Writeup: Design Challenge E

* With the basis of the **Cathedral’s core mission in mind** whilst also understanding that the Events Team **struggles when it comes to engaging the audience**, it was important to our team to abide by the morals of the church by being **sensitive and empathic to their complexities.**
* We thought the idea of having an event like a ball would hopefully abide by the Cathedral’s standards whilst also hitting the brief:
* With the tagline ‘**Embrace the Space’** included in the brief, we thought an event like a ball would accommodate this nicely as a ball typically requires a lot of space which would allow the organizing team the freedom to utilize the space in how they want to but by adhering to the Cathedral’s rules and standards of course.
* Additionally, we thought this also fit in with the theme of **‘openness’** as the primary audience would be Warwick students, which addresses the aims of appealing to a more diverse audience and engaging a younger demographic.
* Understanding that the Events Team does use **marketing and social media but doesn’t know how to best engage in an audience** was good to know as I think we as students understand what content engages us and what would engage other Warwick students. Taking a design anthropology approach, we engaged with our fellow students with the use of surveys and in-person interviews to gain a more coherent understanding of how best to utilize the space of the cathedral whilst adhering to the main points of the brief.
* We picked up on the idea that **the Events Team acted as a catalyst for** **change whilst pushing the boundaries for the potential of the space**. Hopefully an event like a ball would push these boundaries as well as resulting in the Team being trusted to do more as an event like a ball would require a tremendous amount of preparation from both the Events team and the ball organizers but we think the success of such an event would propel the Events team to reach new levels of engagement to a wider audience.
* The issue with **marketing the event** we thought could be carried out by using social media and platforms like Facebook as there is a channel within Facebook which enables students to reach a wide audience of specifically Warwick students. **Marketing done by the students.**
* **As for funding**, tickets for a ball can typically be put at a higher price compared to something like a performance or a play as an attendee will be paying for the entire experience, food, drink etc.
* **Additionally, we think the idea of a ball could address a lot of the Teams challenges** and concerns: the idea of a student elicited ball is nothing new as there are a plethora of balls that occur every year at the University that **engages many students**.
* Although the Events team has **struggled with working with students in the past**, we believe the success of one ball will result in some credibility to the Cathedral as a suitable venue for future balls as other students are able to verify the legitimacy of the Cathedral through thing like social media and word of mouth.
* We will be able to give **feedback** to the Events Team by providing our findings from the surveys and interviews we have carried out:
* I was able to interview 2 people, both who were involved in organizing the Lit and Lang Ball which is an event that is held annually.
  + 1. What technical requirements are invaluable for showcases?
  + 2. What do you look for in a performance venue? Would you be open to designing a show around a cool venue?
  + 3. What is the turnout to your events like?
  + 4. Is there a lack of avenues for creative expression at Warwick?
  + 5. Are you open to collaborating with other societies on your shows?
  + 6. Are you open to performing outside of the WAC?
  + 7. What issues have you faced with hosting events outside of the arts center?

1. sound system, microphone
2. Large enough space, things already included with the venue ie. Furniture, technical equipment.
3. Balls are generally quite popular among many students, that year there were around 250- 280 attendees.
4. General consensus among both that they thought there was a lack of avenues or a lack of choice for venues.
5. The Lit and Lang ball is a compilation of the Literature Soc, German Soc, French society and Hispanic society. They also included the ball room dance club, Warwick magic, big band performing- broad spectrum but the commonality that they are all students.
6. Would be open- one of the interviewees informed me of their bad experience they had with a an events room in the students union- she said the rooms were very clinical and difficult to decorate (no atmosphere), lots of bureaucracy and restrictions on food and drink.
7. Overall cost is a primary issue. Also, things to do with the venue managers not communicating properly etc. (Account for both ends)
8. How much would you be willing to pay for a theatre or dance show?
   * Around the 40- 50-pound mark seems like a reasonable price for any ball. If it’s a theatre or dance performance, maybe between 15-20.
9. Have you gone to any theatre or dance showcases at Warwick?
   * I attended the Lit and Lang ball in my second year and absolutely loved it! Since then I’ve only been to one dance performance last year at the WAC because my friend was one of the dancers.
10. Would you be willing to attend an event like that at the ruins of the cathedral?
    * Definitely! I had always thought that the Coventry Cathedral would be a great place to have something like that. There’s definitely enough space and lots of potential to be decorated.
11. How far are you willing to travel for a show?
    * 30 minutes to an hour seems like a reasonable time. Any longer would seem a bit far.
12. Have you attended any balls at your time at Warwick?
    * Yes, as I said I went to the Lit and Lang ball in my second year and really enjoyed it.
13. Would you like to attend one at the cathedral?
    * Yeah! Why not?