Music festival planning

spm

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2023

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# Feasibility Study for music festival planning

**Executive Summary:**

The aim of this feasibility study is to offer a comprehensive overview of all the concerns and extensive preparation necessary for organizing a music festival event. To evaluate if the idea is feasible, the study investigated the market, technical, financial, legal, operational, and environmental aspects of the proposed enterprise.

**Market Feasibility:**

According to the market feasibility analysis, there is an increasing need for music festivals in the entertainment business. The proposed business's target market comprises of festival attendees who want to support current establishing performs while still having fun. The analysis evaluates that there is a prospective market for the proposed business and that the market is substantial enough to sustain a new entry based on market research and surveys.

**Technical Feasibility:**

The technical feasibility assessment discovered that the technology and infrastructure required to stage a music festival are readily available and reasonably priced. The planned business would need a website with an e-commerce platform, a content management system, and secure payment processing software would be required for the proposed firm. According to the findings, the requisite technology is easily accessible and would not be a substantial barrier to entry.

**Financial Feasibility:**

According to the financial feasibility analysis, the proposed firm would require a $700,000 initial investment, which covers website creation, inventory procurement, and marketing expenditure. According to the analysis, the company might make $1 million in sales in its first year of operation, with a 30% gross profit margin. The analysis also discovered that the company would break even in the second year and make a net profit of $600,000 in the third year.

**Legal Feasibility:**

According to the legal feasibility analysis, there are no substantial legal hurdles to organizing a music festival. Obtaining a business license, licensable area, licensable activities, and preserving customer security were all highlighted as legal criteria in the research. According to the study, the legal requirements are achievable and would not be a substantial obstacle to entrance.

**Operational Feasibility:**

According to the operational feasibility analysis, the proposed firm would need a team of skilled experts in areas such as marketing, planning and management. Potential concerns mentioned in the study include event management issues and competition from other established music festival organizers. According to the analysis, the operational needs are feasible, and the suggested firm has a reasonable probability of success.

**Environmental Feasibility:**

According to the environmental feasibility analysis, the planned enterprise would have no substantial environmental impact. The review revealed possible environmental risks such as the disposal of discarded food and beverages. The analysis determined that the planned business's environmental effect may be handled by appropriate waste management practices and the use of environmentally friendly products.

**Conclusion:**

The feasibility study results indicate that the planned business of organizing a music festival is viable. According to the research, there is a potential market for the proposed firm, and the market is large enough to sustain a new entry. The study also discovered that the required technology and infrastructure are easily available, as are the financial and regulatory needs. While there are operational risks and obstacles, the analysis determined that the operational needs are doable and that the proposed firm has a good probability of success.

# Business Case for music festival planning

**Objective:**

To establish a family-friendly music festival that supports emerging musicians and allows people to enjoy the outdoors as part of the festival.

**Strategies:**

* Provide a diverse range of rising musicians from a variety of musical genres and styles.
* Develop an effective marketing strategy to sell all the tickets and attract many people to the event.
* Manage inventory and supply chain operations to guarantee timely and efficient product delivery.
* Provide exceptional service to attendees to enhance their experience and make them delighted and have a good time.

**Financial Projections:**

• 1 ticket/person: $500

• Audience number: 2000

• Initial investment: $700,000

• Year 1 revenue: $1 million

• Gross profit margin: 30% (Gross margin is the difference between revenue and cost of goods sold, divided by revenue)

• Break-even point: Year 1 (Break-even point is the point at which total cost and total revenue are equal)

• Net profit in Year 3: $600,000

# Project Charter for music festival planning

**Objectives:**

* Setting up the venue.
* Setting up the stage, the lighting, fences, and barriers.
* Design and sell the tickets.
* Consider transportation for performers and security companies.
* Provide sufficient security for the event.
* Consider crowd management by controlling the audience number.
* Consider Post Festival operations.

**Scope:**

* Develop a family friendly music festival with focus on supporting emerging artists and allowing people to enjoy the outdoors as part of the festival.
* Select a good design for the tickets and advertise well to sell them to many people.
* Contact a security company to secure the festival from any harm.
* Contact a transportation company that will provide transportation for the performers to the festival.
* Manage crowds by controlling the amount of people who attend the festival.
* Consider post festival operations as removing the equipment used, removing stage.

