

Example of concert event for a cause live in brisbane essay

[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

Accommodation – 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 sponsorship 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

accommodation

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 they 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 coverage

Media (Print)

Articles about the event will be published prior to the event date and another set of published papers as an event recap

Monthly (at least a month 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 acct

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 communication requirement during the event

Telecoms

Viewers at home with phone or mobile services from the telecoms provider would be able to make pledges and donations by calling in using their mobile or landline phones

Monthly (at least one month 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.