

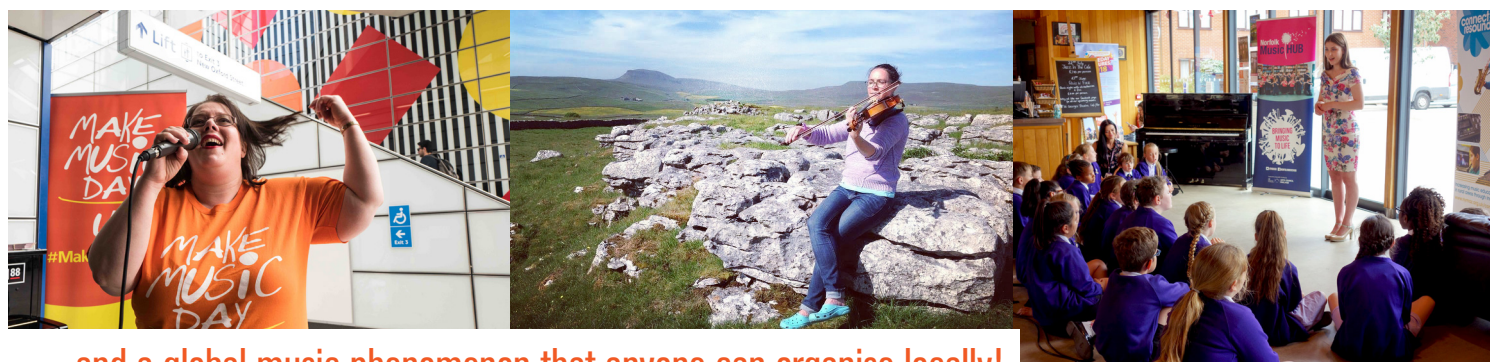


MAKE MUSIC DAY

Event production toolkit



A guide to producing an event as part of
The largest grassroots music festival in the world



and a global music phenomenon that anyone can organise locally!

MAKEMUSICDAY.CO.UK

#MakeMusicDayUK

THE PURPOSE OF THIS TOOLKIT

Usage of this toolkit assumes that you know enough about the wonderful phenomenon of Make Music Day to have already decided to organise and host an event yourself. If you need a quick refresher on how the day came about and what it could involve we've included a brief round-up below.

In this toolkit we discuss some of the things to look out for in the actual production of your event and what you might need to make it run smoothly. As Make Music Day events can be truly be hosted by anyone – from total amateurs to existing event professionals – there is no expected minimum standard that we ask of the hundreds of event producers, but there is a lot to consider and even a moment's thought on each issue will help your skills develop.

Depending on the size, nature of your event and where you are holding it there may no paperwork or permissions needed – or conversely, multiple documents to complete, various authorities to contact and a sizable events team required. This guide exists to give you an idea of what might happen in a professional situation as this can inspire and influence the successful production of your own (potentially small scale and intimate) event.

This is the first version of this document and it will be developed in future editions – so please do feel free to feedback about it with ideas, suggestions and case studies that you think it could include. There are several other related documents in the toolkits section on our website – a simple budget and Event Management Plan template. If you are looking for more information around planning an event checkout the other toolkit documents we have available: makemusicday.co.uk/toolkits

WHAT IS MAKE MUSIC DAY?

Make Music Day is an annual set of free music events taking place in venues and public spaces – from town squares to libraries, bandstands to school halls and arts centre. It takes place on the longest day of the year – on 21 June. You can organise or attend an event near you while joining thousands of other music lovers around the world in over 120 countries!

Make Music Day is:

- Performed by anyone, enjoyed by everyone
- Open to music makers of all ages, skill levels, and musical styles
- A DIY celebration of music that needs YOU to make it happen
- A way to showcase talent, local music-making and different kinds of music
- An opportunity to promote your venue, business or musical activity and reach new audiences and members
- A chance to have a go at singing or trying an instrument for the first time
- On 21 June (summer solstice) every year

There is much more information to be found on our website: makemusicday.co.uk



EVENT PRODUCTION TEAM

Even for small community-orientated events, or individual public performances, it can still be helpful to think about the kinds of roles one might expect to find in a professional setting. You can solicit help from friends and neighbours, or be more formal and advertise for volunteers. Budding helpers can be found via public notices and noticeboards, local Facebook Groups and social media or even through to websites like do-it.org

Here are some of the roles to consider for your event – it's worth noting that many of these could be done by one person to keep the team small:

☑ **Event Manager**

Oversees the whole event, ultimately responsible and coordinates the events team including other managers

☑ **Production Manager**

Responsible for overseeing the logistics and infrastructure

☑ **Stage Manager**

Coordinates the performances and technical setup

☑ **Sound / Technical Engineers**

Operators of the sound equipment, or with more broad ranging skills that cover lighting and video and power equipment too

☑ **Door Manager / Security**

Someone to work the entrance, inviting the audience in, taking tickets (if necessary) and/or generally being aware of security issues

☑ **Volunteers Manager**

Making sure you volunteers have arrived and are adequately briefed on their tasks

☑ **Volunteers and Assistants**

Helping with the above, making people feel welcome and ideally getting evaluation feedback to send back to MMD HQ

☑ **Documentation (video/photo)**

It's worth creating a basic brief and enlist someone to take some high quality video and

photo documentation of your event – this could also include social media posting and live streaming

The above list can be shaped into a hierarchy, with everyone's contact information listed so that you can contact someone in a flash.

