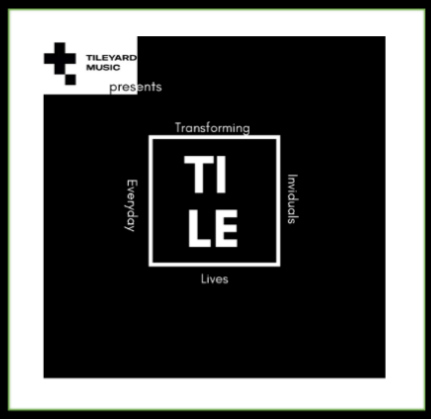
		Predicted Balance Sheet		
		Expense	Profit	
Day Event	Food and Drink	£1,596	£0	
	Vinly Café Profit Share		£281.25	
Evening Event	Food and Drink	£0	£0	
	Vinyl Café Profit Share	£0	£2,812.50	
	Entertianment	£880	£0	
	License	£300	£0	
Tickets			£12,550	
Total		£2,776	£15,643.25	
Outcome (Profit)				£12,867.25

Appendix E – Budget

Staffing

Event managers
Alexandru Madalin Oprisanu
Aston New
Caitlin Skea
Dami Dina

Staffing for both events to include:
Site manager
Site crew
Stewards
Volunteers
Production Manager
Volunteers/Volunteer Coordinator
Artist Relation team
Security/Security Manager
Stage Manager/Stage Management
Wardrobe
Hospitality Manager
Chef/Kitchen Staff
Food Vendor Manager
Box Office Manager /Box Office Team
Parking Manager
Accountant/Finance Team
First Aid
Media and Press Team
Marketing Team
Hosts
Talent (Bands, Singer, DJ'S)
Workshop Leaders
Reception/Administration Staff
Set and Stage designer
Production (Sound, Audio, LX
Service Staff
Cashier staff



