

FAMOUS EVENTS

Glastonbury: Glastonbury is a five-day festival of contemporary music in Wiltshire. It is one of the largest festivals in the world.



Reading: Reading and Leeds is a three-day festival that takes place in Reading and Leeds in England. The events take place at the same time on August Bank Holiday weekend.



Victorious: Victorious Festival is a three-day festival held in Portsmouth. It was founded in 2011.



EVENT MANAGEMENT

KEY WORDS,

Events Management: The skill of creating and overseeing the organisation of an event.

Artist: A person who is performing at your event.

Venue: The place where your festival/event will take place

Event: A planned occasion that takes place – For example, a festival

Health and Safety: Regulations and procedures intended to prevent accidents or injuries in public environments.

Upscaling: Planning on how to make a small event into a large one.

Demographic: The person or place you intend to focus your event on.

Copyright: The exclusive legal right to a product you own. i.e a song or artistic name.

Public Relations: PR is the practice of managing an individual or group and being the relation between public and artist.

ROLES OF PLANNING AN EVENT

Artists:

Artists are chosen by the Events Managers. They will be chosen based on their style of music, i.e. if it were a Hip-Hop event you would pick a Hip-Hop artist

Venue:

The correct venue needs to be chosen for an event. A small coffee shop would not be suitable for a large performance, but it would suit solo, acoustic acts.

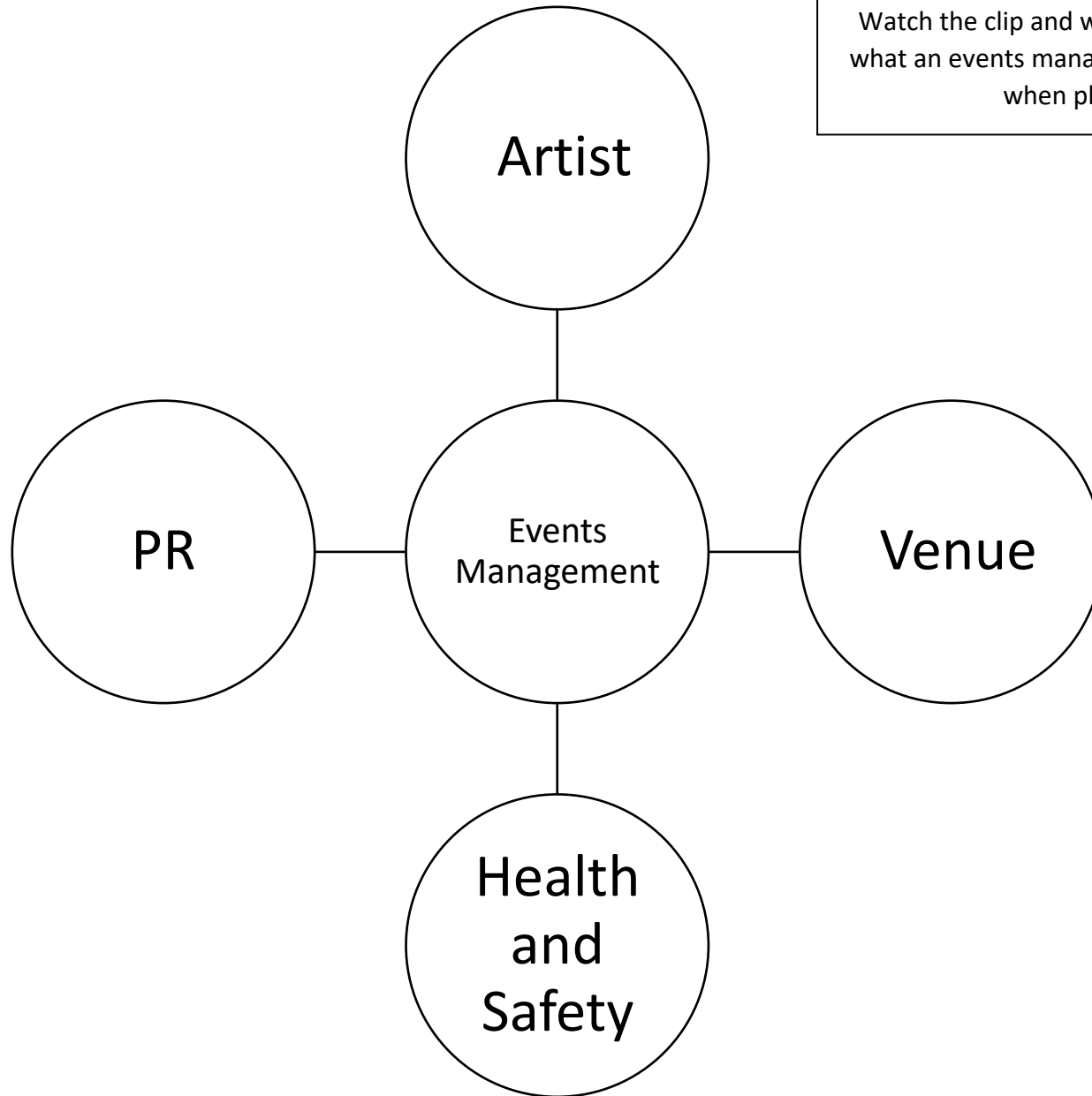
Public Relations (PR):

