# Extended Project Presentation

## Introduction

Hello and welcome to my final project presentation!

I chose to do this project because it plays to my strengths. This will be good for me because it will take some of the pressure off of me, knowing that I am already capable of making this project a success due to doing so in a previous project. It will also be a very good opportunity to improve my skills and showcase what everyone can do.

Throughout the rest of this presentation, I will be talking about my project idea and the steps that I will be taking to achieve this.

## My idea



My final project idea is to become an event manager. My role will include taking charge of a course - wide YouTube channel and organising a final showcase live stream to a professional standard.

This will be successful because by the end of the year, we will have produced many hours of videos and audio files that will showcase all of the wonderful projects and talents across the course. This will be made clear by the amount of views, likes and subscribers we can gain on the channel.

I also plan to run the promotion for this project which will mainly take place on Instagram.
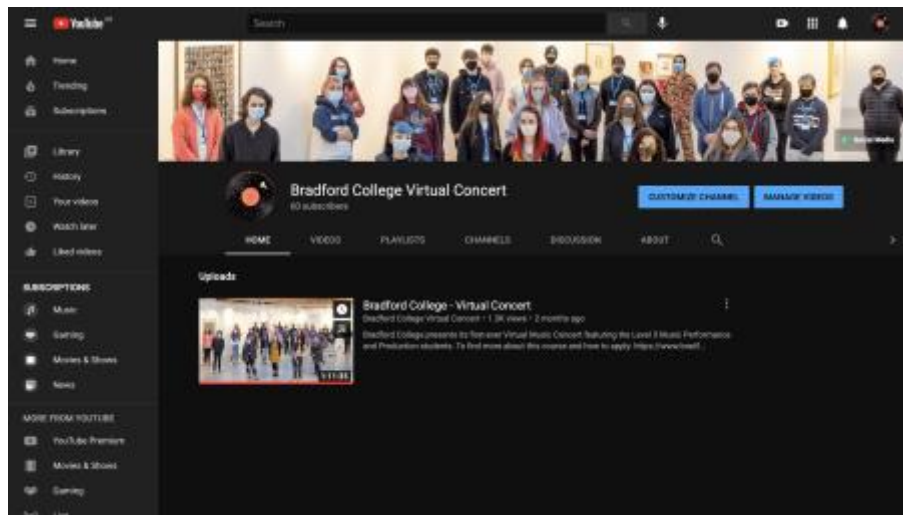
*1 - Source: (Facebook, 2021)*

# Aims and Objectives



The aim of this project is to produce a professional quality livestream showcase and interesting YouTube channel content using effective promotion to ensure a high audience engagement.

***How will I do this?***

- Create schedules
- Research
- Venues
- Use Final Cut Pro

*2 - Source: (Apple, 2021)*

- Promote the channel and the stream.



*3 - Source: (Telegraph and Argus, 2021)*

- Contacting people

- Develop an extensive marketing plan that reaches the correct audience.

- Consistently use these skills: Problem Solving, Planning, Practical Skills, Presentation, Evaluation.

*Who is my target audience?*

Music lovers mostly located in Bradford. These are most likely to be teenagers and family members and friends of those on the course. However, it may include listeners of BCB Radio, subscribers from the previous showcase and more.

*4 - Source:  (Bradford Community Broadcasting 106.6FM, 2021)*

# Resources I Will Need



BCM
VIRTUAL CONCERT

*In order to carry out this project to the best of my ability, I am going to need:*

***WHO -***

- A promotion assistant
- Performers
- An audio engineer
- Camera crew
- Video Editors
- Lighting department

***WHAT -***

- Creative and interesting channel and social media content

- Cameras to record on (preferably Canon not Zoom)

- Microphones and instruments

- Logic Pro X for recording and mixing audio

- Final Cut Pro for video editing

- Passwords for the social media and YouTube channel used in project 1 for our first ever virtual concert

- Logos used to rebrand and promote with

- A detailed schedule

# Promotion

I plan to promote this showcase mainly on the Instagram page (@bcm_virtualconcert). I would like to rebrand as a 'showcase' because our projects are not all performances and this way it becomes inclusive of everyone else.

The posts I make will update our followers with behind the scenes content and updates. I will be using our course's Discord server to find out what we are interested in. That way I can create more posts like this one I did for Millie and the Floor Gang, where we discussed our music recommendations:



*5 - Source: (matfg_official,2021)*

Similarly we can do more "songwriting scavenger hunt" type tasks that involve us getting outside to remain in a positive mindset but also have fun musically to be made into something as fun and exciting as we did here:

*6 - Source: (Youtube, 2021)*

## Research



*A list of sources I might use:*

- The Art of Project Management by Scott Berkun

- Brilliant Project Management (Revised Edition): what the best project managers know, do and say by Stephen Barker and Rob Cole

- The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever by Michael Bungay Stanier

- SAGE Journals - an online project management journal

- Become a YouTuber: Build Your Own YouTube Channel by Cristina Calabrese

- YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer by Sean Cannell

- Music documentaries especially live event based (e.g how did we end up here, reputation and excuse me, I love you).

