**FdA Music For The Creative Industries**

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**Collaborative Project Proposal**

**1,055 Words**

For my collaborative project, I plan to put on a live event to showcase and launch an EP and documentary, alongside some other projects. The primary aim of this project is to create a successful EP launch and documentary premiere showcase. I plan to host the event at The Mill, as it is a venue that I have used previously and possesses both the space and staff that I need in order to be successful.

Throughout this project, I will need to assign roles and responsibilities to everyone involved. This includes; producers, camera crew, photographers, interviewers, directors, editors, and composers. I plan to take on the Project Manager role as the event manager and promoter, alongside Dan (who will be tking control of the music), and Joel (who will be dealing with the documentary). My role will entail carrying out risk assessments and other health and safety checks, making sure everyone remains up to date with their tasks, and sourcing funding. My other responsibilities will include creating branding and marketing, communicating with the venue and other external professionals and organisations, and organizing the distribution of tickets.

As briefly mentioned above, the collaborative element of my project will occur by communicating with organizations that are external to the college. For example, The Mill and Bradford Producing Hub especially to discuss funds. I will also be working closely with the Film Students to create a coherent documentary and with the Musicians to ensure that their EP launches on the same day as the event and any other acts who are looking for a support slot at this showcase. This may mean actively searching for local bands via their social media accounts or management team if I do not have enough bands on my setlist.

In order to ensure my project is a success, I will need to conduct a series of research into a variety of topics. I would like to use books, magazines, websites and, time-permitting, courses on social media marketing too. These will include information on risk assessment, event management techniques, budgeting, promotion, and marketing.

I will use The Event Manager’s Bible (Conway, 2020) because it has step-by-step tips to assist with my event planning. For example, there are chapters about how to sign post. This is something I feel will be useful due to my showcase event taking place across two floors in the venue. In addition to these tips, it also explains how to have a structured set-up, the benefits of keeping video diaries and even money and staffing. All of these are skills that I will need to know whether it be for this event or future ones.

Despite the "insulting" name, Event Management For Dummies (Capell, 2013) is a book that I feel will enlighten me about my role in an extremely understandable way. It includes tips on budgeting, scheduling, measuring success and health and safety tips. I think that the section about budgeting in this book will be of great help to me because this is something I have not yet come across in detail and has been sorted out by other people in previous projects. As it is an important skill to possess, I want to focus on it alongside health and safety research to better my knowledge in future projects as well as making this one to the absolute best of my ability.

Another book that I would like to consider is The Business of Music Marketing & Promotion (Lathrop, and Pettigrew, 2003). Although an older book, I believe that it will be beneficial to me because this book contains vital information of how to establish a target audience, explains visual branding and how to work in the live performance market with various levels of artist, specifically new and local artists.

Finally, Event Risk Management and Safety (Tarlow, 2002) is a book that I feel is extremely important for my event. Alongside case studies, I will be utilising this book to enable me to learn how to keep both my audience and participants safe during the event. It includes details on how to carry out risk assessments, the links between alcohol (which my chosen venue has on site) and events and key issues that can occur during live events. This will assist me with my problem-solving skills and allow me to prepare better for any emergencies and risks that may occur.

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| Week 1 | Establish Job Roles |
| Week 2 | Carry Out Baseline Research |
| Week 3 | Create Branding And Initial Marketing Ideas, As Well As Looking Into Potential Funding Sources And Making A Budget |
| Week 4 | Carry Out Risk Assessments And Detailed Health And Safety Research. In Addition To Liaising With The Venue |
| Week 5 | Ensure All Funding Bids Have Been Put In And Create A "Coming Soon" Post |
| Week 6 | Gather All Equipment Lists That Are Needed For The Barn And Begin The Marketing Campaign  |
| Week 7 | Collate Footage For Promotion At The Barn And Post Instagram Stories Of The Trip |
| Week 8 | Listen To Drafted EP Mix, Build A Setlist and Screening Times and Use Some "Making Of" Behind The Scenes Footage |
| Week 9 | Meet The Band Posts |
| Week 10 | Final Video Edits, Sound Mixes And Masters Complete |
| Week 11 | Make Sure That The EP Is Uploaded By Friday Night At The Latest |
| Week 12 | Documentary Trailer Release and Final Marketing Push |
| Week 13 | Showcase Event |
| Week 14 | Final Evaluation And Reflection |

A skill that I find to be particularly important within project management is problem-solving and prevention. I am likely to encounter a multitude of problems throughout this project. For example, being unable to pay for the venue hire and staffing for the showcase night. In order to prevent this, I will need to look into and apply for funding with immediate effect. I could also run into issues regarding the safety of those in attendance. I will avoid this by adhering to the laws associated with live events and carrying out risk assessments. Other potentials for problems include technical issues, no-show artists, limited ticket sales, and maybe even an outbreak of Covid-19. With the knowledge I already have, I will ensure that our equipment is PAT tested, and that advice is given to those involved to carry out a Covid test if they are symptomatic and adhering to guidelines in terms of safety (such as manual handling and noise levels).

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