Club Heart Broken

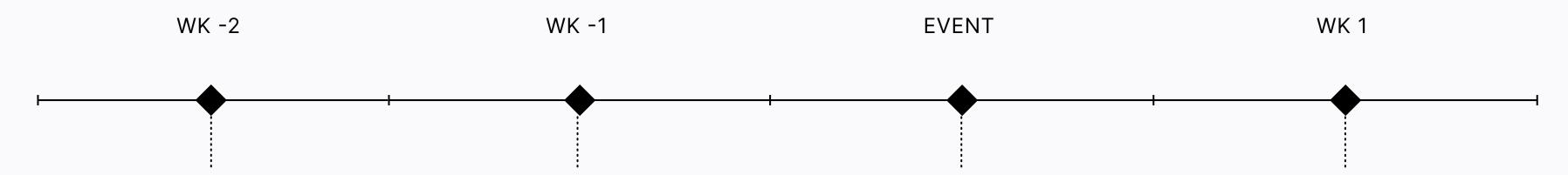
EVENT & RELEASE FRAMEWORK



CHB: <u>Teenage Dreams</u>

Event Date: December 13th

Event Announced: November 15th



- Contact key dance / electronic socials channels to book in slots for posting after the event
- Extend invitations to key creators and channels to attend the event for free in exchange for posting
- Seed content to selected channels to build excitement prior to the event and aid ticket sales if needed
 - Content could be edited from prior CHB events or specific DJ performance related content

- Edit cutdowns:
 - 1x each DJ performance
 - 2x CHB highlight reel
 - 1x crowd focussed cutdown

- Content seeded to channels secured prior to event: 1-3 days posting turnaround
- After event recap posted on CHB socials and CHB mailing list
- Consider content types (see next slide)



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

track being played to build

excitement

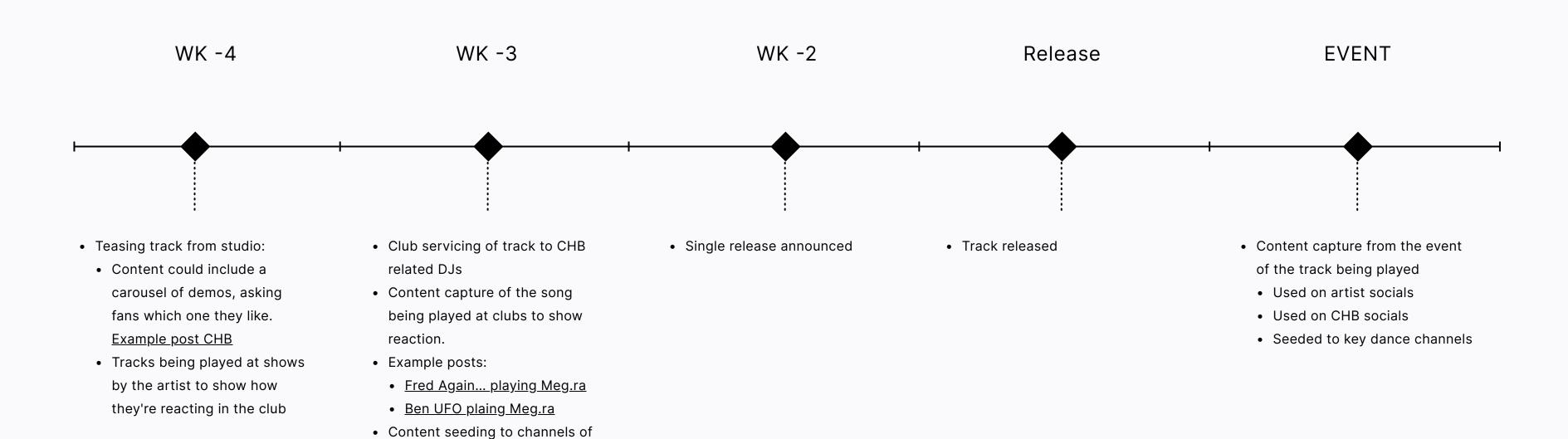
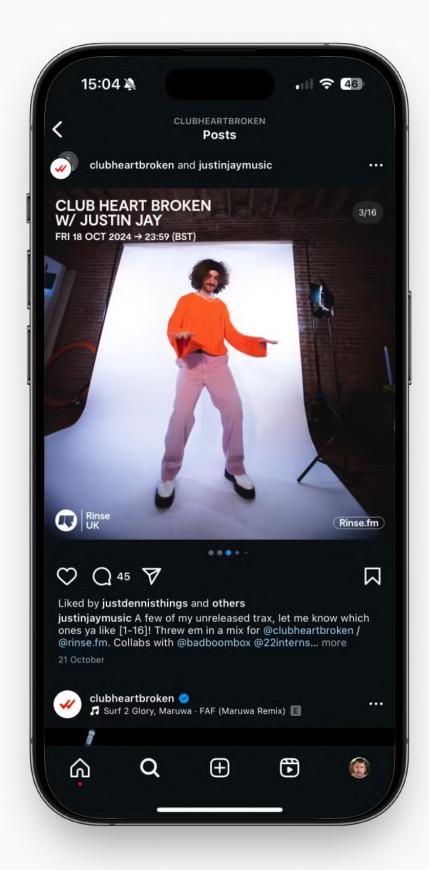




Photo dump of event. Quick turnaround right after the event



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.