**Stakeholders:**

* **Audience:** the attendees of the festival.
* **Organizers:** Responsible for planning process for the music festival, developing and implementing the project deliverables.
* **Project Director:** Responsible for managing the project and ensuring that it accomplishes its objectives, ensuring that event deadlines are reached, and keeping your project on schedule and under budget, as well as continuing to manage the event strategy and budget while maintaining partnership connections.
* **Music Promotor:** the sponsor of the project
* **Subcontractors:** various subcontractors who will be hired during the duration of the project to perform the task involved.
* **Stage Manager:** handles all stage duties.
* **Technical Director:** select appropriate hardware and software and resolve problems during the festival itself.
* **Project Coordinator:** communicate directly with the director.
* Sales Lead: ensures sure people really show up.
* **Customer Lead:** managing the event's sales department and tracking event statistics.
* **On-site Coordinator:** prepared to handle any issues such as checking people in or helping with tickets and set-up.

**Roles and Responsibilities:**

* **Audience:** the attendees of the festival that will provide feedback on their user experience.
* **Organizers:** map out the plan, secure the venue and firm up the program, regularly update on what is happening throughout the process, also responsible for   planning process for the music festival, developing and implementing the project deliverables.
* **Project Director:** Responsible for managing the project and ensuring that it accomplishes its objectives, ensuring that event deadlines are reached, and keeping your project on schedule and under budget, as well as continuing to manage the event strategy and budget while maintaining partnership connections.
* **Music Promotor:** the sponsor of the project
* **Subcontractors:** various subcontractors who will be hired during the duration of the project to perform the task involved.
* **Stage Manager:** handles all stage duties such as preparing the teleprompter, fixing curtains, building out the stage, setting up calling cues, and more.
* **Technical Director:** select appropriate hardware and software and resolve problems during the festival itself.
* **Project Coordinator:** communicate directly with the director while they supervise every detail and decision as the event progresses.
* **Sales Lead:** ensures sure people really show up by establishing a promotional plan through commercials, emails, invites, and social media posts leading up to the event.
* **Customer Lead:** managing the event's sales department and tracking event statistics such as sales performance, you will oversee event analytics.
* **On-site Coordinator:** prepared to handle any issues such as checking people in or helping with tickets and set-up.

# Kick-off Meeting Agenda for music festival planning

1. **Introduction:** Introduce the project team members and stakeholders.
2. **Project Overview**: Review the project objectives, scope, and deliverables.
3. **Project Timeline:** Review the project timeline and key milestones.
4. **Tools and methods:** Review project tools.
5. **Roles and Responsibilities**: Review the roles and responsibilities of the project team and stakeholders.
6. **Communication Plan:** Review the communication plan and establish communication channels.
7. **Risk Management:** Review the risk management plan and identify potential risks.
8. **Q&A:** Answer any questions or concerns from the project team and stakeholders.

# **Stakeholder Register for a New Online Clothing Retail Store**

|  |  |  |
| --- | --- | --- |
| Stakeholder Name | Role | Interest |
| Supplier | Project Sponsor | is responsible for consolidating requirements for external services and supplies, scanning the market for providers |
| Regulator | Project manger | stablishing the environment best suited to achieving programme objectives |
| Team | Project Team Members | Facilitator, Successful completion of assigned tasks |
| Audience | Target Market | the attendees of the festival |
| Performers | subcontractors | various subcontractors who will be hired during the duration of the project to perform the task involved |

# **Communication Plan** for music festival planning

|  |  |  |  |
| --- | --- | --- | --- |
| Stakeholder Name | Communication Channel | Frequency | Method |
| Supplier | Email & phone | weekly | Purchase tickets and payment inquiries |
| Regulator | Meetings | Weekly | Status updates and issue resolution |
| Team | Slack, Discord | Daily | Task assignments and progress updates |
| Audience | Email and social media | As needed | New festival updates and promotions |
| Performers | Phone & email | weekly | Concerts schedules |

# Project Management Plan for music festival planning

|  |  |
| --- | --- |
| Project Scope | The project is concerned with planning a one-day Music Festival that will take place on the 4th of July 2023, in Zed Park. The project is concerned with all steps leading to the festival. the project will help to prepare areas, such as the development of event site, development of event infrastructure, food and beverages operations, transportation, and security. |
| Project Timeline | 25 days |
| Project Budget | 45,180.00 |
| Risk Management | Identify potential risks, assess the likelihood and impact, and develop risk response plans. |
| Quality Control | Develop and implement quality control procedures to ensure the quality of the festival and the user experience. |

