

MUSIC EVENT MARKETING 2017-2018

GROUP ASSIGNMENTS

Roderick Udo – roderick.udo@hu.nl

TEAM ASSIGNMENT - EVENT PLAN

Introduction

The best way to learn about organising events, is by organising one yourself. To get a better and more detailed understanding of all aspects of organising and promoting an event, each group is going to write their own event plan.

Deliverables

In week 7 you are expected to present an event plan, which is good enough to convince sponsors to get involved in your event and to convince the local council to give you a licence. This means that you have to make sure that you do not forget any aspect of the event. Excellent pre-production means that you limit the number of surprises during the production phase.

You have to deliver two things for this assignment:

- event plan: written report
- presentation: 5-7 minute pitch + 'defense'

Event plan

You are going to choose your own profile in organising an event. Come up with a name, atmosphere, everything. It is up to you to choose what kind of event you want to organise. The only thing that is set is that it has to be a music event in some way. Be creative and create something that your target group loves, something that is viable!

Use literature to create a complete list of topics that you have to research. Please refer to your sources in APA style. The report is supposed to contain at least the following:

- introduction
- the concept, incl location, target audience, etc. (see Chapter 7)
- desired impact
- organisation structure
- full budget (come up with realistic estimates)
- HR plan
- marketing plan
- sponsorship policy / what you have to offer
- pre-production and production planning, incl logistics (Gantt chart)
- legal issues, safety and health
- sustainability (is this important to you or not?)
- reference list

Pitch

Convince possible sponsors in a 5 minute pitch. Make sure they invest in your event.

Planning

See details in general planning document on Sharepoint. Create your own planning with your group.

Deadline: hand in final report on Thursday, October 26, 11:30am at the latest.

YOU ARE ALL CHALLENGED TO
WRITE AN EVENT PLAN FOR AN EVENT THAT CAN
ACTUALLY BE ORGANISED

AND TO **MAKE IT HAPPEN!!!**