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6 Posts

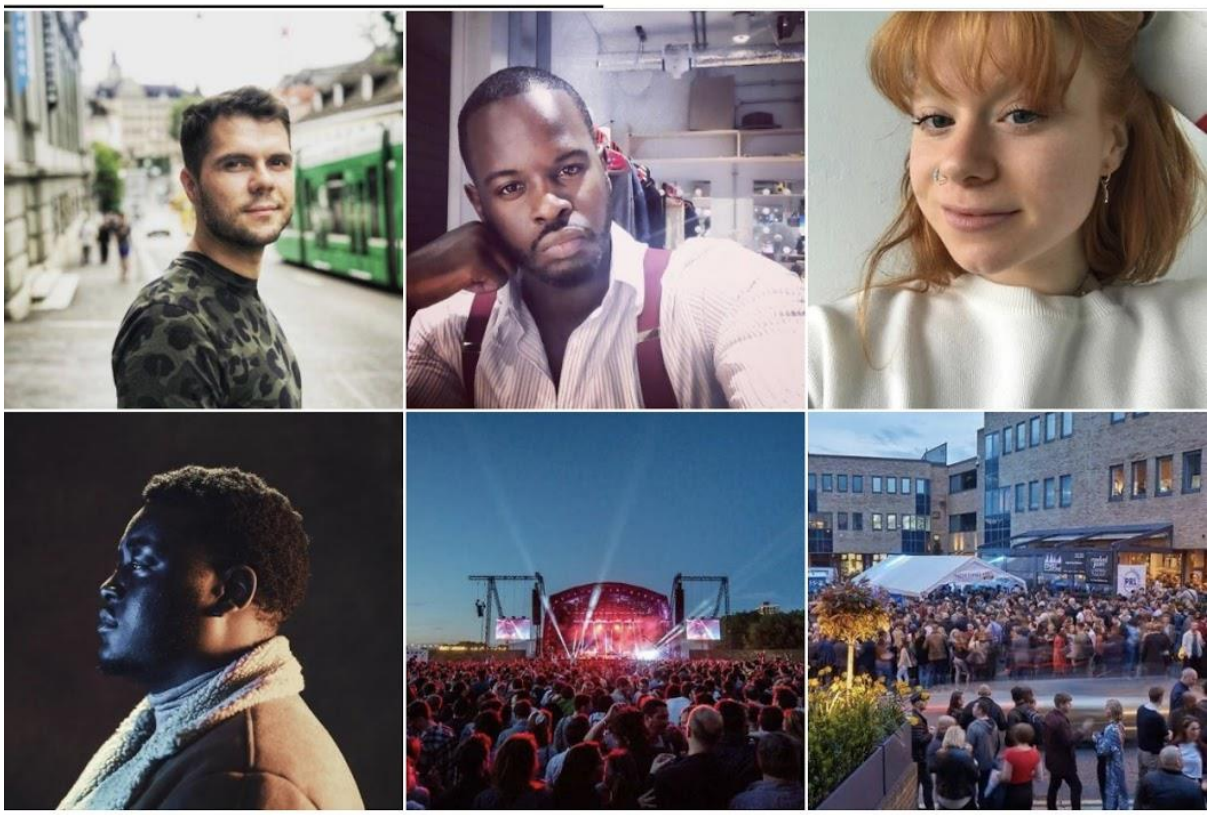
0 Followers

1 Following

TILE

TILE 2021🧩
Workshop 📝and Showcase 🎭
Founded by @tileyarded students 📚
Held at @tileyardlondon🎶
23rd - 24th July 🌤️

