

## How to design an event – YEMP4 – EUROPA CANTAT Tallinn 2018

**Saturday, 21 July 14:00 – 16:30**

### **Schedule**

14:00-14:30	Case part 1: Planning (30 min)
14:30-15:15	Case part 2: Preparation & Production (45 min)
15:15-15:35	break (20 min)
15:35-15:50	prepare for presentations (15 min)
15:50 -16:15	each team gets to present its project in 5 minutes
16:15-16:30	evaluation

### **5 types of event:**

- 1. OPEN-AIR CONCERT**
- 2. CHAMBER MUSIC FESTIVAL**
- 3. SACRED MUSIC CONCERT IN CATHEDRAL**
- 4. CHILDREN FESTIVAL**
- 5. CHOIR NIGHT**

### **STAMP roles:**

*Booking agent role: propose a high fee in the beginning and see if the YEMPer tries to negotiate the fee. Ask to provide accommodation in 5 star hotel, transfer, flight ticket. Ask for payment in cash or payment right after the concert.*

*Police role: the team shall provide an evacuation plan for the festival. The concert shall end the latest at 22:00. See if YEMPer tries to push this hour a bit later.*

*Environment protection officer role: the organizers need to restore the field as it was before. They need to order at least 50 Toitoli toilets for this amount of people.*

*Medical services role: the event needs to order an ambulance car to be present during the whole festival, plus they shall install emergency points in the festival venue.*

*City hall role: ask them to present their expected number of audience*

*Sponsor role: ask them to present their expected number of audience, their marketing plan. Tell them that for some the amount of money they are asking for you ask to include the name of your company in the name of the festival.*

*Role of representative of the church: only sacred music can be played in the church. If a secular piece is played, the concert will be cancelled on the spot. The masses will still be held, right before the planned start of the concert and the chairs prepared for the orchestra shall be removed and reinstalled after the mass.*

## OPEN-AIR CONCERT

You are the organizing team of an important open-air event for the local community, linked to a special date or anniversary. The number of audience will be approx. 10.000 people.

Length of the event is 2 hours.

You have a basic budget of 60.000 € provided by the city government, but you need 5000€ more (in cash or in value of a service) to deliver your dream event.

### Phase 1. Planning – 30 min

#### Tasks:

- ) make the concert program
- ) create a title, slogan
- ) prepare a detailed budget: stage, artists, promotion, etc.
- ) as this is open-air concert, please analyse with risk schedule at least 3 major risks

#### Before starting agree in your working method

- ) How do you like to work? What decisions do you need to take in common?  
Divide areas of responsibility:

Name	Area of responsibility

### Phase 2: Preparation & Production 45 min

**Book your artists** – agree with them on a fee and get social and technical riders from artists – **go and talk to artist's booking agent**

**Finalize program**, add some elements which can create an overall good experience for your audience. (for example: catering-restauration, local food market, fireworks, light projection, etc.)

**Create a stage plan** Make a plan based on the venue specifications and plan where and how big the stage and audience space should be. Also make a list of technical needs. Draw a floor plan where you place the stage, backstage room, entrances, stage plots, etc.

**Create a poster and a short press release.**

Make a risk analysis, get security clearance from police and the environment protection office of the city, ambulance-medical services. – **talk to police and environment protection office, medical services**

Present your budget, program and poster to sponsors or city leaders to get more funds or support you need. **you name the sponsor who you think would be interested in the concert.**

Prepare for the presentation – define who will present (one team member, the whole team?).

Make your pitch!



## CHAMBER MUSIC FESTIVAL

You are the organizing team of a 2 day long, international chamber music festival to be organized in a big concert hall. The number of audience that can fit in the hall is 1.000 persons.

You have a basic budget of 40.000 € provided by the city government, but you need 5000€ more (in cash or in value of a service) to deliver your dream event.

### Phase 1. Planning – 30 min

#### Tasks:

- ) make the festival program: how many ensembles to invite, how many concerts will you have, etc.
- ) create a title, slogan
- ) prepare a detailed budget: stage, artists, promotion, etc.
- ) please analyse with risk schedule at least 3 major risks

### Before starting agree in your working method

- ) How do you like to work? What decisions do you need to take in common?  
Divide areas of responsibility:

Name	Area of responsibility

### Phase 2: Preparation & Production 45 min

**Book your artists** – agree with them on a fee and get social and technical riders from artists– ***go and talk to artist's booking agent***

**Finalize program**, add some elements which can create an overall good experience for your audience. (for example: catering-restauration, local food market, fireworks, light projection, etc.)

**Create a stage plan** Make a plan based on the venue specifications and plan where things should be. Also make a list of technical needs. Draw a floor plan where you place the stage, backstage room, entrance, stage plots, etc.