PR helps you promote your event, they are responsible for advertising the event to the general public.

Upscaling:

The reason we put on events is to make it as large as possible, bringing in more people and more money. Upscaling your event is how you can make it even bigger.

Watch the clip and write down on your circle map what an events manager might need to think about when planning an event.



Roles of an Events Manager:

Write down what is involved in the planning of each aspect of the event:

Artist

Venue

Public Relations

Upscaling

--	--	--	--

--	--	--	--

--	--	--	--

--	--	--	--

Assignment Brief

- You are creating a new Music event.
- As a group of 4 you will plan an event that will start small and grow bigger each year.
- You will be creating a PowerPoint explaining all of the details of your event which you will present to the class at the end of term.
- The Event must include:
 - 1) Location – Where in the UK/Size of Venue/Guests
 - 2) Artists - Which artists you will use/Style of the festival
 - 3) Public Relations – How you will promote your event
 - 4) Upscaling - How you will upscale your musical event?

Every person in the group must contribute to the PowerPoint – you will each be assigned job roles and it will be your responsibility to present that part of the PowerPoint to the class.

Job Roles:

Artist	Venue	PR	Upscaling
<u>Name:</u>	<u>Name:</u>	<u>Name:</u>	<u>Name:</u>
<p>This person's role is to pick the artists who will be playing at your event.</p> <p>The artists must be suitable and appropriate for your venue and demographic audience.</p> <p>You must explain why you have selected your artists and what they will add to your event.</p>	<p>This person's role is to pick the venue where you will be hosting your event.</p> <p>The venue must be suitable and appropriate for your artist and demographic audience.</p> <p>You must explain why you have selected your venue and design the stage using www.stage-plan.com/stageplan</p>	<p>This person's role is to design the posters for the event using word.</p> <p>The poster must reflect the style of your event. It should include: Name of event, time, place, cost and artists that are performing.</p> <p>You will also have to think about what sort of audience you would like at the event and explain how you have ensured you are advertising to the right people.</p>	<p>This person's role is to plan how you would make this event bigger than ever before.</p> <p>You can decide on whether or not you believe this event has already ran or you can decide if this is the first year.</p> <p>Whichever you decide, you must say how it'll be even better next year.</p>

Test Yourself...

Can you find the 9 words below that relate to Event Management?

- Artist
- Event
- Public Relations
- Venue
- Copyright
- Festival
- Suitability
- Demographic
- Upscaling

N D Y B P B Q F U P L U L V N D S S D V
Y I M E B M K P L H T N A S E N U G E T
W L P E T F S Z K H B Z V U O N C X M O
Q Z F S I C X Z H Q D E I I S E U H O R
M P U P A N L Y I M A R T I S T P E G R
B U O L X W T X Y Z H A S U N G F X R C
N Y I U W R D E X H L L E C Q U W Y A I
N N T X O D H W C E B C F X C F Q M P L
G T J I Y P P V R W W K C J O T E C H B
W B S D L L W Q U I E A L U X D P E I U
D H B O S I X E G Q R H Y G U C N J C P
L B Z F T B B P I L V L M S H V B T M B
W C T N X F G A I E O Y A Z F H V R H R
Z O E A Q J C K T M P H F Q W J V J O O
G V M K B J W U F I Y E U Q D A Z M C V
E K A Z G I W C S C U D H C R P O I F M
X R Y L B C D U N E R S I Z C V U X S E
C P F M I N I Q F H J A L P I K J H S R
Q G B W W G M Q Z F K Z I Y P U Y G I T
T H G I R Y P O C W F W S X R T U Z H T

