
BTEC MUSIC SUMMER CHALLENGE

‘Organising A Gig’

Scenario: You have been tasked with the challenge of organising a gig at school to raise money for a local charity. You need to **PLAN** and **PROMOTE** the event. You must present your work as a project, you can use computer software or do it by hand.

Task 1: Planning the event

- Research local charities and select one, explaining why you have chosen the charity.
- Decide key information: location, date, name of the event, target audience, line-up (who is going to perform?) and ticket price.

Task 2: Job Roles and Responsibilities

- List all of the job roles and their responsibilities that are needed to successfully organise your event such as: caretakers, cleaners, catering staff (will you serve refreshments?), security, compere, performers, sound and lighting engineers etc.

Task 3: Promotional Materials

- Design 3 different posters for the event (try using www.postermywall.com if you have access to a computer).
- Design 3 different style tickets for the event.
- BE CREATIVE! Are there any additional promo materials you could create/design/plan to promote the event?
- Include all of your key information on your promotional materials.
- Think about ‘branding’, is there a theme for the event? If so, use the theme for all of your promotional materials.