## Health and Safety



*Things we need to be careful of are:*

- **Live sound related hazards**

- **Posture**

- **Blue light exposure**

- **Coronavirus (COVID-19)**

- **Travel**

- **Content**

- **PAT testing and insurance**

- **Sound levels**. After 2 hours **80-85dB** can damage your hearing.

- **Medical problems**

# Problem-Solving

*Potential problems that could arise during this project are:*

1. Scheduling issues.

2. COVID-19.

3. Edits.

4. Lack of reach.

5. Not adequate enough rehearsal time and space.

6. Quality.

7. Being unable to find someone to help in certain aspects such as audio recording, lighting and camera crew.

*How I plan to rectify/prevent these problems:*

1. I will create an overall project schedule, a personal schedule and an upload schedule. I will then share these with those involved and carry out weekly check-ins to ensure we are on track.

2. As mentioned in the Health and Safety section of the presentation, we need to keep social distance, wear face coverings, sanitise and self-isolate when needed.

3. To prevent this from happening, we will double check that camera angles are correct, so as to prevent certain areas of the video becoming unusable. We will also try to edit videos without help as it could cause issues such as becoming out of sync with audio.

4. Get assistance. This is most likely to include Abigail from Level 3 because she has experience with photography and editing as well as promoting for her own band (The Flow). We will then use platforms such as social media, BCB Radio, the T&A Newspaper, physical promotion (posters and leaflets) and possibly even larger radio stations such as BBC Radio Leeds.

5. Rehearsing at home and over video calls can be frustrating but vital so that if the space is not available we still have a high standard of performance or other things such as having practice podcast episodes.

6. In order to do this, I need to focus on getting my edits perfect, filmed on good quality cameras like a Cannon. This should be matched with great quality audio done by someone with experience.

7. Find reliable assistance and ask for help if the workload becomes more than is capable for a small group. This should, however, not be a major issue as most people should have carried out a lot of these aspects for their own project.

# Schedules



*Overall Schedule:*

*22/02* - Begin researching and carrying out discussions with other members of the course to work out things such as upload schedules. Set up the YouTube channel/Retrieve log-in information for Bradford College Virtual Concert channel as it has subscribers already and can easily be edited to fit better with the project. I will also start to create teaser promotions including content shared on our discord server to show how we have adapted to life in lockdown as well as work related posts.

*01/03* - Work on an introduction Video (Trailer) to put on the home page of the channel and possibly as a link on social media pages to show viewers what our channel is about. Continue researching and preparing.

*08/03* - Possibly upload the first proper content to the channel ( e.g. podcast episode). This will become more apparent when I see other project presentations and discuss with other students.

*15/03* - Discuss Year 1's projects and find ways to fit them into the channel content and showcase. Start to explain how volunteer assistance from them will help (what they need to do). For example, when I will need Abi to put up posters. Start showcase performance rehearsals.

*22/03* - During these times I will send band leaders and soloists a form to fill in asking details of equipment they will need, a setlist, contact info, desired lighting etc.

*12/04* - Reach out to BCB, T&A and possibly BBC Radio Leeds? to start wider spread promo. This may mean I need help from the college marketing team. Abi and I will then spread physical copies of posters around the campus if possible. Mock rehearsal of the final showcase.

*19/04* - Final showcase recording and start of editing. This being done earlier will be better in case we suffer from errors like we had in project 1, giving us more time to rectify them.

*26/04* - Continue making edits and promoting.

*03/05* - Add final touches to the showcase, carry out a final push on promotion and release the showcase on **Friday 7th May 2021**.

*10/05* - Evaluation and reflection.

## Evaluation and Reflection



I plan to keep up to date with my evaluations and reflections by carrying around a notebook dedicated to this project. I will use this to write down any problems that occur and how we overcame them as well as the good things that happen.

Once I have done this, I will talk about it on my digital space at the end of the week so that this information is still fresh in my mind.

I have decided to use the Rolfe reflective cycle for this:

**WHAT? - SO WHAT? - WHAT NOW?**
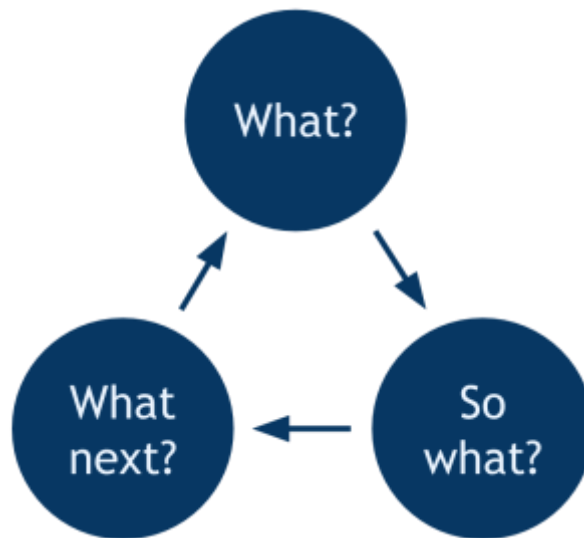
*8 - Source: (James Cook University, 2021)*

## Thank you for listening. Any Questions?



## Bibliography

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