

# [Example of concert event for a cause live in brisbane essay](https://assignbuster.com/example-of-concert-event-for-a-cause-live-in-brisbane-essay/)

[Business](https://assignbuster.com/essay-subjects/business/), [Marketing](https://assignbuster.com/essay-subjects/business/marketing/)

## Innocence, Live! (a live concert event for the benefit of Save the Children Foundation)

Scope

Innocence Live will be held on the 1st of October 2012 at RNA Showgrounds (outdoor) in Gregory Terrace, Bowen Hills, Brisbane. It is a concert event featuring international and local musical acts from all music genres. TV viewers can participate by calling the hot line numbers flashed on their TV screens to donate, while web viewers can submit their donations and pledges through the website live feed providers. MTV Australia will broadcast the live telecast of the concert at 8: 00 PM Western Standard Time (WST), while Youtube Live, tenbreakfast. com. au and au. tv. yahoo will provide the live webcast. There would be 5, 000 tickets to be sold for the live concert and 25% of the proceeds will be donated to the Save the Children foundation, while viewers at home and in the internet can donate straight to the foundation or by calling during the live show. The event will have a 30-second tv announcement that will be flashed during commercial breaks in MTV Australia channel every two hours at least a month before the event.

## Objectives

At least a minimum of 5, 000 concert attendance to achieve target donation amount. Proceeds of the concert is for the benefit of Save the Children foundation and at the same a major marketing event for the company.
Ticket sales target of 5, 000 for US$30 each would be sold at least three months before the event and during the event as well.
Local and international music performers will come together at RNA Showgrounds for the concert event. Targetting to have other performers to donate portion of their talent fees for Save the Children Foundation.

## Event documentation support from the marketing department by means of video taping the event for records and reporting purposes.

Food sponsors for the guests, staff and performers – Cicada, Cafe Portofino and Zum Kaiser restaurant.
Finance Department
Medical and Emergency team
Marketing, Events, Advertising and Sales department
Security – Event security agency, event barricade support and local police
Logistics Department
Performer's security and event assistants
IT Department – Multi media set up (webcast)
Airlines – Qantas and Virgin Blue
Purchasing Department
Accomodation – Hilton and Stamford Plaza
Human Resources
Media – MTV Australia
Web Media – Youtube Live, au. tv. yahoo and Tenbreakfast. com. au

Print Media – The Courier Mail and bmagazine

Venue – RNA Showgrounds

Insurance - CGU

Escrow – ING Direct

Payment processing and transfers – Visa, Mastercard and Paypal. (for donations)

Telecoms Partners – Telstra, Optus and Spintel

Communication Plan

Video event documentation
Marketing Dept.
Documenting the pre and post production. Strategic placements of marketing materials in the venue. Also responsible for entire concert program
One week before and after the event
meeting, emails phone calls
Event Advertising
Advertising Dept.
Creating promotional and public communication materials, posters and flyer announcements.
Monthly (preparation and initiating advertisements to be done 3 months before the event)
Meetings, emails and reports
Product and ticket selling
Sales Dept.
Responsible for product introduction and selling during the event. Ticket selling before and during the event. Securing the projected product sales increase

## Monthly (one month before the event and six months after the event)

Meetings, emails and reports
Casting performers and staff pooling
Human Resources
Negotiations with performer's road managers. Managing arrivals and departure of performers both local and international. Pooling in all the staff needed for the event

## Weekly or as needed (at least six months before the event, international performers often have have conflict of schedules)

Meetings, emails, phone calls and reports
Budgeting and donation tabulations during the event
Finance Dept.
Approvals and recommendation of budget proposals and cost. Tabulating and accounting of donations
Weekly ( at least three months before the event)
Meetings, emails and reports
Payment transfer software evaluation and webcast monitoring
IT Department
Evaluating the appropriate software to be used for donation transfers during the event. Securing non-interruptions during the live web streaming
Weekly (at least one month before the event)
Meetings, emails, phone calls and reports
Food provision for the guests, performers, third party and staff
Food Sponsor
Marketing department will acquire sponship to provide food in exchange for media mileages and business opportunities during the event
Weekly or as needed (at least one month before the event)
Meetings, emails, phone calls, proposal letters and reports
Acquisitions of supplies and equipments
Purchasing
All supplies and equipments to be used for the pre and post production are to be acquired by the department. Booking the venue will also be handled by purchasing

