

# Club Heart Broken

EVENT & RELEASE FRAMEWORK





# Content Types: Post-Event

01

## PHOTO DRUMP

Quick turnaround of photos from the event – this should be a combination of DJ and crowd.

10-20 posted on socials with a link to a gallery page hosted on the CHB website where a more extensive collection of photos from the event can be found.

[CHB Example](#)

[Cobrasnake Example](#)

02

## HIGHLIGHT REEL

45-60 second cutdown of the event to post on socials and send out to fans on the CHB mailing list. Allows fans to relive their night and share with their friends.

[CHB Example](#)

03

## ARCHIVE & MIXES

Consider an ongoing archive on the CHB website where lineup, setlists and photo galleries can link from.

Apple Music have now had the ability to host mixes for the last couple of years. Boiler Room and many others have a library of their shows up there and this should be a consideration for CHB.

Alternatives include Mixcloud who also pay through licensing fees for songs played.

04

## YOUTUBE CHANNEL

Establish a CHB YouTube channel similar to that of Boiler Room, Cercle, The Lot Radio, and HÖR Berlin where events can be streamed and other DJs can present mixes in between CHB events taking place.

# CHB: Track Release

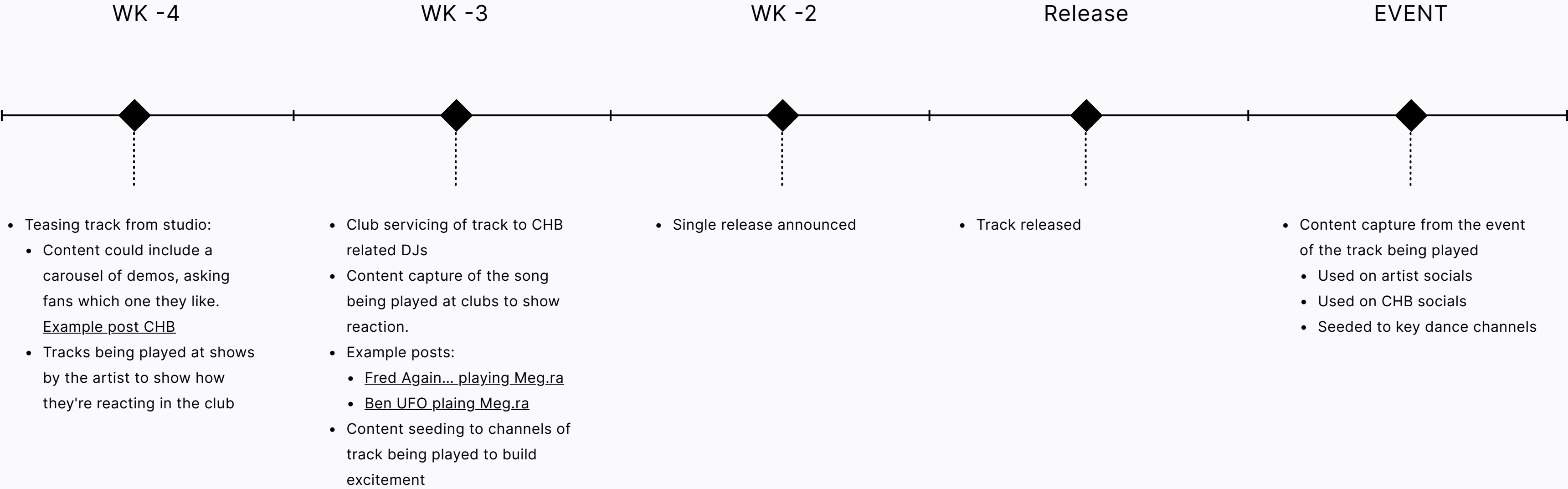




Photo dump of event. Quick turnaround right after the event



After-Event video to post on socials and send to fans via the CHB mailing list



Song teasing ahead of event. Engaging dans on what demos they want to hear.