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O: Welcome to Stage22, the best of music and experience in the heart of Boston. I'm Olivia.

B: I'm Biswash. And we are the creators of Stage22.

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B: To set the scene, we want to take you to Boston Common, a beautiful 50 acre park, walking distance from the city's most popular hotels, restaurants, and attractions. The park includes activities such as Swan Boat rides and Newbury Street Shopping & Cafe right on the outskirts. This is the perfect location to host the Stage22.

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O: With so much to do and see, large music festivals can be overwhelming to navigate and festival-goers' experiences are diminished by the lack of access to information.

B: To solve this problem, we've created coordinated digital tools which allow users to make plans before their trip and navigate festival grounds during the event, making the most of their time at Stage22. Olivia, why is this important?

O: Well, as music festivals grow and their presence on social media expands, it's becoming increasingly important to utilize technology as a means of enhancing the festival experience.

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O: Perhaps you've heard of Coachella and Lollapalooza, the largest music festivals in the United States. From 2005 to 2019, these festivals gained 49,000 and 70,000 daily attendees, respectively.

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B: Not only do our digital assets provide information about Stage22, as well as the surrounding city, it also opens up new opportunities for Boston's businesses, hotels, and restaurants. Through partnerships with Stage22, these companies can showcase their brands at the festival, promote products and services, and attract new customers.

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O: Stage22's target market is people ages 18-29 who seek music, travel, and social events. Satisfying our customers' needs will ALWAYS be our top priority when making decisions like booking musical artists and hiring vendors. We pledge to stay current on trends among these age and interest demographics to ensure we meet our audience's requirements.

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B: The Stage22 concept, includes five interactive touchpoints: a website, mobile app, three social media pages, the music festival, and a scannable wristband. These touchpoints will work together to provide information and create a positive festival experience.

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O: Teamwork and collaboration is a crucial part of effectively executing the Stage22 business strategy. To do this we have created an organizational structure which outlines the employees Stage22 will need to hire and how they will work together to reach our goals.

B: While creating Stage22, I was in charge of research and logistics so I will act as Chief Operating Officer and make sure that everything runs smoothly at the festival. Olivia was responsible for graphic design so she will be Head of Marketing and oversee all digital assets. The Stage22 team will also consist of managers from each department: Social Media, Digital Platforms, Vendors, and Equipment. These departments will have teams of their own.

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B: Now let's talk about design! We will explore the key moments of our design. Starting with the Stage22 website.

O: The website's landing page is simple and advertises everything Stage22 has to offer. From food and drinks to lounges and bars. VIP and Platinum experiences offer private lounges with shade seating, preferred pricing on beverages, and premium views of the stage.

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B: After opening the app, first-time users are prompted to create a new account by signing up. Now they can log into any device and continue to access personalized settings. We will partner with Google and Apple to help users sign up faster and easier.

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O: The menu visually organizes all of the app's pages and features including a map of the festival grounds, a list of food vendors, and merchandise for sale. Making navigation of the app straightforward and easy. This commemorative poster is an example of merchandise for sale to purchase through our website or app.

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B: It is important to us that customers can utilize the app for planning purposes. Users can purchase tickets, book hotel rooms, and register wristbands all before the festival. Not only are the wristbands your ticket into the festival but other information can also be accessed simply by scanning the wristband. Stage22 promotes a safe environment by encouraging all attendees to

input emergency contact information for staff and paramedics to use. For convenience and security, festival-goers can go cashless using Apple or Google Pay.

Purchases can be made in a tap!

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O: Next, visit the app's schedule page to see when your favorite artists are performing and browse Stage22's lineup. We have and will continue to select artists that fit our target market's interests. Our app's notification feature allows festival-goers to explore the park without worrying about time. They can set multiple notifications at different time intervals to be alerted when a new set is about to hit the stage.

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B: Nowadays, it's important to promote on multiple social media platforms and it is the most effective way to reach our target market. On Instagram and Twitter, Stage22 will post photos, information about the festival, and fun graphics leading up to and throughout the event. We will compile a playlist of featured artists' top songs, to get people excited for the festival. We will also use influencer marketing to better connect with our target audience.

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O: Stage22's digital tools incorporate graphic design trends like bold typography, colorful gradients, and glassmorphism to create visually appealing software that is easy to use. We have upheld our values of providing information, interactive spaces, and of course building the highest quality user experience for Stage22.

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B: Thank you for your time. We welcome any questions you may have.