

Business Proposal – Event Management Company

The business I intend to create is an events management company. I want to focus on the Music Industry, wanting to work at/for festivals, tours, and other live music events. However, I understand that this is a saturated market. To increase the value of my services and stand out in the market, I will specifically focus on artists and their mental and physical health. This focus is because some shows I had lined up recently have been cancelled due to artists' health reasons. Last year, after the dredges of COVID were finally allowing shows, artists like Justin Bieber and Shawn Mendes cancelled shows due to mental illness. Still, other acts like Arlo Parks and Yard Act were cancelled due to the gruelling and never-ending shows offered. (Barton, 2022)

I want to create a company that meets the artist's needs personally and professionally. In terms of the artist's consumers, I will look to decrease disappointment whilst making sure the artists are happy to continue to help stop any unwanted/unforeseen cancellations. I'm looking to fill the gap that is rescheduling events, poor artist health and having to give refunds to the consumer, which can knock on artist income. The knock-on is not just a product of illness before touring but also increasing costs to do live shows. The stress that follows trying to organise such shows, significantly after COVID-19, has dampened artist income (Gilligan, 2022).

In addition to working with artists and their management, I want to let my personality shine through to create healthy relationships with potential customers. I want to let those I work for know who I am and my interests, a more personable company. To become personable, between jobs, I will post blogs/reviews of live shows I have been to and albums I'm listening to. These will keep me relevant between jobs so I can keep content coming whilst sharing my services. This is a more personal aspect of the business, but I have a better chance to show my drive, dedication, and passion regarding my work.

How will I create the value of working towards better health for artists? First, I will research why mental health impacts live events and examine and "Identify Potential Protective Factors" (Newman *et al.*, 2022). I must understand what affects artists and find ways to combat their problems. This research will be integral in my understanding of creating a business that cares and helps figure out my company mission.

Another piece of research I will focus on will be 'Touring and Mental Health' by the Music Industry Therapist Collective. This reading will be my focus, as it was written for musicians navigating being on the road "to identify, process and manage the physical, psychological difficulties that can occur...as a result of touring" ('Touring and Mental Health: The Music Industry Manual', 2023). Artists like Philip Selway from Radiohead and Nile Rodgers praised the book's helpful qualities ('Touring and Mental Health: The Music Industry Manual', 2023). My practice will heavily rely on my ability to create a safe space for artists and what they want and can handle for live shows.

Why an events company? I already have a handful of experience with on-site event management and would love to extend my knowledge further. I have yet to gain much production experience, so in researching my company, I look to increase my skills,

knowledge, and expertise to complete my skill set for event management. I will use the Live Event module knowledge to achieve this, and research live event companies. Also, I have volunteered for a local music charity, which has allowed me to gain experience in creating events from scratch.

My volunteering role has already given me an idea about budgeting, what needs to be budgeted and how to get a budget—for example, grants and Kickstarter. Also, the role has given me an idea of different things that must be considered - Location, cost, staffing, licensing, equipment, and weather, to name a few. I need to take this information and see how to apply it to my events, so to apply it to my company, adding in the extra step of artist health.

By the end of the research and once my business plan is complete, I will fully understand what it takes to assemble an event, how I will get work, and how to promote myself. I will research other events companies, see their clientele and the brands they associate with and use, and look at their missions and goals for the business to understand what else I need to focus on. The task will be critical to me as this company/idea is something I would love to execute, so I need to make sure it aligns with my views, goals and value for the business.

To measure the business's success through this research, I want a fully formed website, a business plan, some blog posts readily posted, and some on-site pictures to give customers an idea of who I am. I have some on-site work planned and some images from previous freelance work. As a freelancer, I have not needed insurance as I have worked under other companies who take responsibility. However, I know for my own company, I will need to research the kind of insurance I need.

Bibliography

Barton, L. (2022) "'This should not be normalised': Why musicians are cancelling tours to protect their mental health', *The Guardian*, 22 September. Available at: <https://www.theguardian.com/music/2022/sep/22/this-should-not-be-normalised-why-musicians-are-cancelling-tours-to-protect-their-mental-health> (Accessed: 28 August 2023).

Gilligan, E. (2022) 'Risks, rising costs and "relentless demands": why so many musicians are cancelling their tours', *The Guardian*, 17 October. Available at: <https://www.theguardian.com/music/2022/oct/18/risks-rising-costs-and-relentless-demands-why-so-many-musicians-are-cancelling-their-tours> (Accessed: 28 August 2023).

Newman, C. *et al.* (2022) 'Mental health issues among international touring professionals in the music industry', *Journal of Psychiatric Research*, 145, pp. 243–249. Available at: <https://doi.org/10.1016/j.jpsychires.2021.12.031>.

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