

How to design an event

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

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!

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16:15-16:30	evaluation

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?).

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16:15-16:30	evaluation

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?).

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16:15-16:30	evaluation

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?).

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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!