EVENT PRODUCTION CHECKLIST

Producing even a simple event can involve a lot of items that you might not have considered. In normal situations this can bump up the budget for an event quite considerably, but it's worth thinking who in your social circles might already have some of this to hand – and also whether you can't find some in-kind support from individuals, organisations and even supply companies. People can be particularly generous if they know you are holding a non-commercial and charitable event.

Here is a comprehensive list of technical and infrastructure items that you might need to source or supply:

- ☑ PA (sound system)
- ☑ Microphones (and stands)
- ☑ Backline (basic set of drums and guitar/bass amps)
- ☑ Associated signal and power cables
- ☑ Generator (or other source of power)
- ☑ Transport
- ☑ Other technical equipment – projectors, tripods, laptops, cameras etc.
- ☑ Staging/risers/tables/chairs
- ☑ Audience seating
- ☑ Tables for stalls/door/food & drink
- ☑ Weather cover: gazebos, tarpaulin etc.
- ☑ Live streaming resources (internet connection, cameras, editing)

EVENT PRODUCTION DOCUMENTS

We discuss some of this in more detail in our [Event Planning Toolkit](#), and it's the venue that you use that will ultimately decide how much (if any) paperwork you might need to complete. In any case, there are some legal standards that need to be met for public events – and some of these may already be taken care of by an established and licenced venue.

Such a venue is your easiest bet to staging an event; going through to something like a public, unlicensed and municipally controlled space like a park. Hosting your event in a park is not an impossible task – particularly if you can convince them that it is a small, non-commercial and community-focused event – but they can sometimes put you through the mill to get all of the necessary documents submitted. We have included a few basic templates on [our Toolkits page](#) that should get you on your way, whilst also making you seem more professional in your approach.



You might need to submit (or simply want to prepare for your own benefit):

✓ **Event Management Plan**

The masterplan for your entire event – from intention, crowd numbers, stages, timings, chain of command and waste management (an established venue might only ask for a more brief Method Statement)

✓ **Risk Assessments**

All activities involve some risk – your job is to minimise the risk to the public (and your team) by preparing and having a plan to deal with them

✓ **Site Map**

Showing where your infrastructure and key personnel points are located at the venue – typical overlaid on an aerial view sourced from the venue, or even online maps

✓ **PLI Event Insurance**

Public spaces will require you to be covered by your own insurance policy covering liability and potential damage – and professionals dealing with risk-laden technical equipment or infrastructure should also generally have their own public liability insurance too

✓ **Event Licence**

For smaller events (up to 499 people) you can licence any kind of event under an easy to obtain Temporary Events Notice, which [the Gov. uk website](#) can help direct you to the relevant local authority page to request (at a cost of £21) – larger events will need a lengthier process and a full premises licence

✓ **Other Permissions**

These vary but could include PRS for Music licence fees for copyrighted music or permissions related to collecting for charity or for documenting your event with photos/video – it's always best to assume that you need to ask for permission for anything on someone else's property

PRODUCTION SCHEDULE

It's a good idea to draw up a basic production schedule (different to a running order for musical performances) so that you run on time and don't forget things in the heat of the moment. In most cases it can be assumed that you will be taking care of several roles and so that the items on your schedule might be quite broad.

The production of an event obviously goes beyond the hours that the public get to experience it, so your plan can include things like:

- Reconfirming artists/technicians/volunteers
- Picking up equipment the day before
- Arriving early to prepare the venue and speak to in-house staff and technicians
- Meeting and briefing the rest of your team
- Dressing the venue (hopefully with some MMD branding)
- Soundcheck/dress rehearsal
- Safety/technical sign-off
- Roaming safety/perimeter checks at regular times during the event
- Certain time cues to adhere to
- Performance/team photos and vox pops
- Clearing the venue and safely removing everything you brought
- Disengaging your team (with lots of thanks!)
- Returning the equipment
- Post-event debrief and sharing of photos/video

Running order

You can also draw up a list of stage timings in the form of a running order. This could include necessary changeover times, intervals and DJ/playlist slots alongside the main live music performances. So as not to have too many documents this can also include concise technical requirements for the acts and their lead contact number.

We have simple examples of the above two documents on a single spreadsheet on our Toolkits page: makemusicday.co.uk/toolkits

TECHNICAL CHECKLIST

- ✓ Get briefed on where essential power and lighting are situated at the venue
- ✓ Check that the PA and equipment is working before the artists arrive
- ✓ Get the stage manager and sound engineer to supervise the sound check
- ✓ Ensure that everything is show-ready and that everyone is aware of any technical changes to occur during the show

ARTIST CHECKLIST

- ✓ Create a basic artists pack with the full venue address, additional directions, transport options and places to park, time to arrive and contact information of your stage manager
- ✓ On the day check that the artists are still able to keep to your agreed schedule
- ✓ Welcome the artists upon arrival and show them where they can safely store their equipment, and to any hospitality you are providing
- ✓ Introduce the artists to the stage manager and sound engineer and re-confirm anything listed on their technical rider

VOLUNTEER CHECKLIST

- ✓ Brief all of your volunteers as to their task – which might include general safety awareness, directing people, menial tasks, technical assistance or collecting feedback on your event
- ✓ Keep your volunteers happy by agreeing on certain times for their services as well as providing water, storage for valuables and possible snacks and food too

OUR CONTACT INFO

Make Music Day social media accounts:

Twitter: @MakeMusicDayUK

Facebook: @MakeMusicDayUK

Instagram: makemusicdayuk

YouTube: Make Music Day UK

Please use the **#MakeMusicDayUK** hashtag on your social media posts (Twitter and Instagram)

Project Manager contacts

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