Edit Profile



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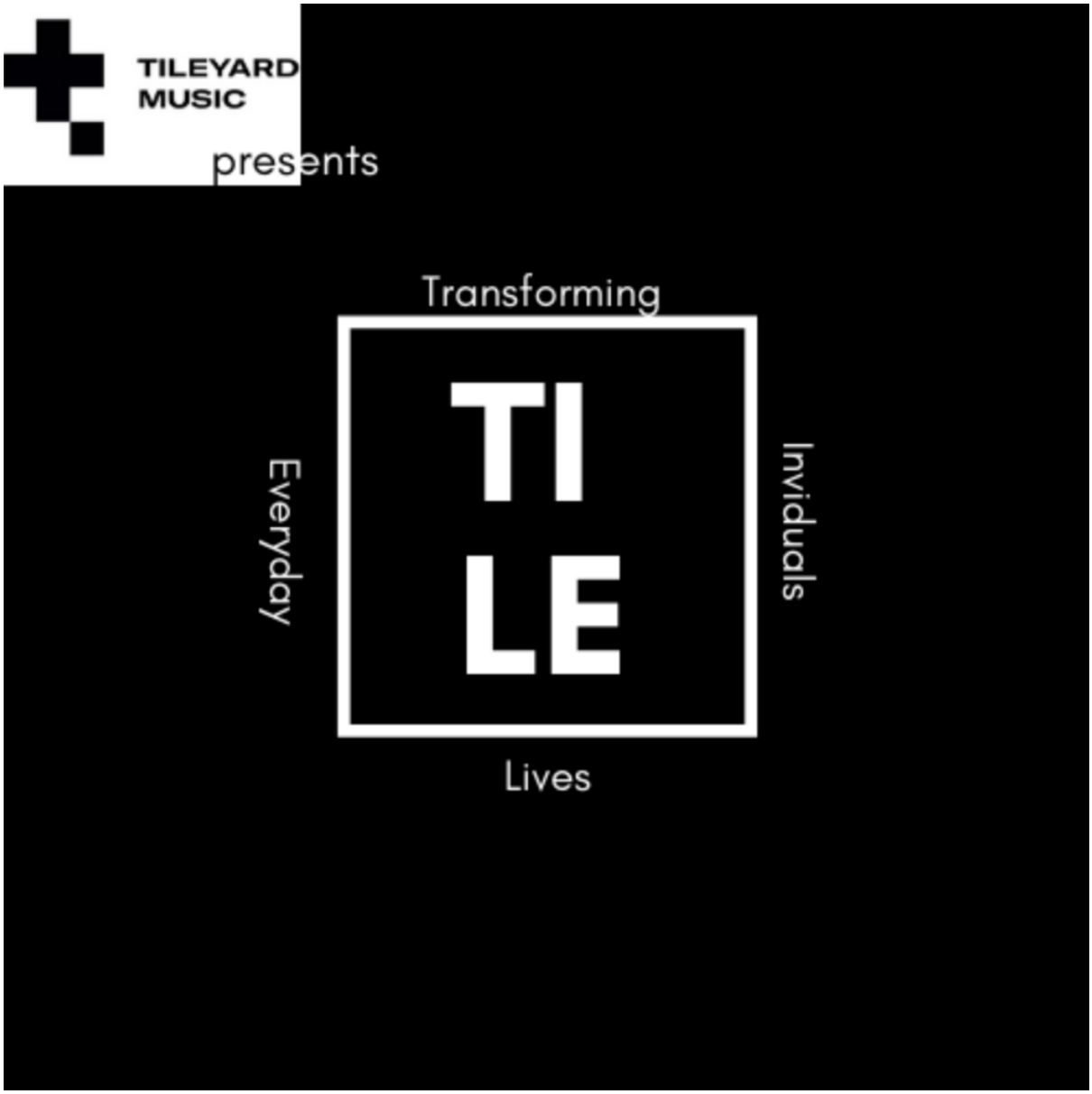
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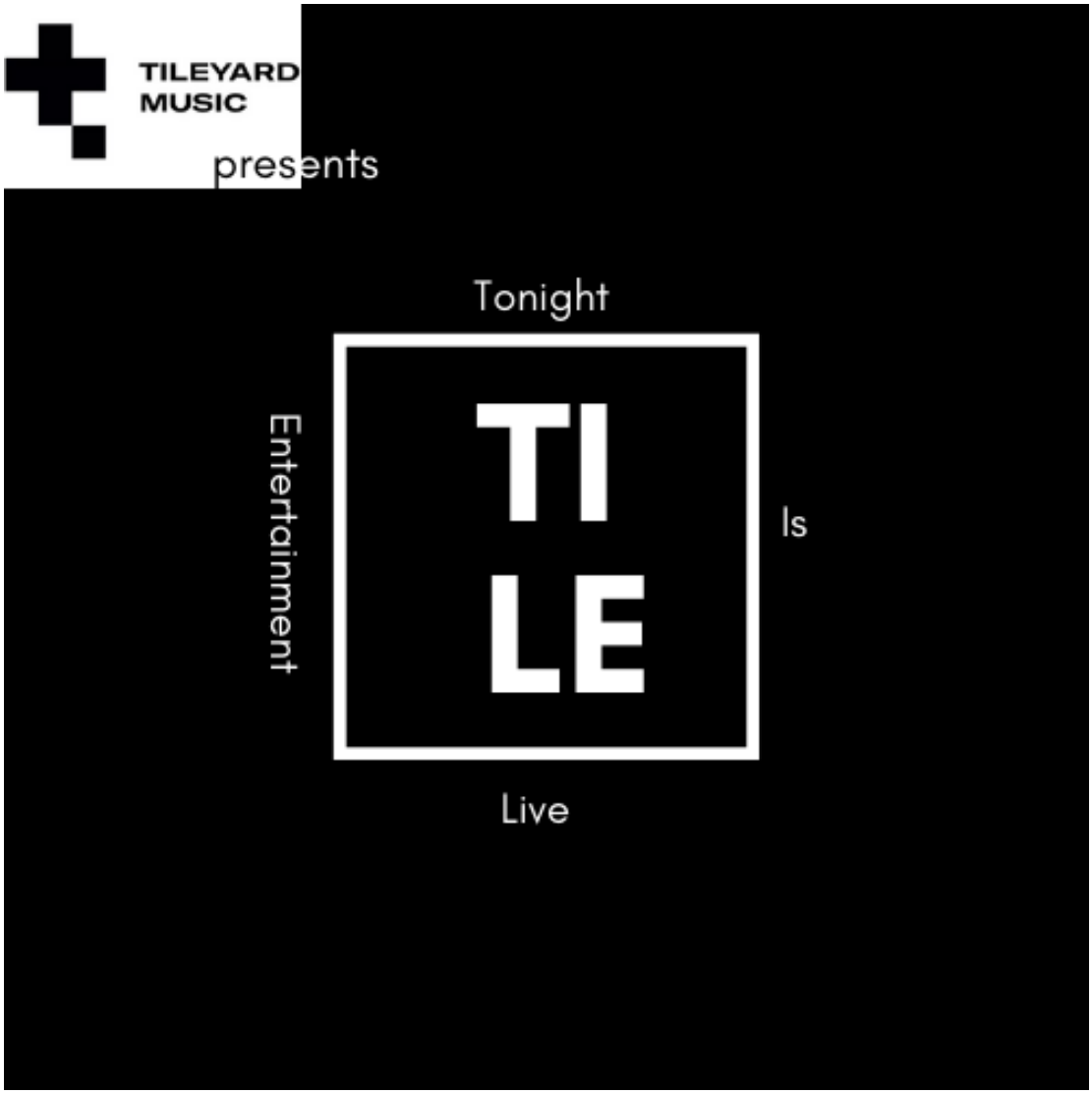