## Weekly (at least one month before the event)

Meetings, emails, phone calls, proposal letters and reports
Crowd health safety
Medical and emergency
The team will respond to medical emergencies in the crowd such as stampede, accidents and intended injuries
Weekly (at least two weeks before the event)
Meetings, phone calls and reports
Crowd, staff and performers safety
Security
Security augmentation to be monitor crowd control within the venue
Weekly (at least one month before the event)
Meetings, phone calls and reports
Transportation of staff, equipments, supplies
Logistics
The staff, performers and equipments arrival and follow ups are to performed by the department including wrap-up and moving out of the venue

## Weekly (at least one month before the event)

Meetings, e-mails, phone calls and reports
Safety of performers
Performer's Security and Assistants
All performers both international and local will be assigned with their own security and assistants
Weekly (at least one month before the event)
Meetings, phone calls and reports
Provided transportation to fly in non local performers
Airlines
Acquired partnership with an airline companies to subsidize performer's airfare
Monthly (at least three months before the event)
Meetings, e-mails, proposal letters, phone calls and reports
Place to stay for all performers arriving 24 hours before the event
Accomodation
Acquired partnership with an Hotels to subsidize performer's cost of accomodation
Monthly (at least three months before the event)
Meetings, e-mails, proposal letters, phone calls and reports
Live coverage
Media (TV)
MTV Australia will broadcast the event as a prime time special in the 8: 00 o clock time slot

Monthly (at least six months before the event)
Meetings, e-mails, proposal letters, phone calls and reports
Webcast
Media (Web)
The websites will cover the live coverage on the web through live feed. This is intended for home and remote viewers in case the are having problems with their TV unit

## Monthly (at least six months before the event)

Meetings, e-mails, proposal letters, phone calls and reports
Newspaper and Magazine civerage
Media (Print)
Articles about the evnt will be published prior to the event date and another set of published papers as an event recap

## Monthly (at least a months before the event)

Meetings, e-mails, proposal letters, phone calls and reports
RNA showgrounds
Venue
Ensures venue availability or the, permits and lease.
Monthly (at least six months before the event)
Meetings, e-mails, proposal letters, phone calls and reports
Will secure damages to people and property
Insurance
Will look after any claims of injuries and damage to properties during the event
Monthly (at least one months before the event)
Meetings, e-mails, proposal letters, phone calls and reports
A deposit account to hold the contribution money
Escrow
An escrow account will be required from a separate bank to keep all the money received from donations and sponsors
Monthly (at least one months before the event)
Meetings, e-mails, proposal letters, phone calls and reportselectrpn
Electronic money transfers of payments and pledges to the escrow accnt
Payment and money transfers
All donations and proceeds will be processed using Visa and Mastercard payment systems to allow called-in donations including paypal
Monthly (at least one months before the event)
Meetings, e-mails, proposal letters, phone calls and repor
For called-in donations and mobile comunication requirement during the event
Telecoms
Viewwers at home with phone or mobile services from the telecoms provider woudld be able to make pledges and donations by calling in using their mobile or landline phones

## Monthly (at least one months before the event)

Meetings, e-mails, proposal letters, phone calls and report

Internal Documentation
Documentation
Purpose
Plan design and proposals
For evaluation and feasibility studies
Control measures on funds and budget
Ensures that cost and allocated budget are balanced
List of performers and second choices
A list of performers should be accomplished together with profile information in case the first choice is not available for the event

## Contact information

Necessary to keep the communication open on all parties
Memos
Checklists

External Documentation

All ex-deals and partnerships with third party companies.
Contracts from partner establishments, food, airline and hotel
Sound and video equipment rental contracts if not provided by venue owner.
Permit from social welfare office to accept donation on behalf of the charity.
Permits
All needed permits should be acquired early before the event particularly the Entertainment Venue Permit from City Council
Confirmation from RNA Showgrounds management to use the venue.
Waivers and Insurance
This will protect the company from any liabilities that may arise on or before the event

## SWOT Analysis

Strengths
XOXO Beer Company is known largely both locally and internationally.
The event will be telecast on primetime, meaning there is a possibility of a larger number of viewers
A great marketing opportunity for branding and media exposure
Has enough budget and resources,
Weaknesses
Lack of experience among new employees.
Communication problems on staff that are not familiar or handling the event for the first time.
Age restrictions that may limit concert attendance

## Large concert attendance requires more staff adding overhead cost.

Opportunities
Raise funds for the beneficiary foundation.
Further build-up marketing and brand image
Increase in sales.
Huge media exposure towards positive marketing and publicity.

Threats
Non-confirmation of contracted performers.
Accidents due to mishandling and crowd control failure.
Competitors having the same event on the same date.
Economic difficulties might result to lower ticket sales and less donations.
Outdoor location is vulnerable to weather conditions.