

Presented by Carys
Marshall

CAREER PITCH

ABOUT ME



I WOULD LIKE TO BE
AN EVENT
MANAGER



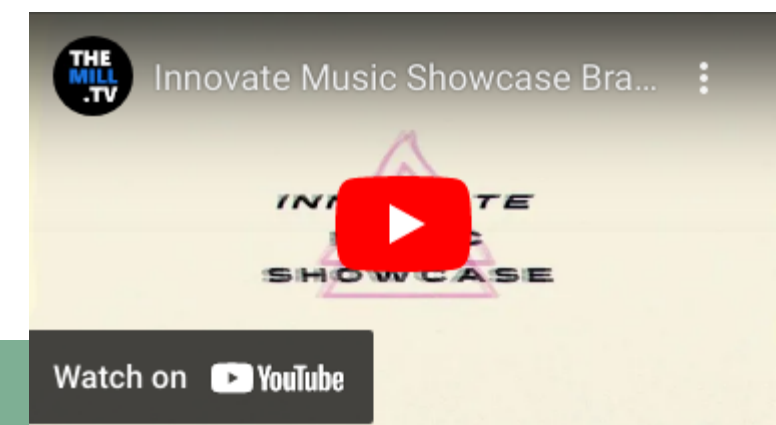
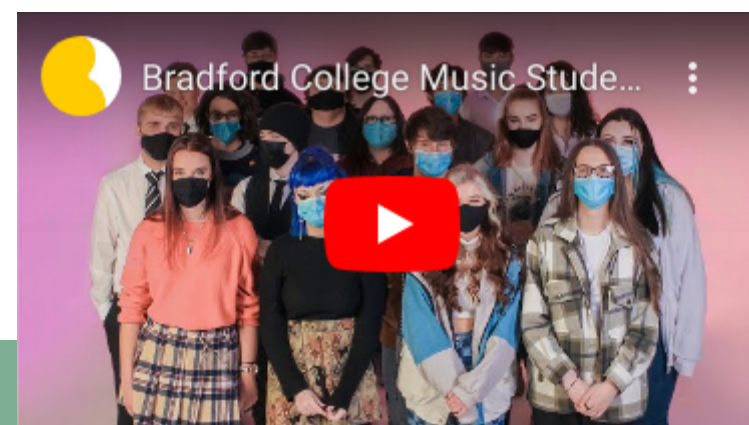
I AM PASSIONATE
ABOUT BRADFORD'S
MUSIC SCENE



I ALSO ENJOY USING
SOCIAL MEDIA
PROMOTION

Why Event Management is my Career Goal...

- I decided to push myself and try something new during the Lockdown in 2020.
- This resulted in me organising the first live-streamed concert at Bradford College.
- Since then, I have been a part of the management and promotion for two other live streams.
- Bradford College – Centre Stage
- Innovate Music Showcase (At The Mill in Bradford)
- I love every second I spend working on an event with musicians and venue staff.



How I Plan to achieve my Goal

- Study and Graduate lv6
- Gain more events experience by organising a night (weekly/monthly)

2024

- Work with those I have built connections with
- Expand further afield

2026

- Take the band on a small tour (UK?)
- Gain experience and reputation in the industry

2028

2023

- Graduate
- Apply for lv6
- Volunteer at Deershed
- Put on more external events
- Hold discussions with industry professionals (Jim and Nikki)

2025

- Become part of City of Culture 2025
- Networking!
- Build my social platform
- Seek work in promotion and events

2027

- Establish Violet Live Events as my own business
- Employ a team
- Connect with a band and/or venue

2029

- Larger tours/events
- Expand the team
- Book more bands
- Become an established tour/live music event manager

Becoming an Events Manager

How?

- Degree
- Working Towards the Role
- Applying Directly
- Volunteering

What to do?

- Events management/Music Business/Business Management
- Follow organizations on social media
- Follow local event news
- Discuss with industry professionals

What Skills?