# RAID Log for music festival planning

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Raid (Risk/Action/Issue/Decision) | Description | Likelihood | Impact | Response Plan |
| Tickets and promotions | –Misprints on tickets  – Insufficient tickets printed  -Printing tickets delayed until the start of sales. | medium | High | * **Contractual insurance.** * **Subcontracting two printing companies.** * **Early start and adding to the duration of the tasks when preparing schedules.** |
| The Park | – Shortage of materials  – Delays in delivery  – Shortage of workers  – Changes in requirements | High | Medium | * **Contractual insurance with suppliers.** * **Subcontracting several suppliers.** * **Reviews periods with sponsors.** * **Establishing 10% contingency in budget.** |
| Human Resource management | – Incorrect estimation of the number of jobs needed.  – Incorrect identification of needed jobs | Low | Low | * **Establishing regular review period to revise HR requirements.** * **Arranging staff to be ready for emergency staff shortage.** |
| Performers | – Inability of performers to come on time for soundcheck.  – Inability to arrange transportation in time.  – The need for change in the equipment. | High | Low | * **Arranging review of requirements before setting up.** * **Contacting several transport companies.** * **Arranging sound checks with performers’ representatives.** |
| Post-Festival | – The inability to dismantle equipment and clean the park before Wednesday. | Low | Low | * **Arranging more workers for the date.** |

# Work Breakdown Structure for music festival planning

**1 music festival**

**1.1 Human Resource Management**

1.1.1 Identification of needed jobs

1.1.2 hiring

1.1.3 Setup a schedule

1.1.4 HRM milestones

**1.2 Promotion& Tickets**

**1.2.1Promotion**

1.2.1.1 design advertisements

1.2.1.2 contact printing companies

1.2.1.3 print posters

1.2.1.4 Milestone design advertisements approval

**1.2.2Tickets**

1.2.2.1 design Tickets

1.2.2.2 contact printing companies

1.2.2.3 print Tickets

1.2.2.4 Milestone design tickets approval

**1.3 prepare park and stage**

**1.3.1park**

1.3.1.1 buy martials

1.3.1.2 contact suppliers

1.3.1.3 decorate park

1.3.1.4 deliver supplies

1.3.1.5 park Requirements review

**1.3.2 stage**

1.3.2.1 rent Equipment

1.3.2.2 setup Equipment

1.3.2.3 setup lighting

1.3.2.4 stage Requirements review

**1.4 performers**

1.4.1 contact performers

1.4.2 contact transportation

1.4.3 schedule performs arrival

1.4.4 schedule concerts

1.4.5 concerts schedule approval

**1.5post festival**

1.5.1 disassemble Equipment

1.5.2 disassemble stage

1.5.3 clean up

1.5.4 post festival report

Project Change Request for music festival planning :

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Change  Request | | Description | Rationale | Impact | Approval |
| Ticketing Venues | – Increasing the number of tickets booking places.  – have website to book online. | | To make booking easier. | Will make people book easily and increase the number the booked. | * Approved by the project manager. |
| Tickets printing places | | – Increase number of printing places to solve the problem of delay | To increase number of tickets | –Solve problem of delay ,  –make user book easily. | * Approved by the project manager. |
| Workers | | – Increase number of workers .  – Employment priority for experienced people. | To made task done quickly . | –Faster job performance | * Approved by the project manager. |
| Limit changes in requirements | | – Set deadline to change in requirements to minimize problem that happened . | To client experience better. | –Perform changes in requirements without problems . | * Approved by the project manager. |
| Alternative soundcheck team | | – Have another team of soundcheck incase the team late for coming or have problem with them. | To made other team respect their responsibility. | –able to perform soundcheck on time. | * Approved by the project manager. |