VENUE

	Advantages	Disadvantages
Small Venue	<ul style="list-style-type: none">•••	<ul style="list-style-type: none">•••
	Advantages	Disadvantages
Large Venue	<ul style="list-style-type: none">•••	<ul style="list-style-type: none">•••
	Advantages	Disadvantages
Festival	<ul style="list-style-type: none">•••	<ul style="list-style-type: none">•••

PORTSMOUTH GUILDHALL



This is a multi-use performance space with an audience capacity of 2,228 people.

Artists who have played the guildhall include:

Elton John, Bob Dylan, Arctic Monkeys and McFly.

This venue would be suitable for a huge number of artists.

The venue is situated in the centre of Portsmouth and is easily accessible for all.



THE WEDGEWOOD ROOMS



This venue has the capacity of 400 people. The venue is used for not only music performances but comedy gigs also.

Artists who have played at the Wedgewood Rooms include: Oasis, Blur, Muse, Twenty-One Pilots and Catfish and the Bottlemen.

The venue would be suitable for a large number of artists – especially bands.



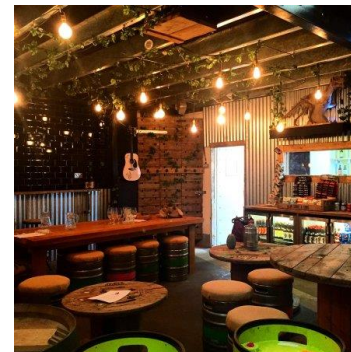
STAGGERINGLY GOOD BREWERY



Staggeringly Good Brewery is a new music venue which has recently opened up in Southsea, Portsmouth.

Artists who would be suitable for this venue would be acoustic artists, i.e. Ed Sheeran, Adele, Sam Smith.

The venue can only seat 250 people so if an event was held here, it would have to be an intimate event (not a lot of people)



KINGS THEATRE



Situated on Albert Road, Portsmouth. The Kings Theatre is one of Portsmouth's largest music venues. The venue can seat 1,400 people.

The venue has hosted countless different artists and would be suitable for a range of different artists. Although all of the audience would have to be sat for the entire performance.

This venue could see all different genres and styles of music through its doors.



Match the following descriptions to the correct venues:

Venue A plays host to productions such as plays and musicals, as well as small – medium sized gigs.

Venue B plays host to large touring productions such as TV talent shows and also sports events such as football.

Venue C holds regular music evenings, including traditional Jazz and live bands. It is also famous in the area for having a fine selection of cask ales.

Club

Arena

Rehearsal Studio

Pub

Sports Centre

Theatre

Test Yourself...

Use arrows across: Artist → Genre → Venue
Then give your reasons why the artist and genre match the venue

Match the following artists to genres and to the suitable venues:

Artist:
Adele

Stormzy

BTS

Ed Sheeran

Drake

Genre:
K – Pop

Grime

Hip Hop

Pop

Acoustic

Venue:
Royal Albert Hall

Wembley

O2 Arena

Reading

Manchester Arena

Reason:
.....

.....

.....

.....

.....

Public Relations

What does PR stand for?.....

Where would you use PR when planning an event?.....

Tasks that you may need to plan if you were in PR and what you would need to include:

Advertisement, such as; posters:

Tickets:

Event posts on social media:

Examples:



Fact Retrieval



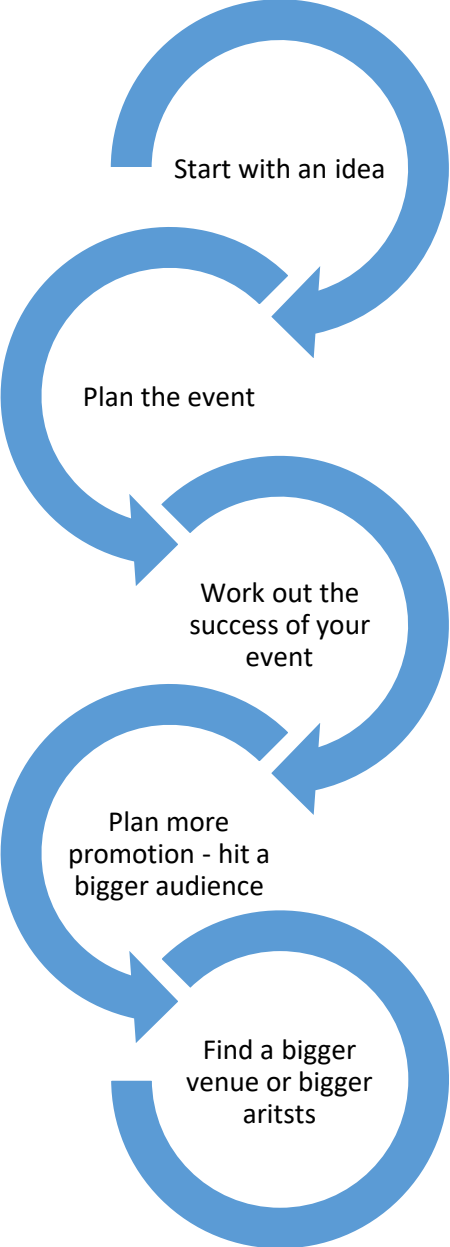
What does demographic mean? [1 mark]	Give two ways that you can promote your event? [2 marks]	What does a Lead Guitarist do? [1 mark]
Give an advantage and a disadvantage of a small venue? [2 marks]	What does PR stand for? [1 mark]	What does a Rhythm Guitarist do? [1 mark]
Give an advantage and a disadvantage of a large venue? [2 marks]	Name three famous venues that we have studied? [3 marks]	Name three skills you need to play in a band well? [3 marks]

Last week	Last month	Way back!
------------------	-------------------	------------------

Total points /16

Upscaling

How to upscale:



Fill in your own:

A series of five empty rectangular boxes, each connected to the one below it by a downward-pointing arrow, intended for user input.

Your Presentation – Check List

Section 1: Welcome slide to your event	
Section 2: A little bit about your event, i.e. aesthetics, 'vibe', destination, cost, time, etc.	
Section 3: Venue – Where and Why?	
Section 4: Artists – Who and Why?	
Section 5: PR – Posters/Tickets/Cost/Advertisement	
Section 6: Upscaling – What is the plan for this event in the future	
Section 7: Any questions?	

Peer Assessed by.....

Year 9 – Events Management – PEER ASSESSMENT

Learning Question	Success Criteria	Achieved?
<p><u>Week 6</u> <u>Events Management</u></p> <p>How do you develop an event?</p>	Asp: Basic overall knowledge of what an Events Manager’s role is. (Knowing your role in the event).	
	End: Good overall knowledge of what an Events Manager’s role is. (Knowing your role and another role confidently).	
	Acc: Excellent overall knowledge of what an Events Manager’s role is. (Understanding how important each pillar is to Events Management).	
	Asp: Present your event as a PowerPoint to the class. (Reading completely off the whiteboard)	
	End: Present your event as a PowerPoint to the class with some confidence. (Reading only sometimes from the whiteboard)	
	Acc: Present your event as a PowerPoint to the class with confidence. (Only looking at the whiteboard as a reference)	
	Asp: Understand what makes up: Venue, Artist, PR and Upscaling. (Being able to explain what each one does)	
	End: Demonstrate what makes up: Venue, Artist, PR and Upscaling. (Being able to put this into your work)	
	Acc: Understand and demonstrate what makes up: Venue, Artist, PR and Upscaling. (Confidently knowing how each role works)	
	Asp: Demonstrate adequate knowledge of your own event. (Presenting to the class)	
	End: Demonstrate good knowledge of your own event. (Being able to answer questions about your role)	
	Acc: Demonstrate excellent knowledge of your own event. (Being able to answer all event-based questions, knowing not only your role but others.)	
	Asp: Allowing misconceptions whilst planning events to happen. (Large mistakes that appear in your event)	
	End: Removing some misconceptions from your event planning. (Small gaps in knowledge about roles.)	
	Acc: Removing all misconceptions from your event planning. (Knowing exactly how your event has been planned and what it will be.)	

Peer Comment: WWW & EBI: (use the success criteria above to help you)