- customer service skills
- attention to detail
- accept criticism and work well under pressure
- work well with others
- to be flexible and open to change
- leadership skills
- verbal communication skills
- budgeting and financial skills
- computer skills
- promotion
- delegation
- time management

SWOT Analysis

Strengths

- Social/People Skills & Customer Service Experience
- Promotional Skills
- Problem-Solving Skills
- Budgeting
- Organisation and leadership
- Professionalism

Weaknesses

- Lacking Confidence - Networking (Putting Myself Out There)
- I Can Become Easily Stressed
- Tax Self-Assessment

Opportunities

- Bradford City of Culture 2025
- Meeting Industry Professionals at Gigs/Venues
- Events Process and Collaborative Project Modules

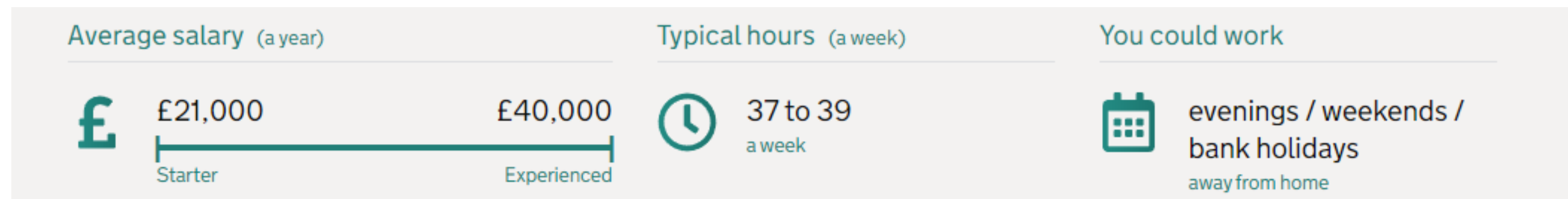
Threats

- I'm a Woman
- Covid-19 / Other Potential Pandemics
- Not Being Able to Find Work
- Competitive Industry

Pros and Cons of Self-Employment

- Complete flexibility
- Opportunity for "side hustles" and other projects
- Remote Work
- Possibility of more income due to extended hours
- Instant Progression
- Doing the job you love
- No guarantee of steady income
- Tax Self assessments, not PAYE
- Need for financial awareness
- Work More or Harder
- Little to no holidays
- You always pay yourself last if at all
- Lower Pension
- No sick pay
- Stress/Burnout Risk
- Competition

Statistics



- "Prior to the onset of the coronavirus pandemic, self-employment in the UK had been steadily increasing, peaking at 5.0 million people in October to December 2019 (15.3% of total employment). Since then, the numbers have fallen considerably, down to just under 4.2 million in October to December 2021 (12.9% of total employment), a level last seen in 2013. However, in January to March 2022, there was a slight increase to just over 4.2 million people in self-employment (13.0% of total employment)." (Brown & Welsby, 2022)
- Saltaire Festival says: "Staging the festival safely and successfully costs about £60,000" (Music & Arts Festival in Bradford 2022)
- Bradford 2025 says: "The year is set to deliver more than 1000 new performances"

Key Debates

- Longterm Unpaid Internships
- Graduates are highly qualified but under-skilled
- GCSE Arts subjects are being cut out of the curriculum
- Lack of Diversity
- Gender Pay Gap
- Treatment of Women and Sexual Harassment (#metoo)
- Social Media and Cancel Culture
- 'Gig Economy' and Job Insecurity
- Access to Education and/or Funding
- Throwaway Culture - Unwillingness to invest a long time in an artistic project.
- Brexit
- Covid-19
- Copyright
- Ethical Considerations
- Socio-Economic Differences
- Censorship
- White-Washing and Racism
- Cost of Living Crisis
- Climate Crisis

Refereneces

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Thank You!

Do you have any questions?