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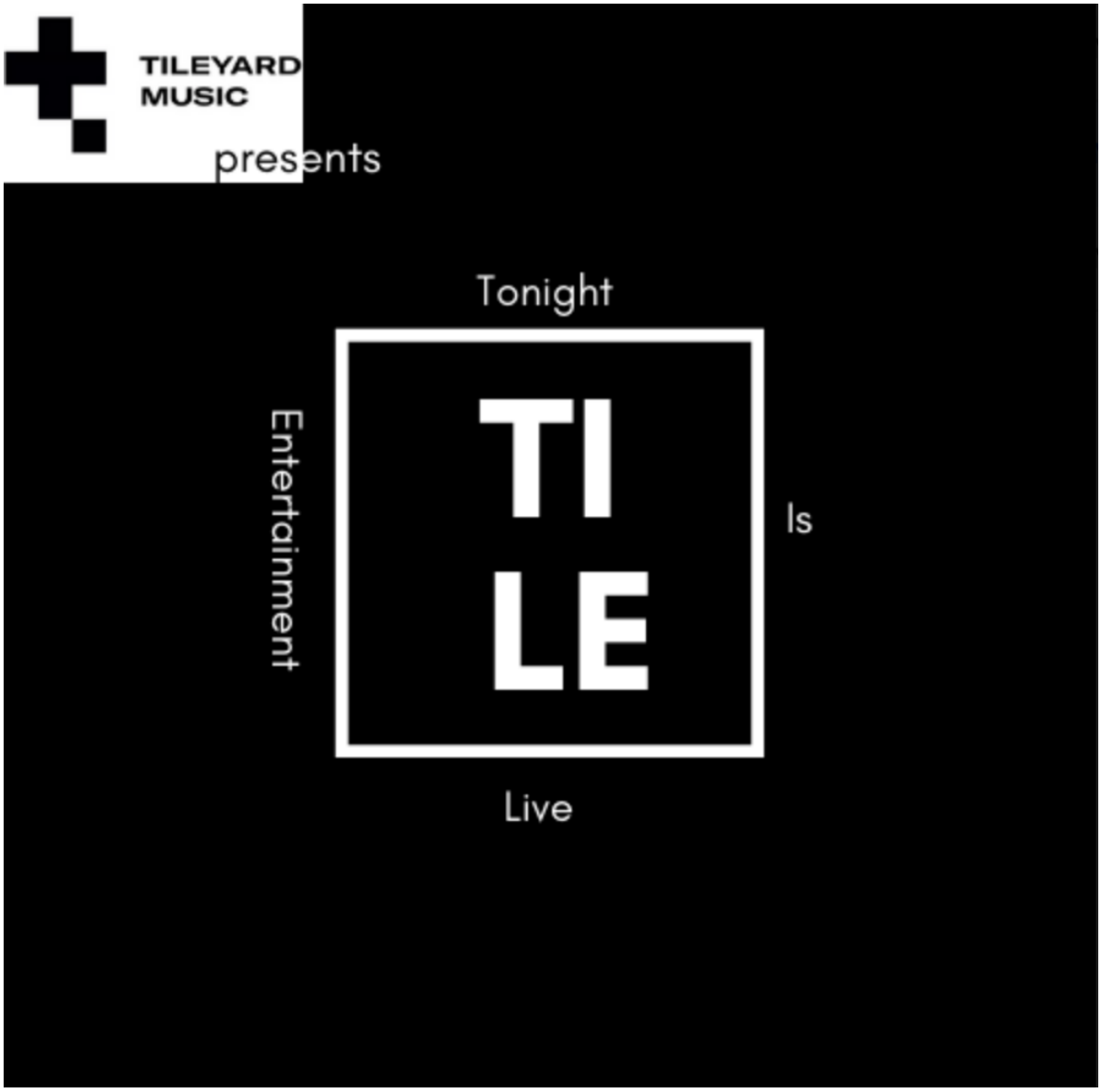
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Live