**Create a poster and a short press release.**

Make a risk analysis, get security clearance from security company/ambulance-medical services. – ***talk to security company, medical services***

Present your budget, program and poster to sponsors or city leaders to get more funds or support you need. ***you name the sponsor who you think would be interested in the concert.***

Prepare for the presentation – define who will present (one team member, the whole team?).

Make your pitch!

## SACRED MUSIC CONCERT IN CATHEDRAL

You are the organizing team of an important sacred music concert in a cathedral, linked to a special date or anniversary. The expected number of audience is 800 persons.

You have a basic budget of 10.000 € provided by the city government, but you need 5000€ more (in cash or in value of a service) to deliver your dream event.

### Phase 1. Planning – 30 min

#### Tasks:

- ) make the concert program
- ) create a title, slogan
- ) prepare a detailed budget: stage, artists, promotion, etc.
- ) please analyse with risk schedule at least 3 major risks

#### Before starting agree in your working method

- ) How do you like to work? What decisions do you need to take in common?  
Divide areas of responsibility:

Name	Area of responsibility

### Phase 2: Preparation & Production 45 min

**Book your artists** – agree with them on a fee and get social and technical riders from artists – **go and talk to artist's booking agent**

**Finalize program**, add some elements which can create an overall good experience for your audience. (for example: lecture about the performed piece, reception, light projection, etc.)

**Create a stage plan** Make a plan based on the venue specifications and plan where things should be. Also make a list of technical needs. Draw a floor plan where you place the stage, backstage room, entrance, stage plots, etc.

**Create a poster and a short press release.**

Make a risk analysis, get approval from the church about your program. – **talk to the representative of the church**

Present your budget, program and poster to sponsors or city leaders to get more funds or support you need. **you name the sponsor who you think would be interested in the concert.**

Prepare for the presentation – define who will present (one team member, the whole team?).

Make your pitch!

## CHILDREN FESTIVAL

You are the organizing team of a festival for children for 8-15 years of age. The length of the festival is 3 days. The expected number of participants will be approx. 2.000 people.

You have a basic budget of 30.000 € provided by the city government, but you need 5000€ more (in cash or in value of a service) to deliver your dream event.

### Phase 1. Planning – 30 min

#### Tasks:

- ) make the festival program
- ) create a title, slogan
- ) prepare a detailed budget: stage, artists, promotion, accommodation, catering, etc.
- ) please analyse with risk schedule at least 3 major risks connected with the children event

#### Before starting agree in your working method

- ) How do you like to work? What decisions do you need to take in common?  
Divide areas of responsibility:

Name	Area of responsibility

### Phase 2: Preparation & Production 45 min

**Book your artists** – agree with them on a fee and get social and technical riders from artists – **go and talk to artist's booking agent and teachers.**

**Finalize program**, add some elements which can create an overall good experience for your audience. (for example: catering-restauration, local food market, fireworks, light projection, etc.)

**Create a stage plan** Make a plan based on the venue specifications and plan where things should be. Also make a list of technical needs. Draw a floor plan where you place the stage, backstage room, entrance, stage plots, etc.

**Create a poster and a short press release.**

Make a risk analysis, get security clearance from police and the environment protection office of the city. – **talk to police and environment protection office**

Present your budget, program and poster to sponsors or city leaders to get more funds or support you need. **you name the sponsor who you think would be interested in the concert.**

Prepare for the presentation – define who will present (one team member, the whole team?).

Make your pitch!

## CHOIR NIGHT

You are the organizing team of a “Choir night”, similar to the Night of Museums. You invite choirs to perform on different venues in your city from 17:00 till 23:00. The number of audience will be approx. 5.000 people.

You have a basic budget of 20.000 € provided by the city government, but you need 5000€ more (in cash or in value of a service) to deliver your dream event.

### Phase 1. Planning – 30 min

#### Tasks:

- ) make the program – how many and which choirs to invite
- ) create a title, slogan
- ) prepare a detailed budget: stage, artists, promotion, etc.
- ) please analyse with risk schedule at least 3 major risks

#### Before starting agree in your working method

- ) How do you like to work? What decisions do you need to take in common?  
Divide areas of responsibility:

Name	Area of responsibility

### Phase 2: Preparation & Production 45 min

**Book your artists** – agree with them on a fee and get social and technical riders from artists – **go and talk to artist’s booking agent**

**Finalize program**, add some elements which can create an overall good experience for your audience. (for example: catering-restauration, local food market, fireworks, light projection, etc.)

**Create a stage plan** Make a plan based on the venue specifications and plan where things should be. Also make a list of technical needs. Draw a floor plan where you place the stage, backstage room, entrance, stage plots, etc.

**Create a poster and a short press release.**

Make a risk analysis, get security clearance from police and the environment protection office of the city. – **talk to police and environment protection office**

Present your budget, program and poster to sponsors or city leaders to get more funds or support you need. **you name the sponsor who you think would be interested in the concert.**

Prepare for the presentation – define who will present (one team member, the whole team?).

Make your pitch!