# Individual Project Goals for music festival planning

|  |  |
| --- | --- |
| Team Member | Project Goal |
| Festival Director | Responsible for the overall vision, artistic direction, and experience of the festival. |
| Artistic Curator | In charge of selecting and booking artists and bands that align with the festival's vision and target audience. |
| Set and Stage Designer | Create the visual aesthetics and design elements of the festival stages, installations, and decor. |
| Production Team | Collaborates with the creative team to ensure that technical and logistical aspects align with the vision and enhance the overall experience. |
| Experience Designers | Develop interactive installations, art displays, and immersive experiences to engage festival-goers. |
| Content Creators | Responsible for developing visual and written content, including branding, promotional materials, and storytelling elements that align with the festival's vision. |

Status Update for music festival planning :

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Date | | Project Status | Risks | Issues | Next Steps |
| 04/07/ 2023 | – An extra 3000 tickets so if u need to book in economy class . | | Crowded place in economy class . | –Will make may be disappointed .  –Face fight problems . | * Have bodyguards team that responsible for economy class. |

Meeting Minutes for music festival planning :

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Meeting  Date | | Attendees | Discussion | Decisions | Action Items |
| 04/07/ 2023 | – Bodyguards’ team. | | Checking every class status and identified issues . | Classify bodyguards team to small teams. | * In First class put bodyguards team more friendly . * Increase number of bodyguards in economy class . |
| 28/06/ 2023 | – Sound system Team. | | -Review requirements for sound system setup. | – need for effective coordination with other teams, including the production team, stage management, and artists' technical requirements.. | * Team members to research and provide recommendations for sound equipment options by 1/7/2023. |
| 25/05/ 2023 | – Sound system Team. | | -Discussed the required sound equipment, including speakers, amplifiers, mixing consoles, microphones, and related peripherals. | – Conduct sound system tests and make necessary adjustments during the setup phase. | * Team members to research and provide places and teams to complete the missing by 28/6/2023. |
| 25/05/ 2023 | – lighting system Team. | | -Discussed the required light equipment. | – Conduct light system tests and make necessary adjustments during the setup phase. | * Team members to research and provide places and teams to complete the missing by 28/6/2023. |

Closure Report for music festival planning :

Executive Summary :The purpose of this executive summary is to provide a concise overview of the planning process for a music festival. A music festival is a large-scale event that brings together music enthusiasts, artists, and vendors to create a memorable experience. This summary highlights key aspects of the planning process, including objectives, target audience, budget, marketing strategies, logistics, and risk management.

Project outcomes :

1. Memorable Attendee Experience: The ultimate goal of the music festival is to provide attendees with a memorable and enjoyable experience. By curating a diverse lineup of artists, creating an immersive atmosphere, and ensuring smooth logistics, the festival aims to leave a lasting positive impression on attendees.
2. Increased Attendance and Revenue: A well-planned and marketed music festival has the potential to attract a substantial number of attendees. By targeting a diverse audience and implementing effective marketing strategies, the festival aims to increase ticket sales, resulting in higher revenue generation.
3. Positive Reputation and Brand Building: A successful music festival can contribute to the establishment and growth of a positive reputation in the industry. By delivering a high-quality event, providing exceptional customer service, and showcasing a diverse range of artists, the festival can enhance its brand image and become recognized as a reputable and influential player in the music festival scene.

Project Assessment:

• Scope: The project's scope was well-defined and met all its objectives.

• Schedule: The project wasn’t completed within the allocated timeline.

• Budget: The project wasn’t completed within the allocated budget.

• Quality: The project's outcomes met high-quality standards.

• Risk Management: Risks were identified, assessed, and managed effectively.

• Stakeholder Management: Stakeholders were engaged, informed, and satisfied throughout the project.

• Project Team: The project team was skilled, cohesive, and productive.

Lessons Learned for music festival planning:

1. Start Early and Allow Sufficient Planning Time: Begin the planning process well in advance to allow ample time for all necessary tasks, such as securing permits, booking artists, organizing logistics, and implementing marketing strategies. Starting early helps avoid last-minute rushes and allows for more thorough preparation.
2. Build Strong Relationships with Artists and Vendors
3. Prioritize Attendee Experience

Conclusion:

In conclusion, planning a music festival is a complex and multifaceted undertaking that requires careful attention to detail, effective coordination, and a deep understanding of the target audience. By following a systematic approach and effective implementation, and a commitment to continuous improvement, music festival organizers can create memorable experiences that resonate with attendees and solidify their position in the vibrant landscape of music events.