TILEYARD
MUSIC
presents
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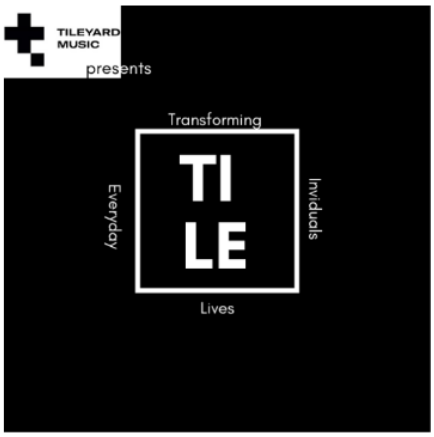
after dark
Tonight is live entertainment.
An evening showcasing the best talent Tileyard has to offer
Live Music, DJ's and much more...
Music starts 8PM



Press Release

Tileyard presents TILE with a series of practical workshops on navigating through what the Tileyard complex has to offer. Each session will cover a different sector, whether music, cooking, music producing, songwriting, fitness, plus many more – all will include a Q&A about the industry, practical, creative sessions, and discussions about working in the respective field.

Each jam-packed session will last 50 minutes and will be taken by one of the complexes leading entrepreneurs. The sessions are designed to give you further insight and get your creative juices flowing.

Whether you are an emerging artist/singer/songwriter/band or even think of yourself as the next Gordon Ramsey or Joe Wicks, we want to see you down at our workshops.

Do you want to want to understand the ins and outs of the music industry? Do you want to know how to distribute your music independently? Or maybe you want to know how to earn a living in the creative industry? Or perhaps you are completely confused and don't know where to begin. Don't fear; just come along and enjoy what the day has to offer.

TILE @FTA D/RK
(Tile after Dark)

Not stopping with the festivities, as much as we work hard, we play even harder too! After the day events will be dancing in the moonlight from 8 pm onwards in 'THE Gallery'. We'll be showcasing the best of what Tileyard has to offer! A selection of Tileyard Music Artists & Tileyard music students will be performing and Djing all night, which means you'll get to see some incredible acts and hear great music.

Appendix 15 - Event Management Plan:

Event Management Plan

Event Name:	TILE
Event Date:	23.07.2020 - 24.07.2020
Event Location:	Tileyard Studios, Kings Cross, London, N7 9AH
Event Purpose:	Music workshops followed by a summer / showcase party

Introduction:

The purpose of this document is to give notes and guidance to event organisers and planners, to successfully host an event at Tileyard Studios, London. The specific event details, roles and responsibilities, check list are all provided below.

Event Details:

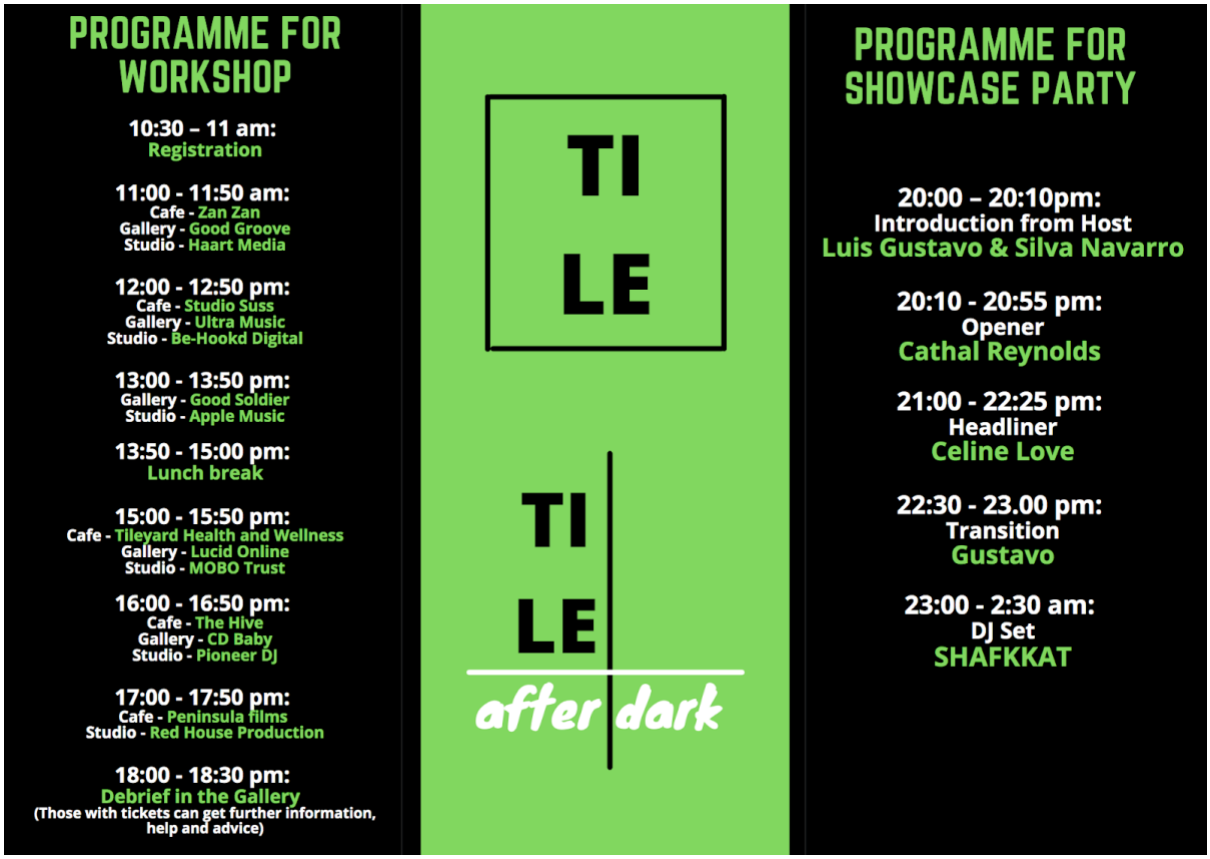
Time of the event:	10.30 am - 2 am.
What is the event audience:	Mid teens - late 20s. Interests in music.
How many people will attend:	Up to 499 people.
Is the day event ticketed:	£25 single, £35 for both.
Is the evening event ticketed:	£25 single, £35 for both.
Is there a student discount:	£20 for single tickets, £25 for both.
How many workshops will take place:	16 businesses will be given workshop slots.
How many acts will perform in the evening:	2 hosts and 3 performers.
How many entrances/exits are there:	1 entrance and 1 exit.

Team Roles and Responsibilities:

Event Plan Manager:	Caitlin Skea
Social Media Director:	Caitlin Skea
Floor Management:	Dami
Programmer:	Dami
Marketing Director:	Aston New
Organisational Manager:	Aston New
Licensing Manager:	Alexandru
Budgeting Manager:	Alexandru

Check List:

- Venue booked ☐
- Timings of workshops finalised ☐
- Businesses confirmed ☐
- Event budget finalised ☐
- Event marketing campaign finalised ☐
- Speakers, presenters, acts all booked ☐
- Organised insurance and health and safety compliance ☐
- Catering organised ☐
- Audio visual, lighting and staging organised ☐
- Hired event staff ☐
- Volunteers hired ☐
- Local or industry press contacted ☐
- Licences confirmed ☐
- Necessary marketing completed ☐
- Reviewed and analysed event success ☐



Meeting minutes all accessible at (no password required):

https://drive.google.com/drive/folders/1RjylS1bHGdq-owNKBQ_9OAiFvDBv88hO?usp=sharing