



Climate Actions Now.

4 STAGE PROGRAMME WITH ROLES & RESPONSIBILITIES:

The CANbeat programme is divided into four stages.

These are generally split into the four categories of:

- 1) Company set up & Business Plan Completion;
- 2) Events Promotion and Implementation Plans
- 3) Pre Production and Staging of Events;
- 4) Preparation for and presentation for judging at the finals.

Each stage is of one month approximately and requires certain tasks to be completed, which are set out in the **ESE (Event Social Enterprise) Team Task Lists**.

Completion of these tasks together with a weekly meeting of one-hour duration will ensure the running of successful events and establishing the ESE as a well functioning social enterprise type of organisation.

TIMELINE OF KEY EVENTS (more info/ detail is outlined in the Task Sheets)

STAGE 1: Team and Company Set Up = Team members decided on the roles they want to take in their ESE. They work on completing and submitting the ESE Business plan. They agree and book the venue and start looking for acts and gamers to book. They complete a video about the team and their mission and have all the social media set up and operational.

STAGE 2: Event Preparation, Marketing and Sales = Implementation of the ESE Business Plan, singing of Artists and Gamers to the Events / CANbeat Competition. Start the events promotion and ticket sales on and offline. Completing second cause and promo video.

STAGE 3: The Selling of and the Staging of the Events = Focus on marketing, promoting and selling the events, getting the acts and gamers to promote / sell the event, giving acts discounted ticket or commission on sales. Making sure of the timings and artists and gamers know when and where to be. Check listing all that needs to be done for the events and the running of the events on the day. Arranging for the filming of the event and live broadcast on Facebook etc.

STAGE 4: The Review Progress and Preparing for the Final = Scholars having staged their two events then prepare to present at the CANbeat Finals and pitching to judges. Future plans that show ongoing ESE activities are beneficial. The final Impact Assessment questionnaires are completed. The final compilation highlights of the videos are edited and presented

TEAMS AND TASKS WITHIN THE ESE

There are 4 key teams within each event social enterprise (ESE).

They are the **BUSINESS, COMMUNITY, EVENTS** and **CREATIVE** teams.

Scholars elect to take on certain key roles and responsibilities individually, while all working together as a team to achieve the goals they set themselves.

THESE ROLES ARE OUTLINED BELOW, ALONG WITH THEIR MAIN RESPONSIBILITIES.

BUSINESS TEAM

CEO

Has the overall responsibility for managing and encouraging the team members, ESE direction, operations, finance, task completion, and the co-ordination of all staff & activities within the ESE. Also managing the development of appropriate strategies and methods to achieve the ESE aims and objectives. The CEO is like the Team Captain and ultimate responsibility rests with the CEO and the four Team division captains.

Sales & Marketing

Devise & implement the 4P's of the services marketing mix for the company (Product, Price, Place, Promotion) together with a marketing strategy for the ESE. This is to include online / offline marketing and sales campaigns for the event tickets, merchandise and any other products (like food at the events) as well as working on raising sponsorship, crowd funding/ grants. Investigate and decide whether to run crowd funding / raffle's and other fundraising and marketing ideas including leveraging relationships with the football club, academy, foundation etc.

Finance

Help prepare and keep to agreed budgets. Handle all cash matters, open a bank account and lodge and pay out any cash belonging to the ESE. Draw up Income & Expenditure accounts for the business plan and appropriate 'end of year' accounts.

Information Technology (IT)

Create and manage the company website and social media channels and online ticketing. Then manage & co-ordinate all the activities of the ESE online presence.

COMMUNITY TEAM

Community Outreach & ESE Secretary

Devise and implement the ESE community outreach strategy around wellbeing / mental health. Research and decide on the best charity that deals with mental health issues in the locality. Liaise with the chosen charity and invite them to come and speak to the ESE team about the issue of mental well-being, and promote their cause alongside the ESE's activities.

Public Relations (PR)

To communicate on behalf of the ESE to all relevant third parties both within the academy / club as well as to local radio, press etc. Devise & implement a public relations strategy, including online and offline media campaigns. Keep any academy, club, school or foundation management and members and local community informed and engaged as much as possible.

Ecology Manager

Ensure that operations throughout the course of the programme are as carbon neutral as possible. This includes where possible or necessary instigating minimising and recycling waste, ensuring event activity does not damage the environment and that the ESE is all round 'green'.

Social Media Manager

Make sure the ESE social media channels are optimised, updated, moderated and managed everyday. Organise some of the ESE team to take on some of the social media channels and to promote the ESE channels online. e.g. get each of the 4 teams to take on two of the Social media channels and get them to compete to bring the hits/ links/ followers etc. up each week to agreed targets.

EVENTS TEAM

Talent Scout

Find the best young original artists and gamers who are interested to get involved in a competition that will see them play locally and the best go on to play a prestigious venue in Central London. Work closely with all artists and gamers to ensure their participation. Encourage the acts and gamers to promote the events on their social media and to market themselves and the events where they can online and offline. Talent scouts look for acts and gamers through all social media websites as well as by local knowledge and word of mouth.

Music/Gamer Event Manager

Promote & advertise the two ESE events, manage and co-ordinate all the production elements involved in the running of the concert e.g. venue, stage, gaming room, computers, all equipment needed (music as well as computers), staffing, Insurance, Health & Safety etc.

Make sure all the gear needed is sourced in advance and times etc are planned in advance of the events, all guest lists are sorted by the morning of the event, then make sure the event goes well front of house and back stage. Make sure the Artists and Gamers involved know where they need to be and when and make sure to get them to help promote the events and then look after them on the day of the events.

Content Creation Manager

Manage & co-ordinate the activities of the video crew & photographers to ensure photos and edited videos are uploaded to all the ESE social media sites etc. Create a team video introducing the whole team and your goals and mission - keep it 2-4 minutes in length. Organise for the events to be filmed and a short video edit of the best of the event to be produced.

Health and Safety Officer

This role is to look after the health and safety of the ESE team and the public and guest at the events. To ensure a H&S survey of the venues are carried out prior to the event and make sure the announcements on this are made and notices and up and escape

doors are unlocked etc. This is also to anticipate any trouble to the events.

To alert the professional security at the events to any perceived dangers, be that the gathering of rival gangs or individuals who have a bad reputation for violence or illegal substances etc.

To reach out to any member of the team who seems to be in difficulty in whatever way and to be the person anyone in the team can talk to and get help from in confidence.

CREATIVE TEAM

Videographer/Photography

Get the whole team to contribute content to the ESE social media and to help promote the ESE profile online. This can be anything from players doing tricks to funny items to whatever is going to attract interest and more followers etc, to build a database that can eventually turn into sales of tickets or merchandise or spreading the work or whatever. Take photographs and video throughout of all key events e.g. launch, all concerts, as well as the ESE team at their work, as a football team and at meetings, all should be filmed. Get players to create content for their social media accounts eg. skills & tricks, interviews with first team players, local big named acts who may agree to headline the ESE gig etc.

Art & Design

Create logo, T-shirt design and artists' promotional material. Develop the artwork / graphics for the company website, social media and ticketing posters, flyers etc. as well as design and decorate the stage for the event / concert. Design and dress the stand for presentation at the finals in London.

Journalist/Vlogger

Work with the PR and marketing managers to write press releases and then to write articles and get photos plus content / videos for publication on all the ESE social media and website.

Write preview and then reviews of the artists/ gamers/ concerts. Interviews with some of the gamers and acts and charities involved.

Try and get your articles published on blogs and in any local print media.

Get interviews with first team players, the headline or well know acts and some of those competing.

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