UEL Events Company: CW1 Production Journal

Student Name: Sylvana Ahmed

Roles/responsibilities: Social media marketing manager.
A social media marketing manager plays a crucial role in leveraging social media platforms to build brand awareness, engage with the audience, and drive business goals. Some key responsibilities of a social media manager are to develop social media strategy, create and curate content, engage with the community, monitor performances, analyse trends, manage campaigns, collaborate etc.

Meeting Log

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| Meeting Name | Date | Agenda (what is this meeting for?) | Personal Actions - what do I have to do next? |
| Development Meeting 1 | 05/10/2023 | * Introduction to the module : Our lecturer Gail Macleod introduced us to the module and outlined the basis of running an event. She asked us to explore fleeting thoughts regarding experiencing an event. We contemplated on what we enjoyed about events previously attended and what type of events we would be proud to put on.
* Discussion with peers : After some self-reflection we spoke to different set of peers to gauge an idea of what sort of events they enjoy and would like to put on. Some said it needs to be well organised and have immaculate sound quality and some said they love a natural setting. Whereas I said I appreciate an event when it is vibrant, colourful, comfortable and spirited.
* Introduction to Social Convention : The CEO & chief creative officer Cimeon Ellerton-Kay & Creative producer Emma King of Social Convention paid us a visit, that is the venue our events were to be held. They explained to us how the events they hosted in the past looked like, their values, the ambience and facilities. Social convention likes to invest in innovative ideas and creatives who are underrepresented. They want their venue to be inclusive and provoke a connection and to collaborate.
* Forming groups : After getting to know where everyone was with how they wanted things to run and what role they would like to partake in, we started forming groups. Initially there were three major groups; the artist management team, production team and marketing team. I found myself joining the marketing team as it was familiar territory for me and something I was willing to explore further. After that me and the team discussed our responsibilities and how we were going to move further with it. We opened a WhatsApp group on that day and was given the social media passwords for Uel music’s social media accounts.

.  | * Task allocation : I was in a group with Michael Wood, Aiesha Pearson, Christopher John and Harry Isaacs. Michael and Harry decided to design a poster for the upcoming event, Aiesha decided to post on instagram, I was meant to create some of the content for social media, gather artist information and set up a ticketing system.
* Navigating UEL Music’s instagram posts : Before we left our first meeting I made a teaser for our events and sent it in the group chat for Aiesha to be able to post on the instagram story.
* Ticketing : Before the next meeting I did my research on the venue and contacted Gail and Emma on how ticketing would work and they said that would be discussed and confirmed in the next meeting.
* Leading the team : As I was the voice of the group later we somehow agreed upon me leading the marketing team. Hence, I had to communicate with the other teams and the module leader as well. I also had the responsibility to email an outline of progress or any other updates to our module leader Gail, I was also in charge for emailing her the key points for our next meeting agendas.
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| Production Meeting 1 | 12/10/2023 | * Discussions about event Poster : At our next production meeting, we gave Michael feedback on the poster he made and discussed how it could be improved. We now had a time slot for the event which could be included in the poster. We talked about the designs, colour schemes etc.
* Other marketing ideas : We discussed the floor plan of the venue and who would do what on the day of the event. We discussed about taking surveys, setting up a photo booth, photographing artists etc. we also focused on how we were going to advertise the event and launch each artist. In the meeting it was also decided that we would both ticket this event and maybe do a rough headcount at the event. We were encouraged to bring our friends to these events.

  |  * Redesign Instagram page : I had decided to completely revamp the uel music instagram. I wanted to launch each artist with a profile. So that it would be interesting, engaging and professional. I wanted the instagram account to look more intentional.
* Retrieving information about talents : However as the first event was only in two weeks time since we all had first come together, time was of the essence. And I was facing difficulty in hearing back from the other teams as they were trying to figure out a lot of things themselves let alone communicating that information to the other groups. I decided to be patient and gently remind them. I started to work with what I had, for instance the artists that would send us their photographs, biographies and social media handles, I decided to launch them first. I created a template matching the picture they provided us and wrote out their artist handles at the bottom. And in the caption I wrote out a description of them and their music, linking their social media handles. On the other hand we as a team were creating a lot of buzz around the upcoming events.
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| Production Meeting 2 | 19/10/2023 | .* Liaising the event : We didn’t have a scheduled production meeting at University that day but my team and I stayed in contact throughout the week, whilst I also communicated with our lecturer Gail, Emma from social convention and the other Team leaders/members.

  | * Printing & Distributing the poster : We finally had a hard copy of the poster outlining the musical events for the term. Our course leader Sonkè Prigge helped us put some up in the USS campus. Aiesha, Michael and myself live on the Docklands campus; we put up posters in the East building, library, costa cafè, underground bar, our individual flats, lifts and buildings and in other common areas. As the Docklands campus is the largest and a lot of University students reside there; we thought advertising our events to youngsters who are looking for something fun and free to do would be attracted.
* Promoting the event : I told my flat mates and other people I knew about the event so that they can attend it with their friends if they are interested in doing so. I mentioned to them that it is free, monitored by the university (because of safety reasons) and also in canning town which is not too far from Docklands so that they weren’t too intimidated by the distance.
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| EVENT 1 | 19/10/2023 |  |  |
| Development Meeting 1 | 02/11/2023 | . * Reflection on first event : After the successful completion of our first event, we had a discussion about the feedback we received from the audience and everyone coordinating the events. It was discussed what could be implemented and improved.
* Brainstorming ideas for the next event & creating a timeline : This event was going to be focused on electronic music. All the teams created a collective timeline which would help us all stay on track.
* New addition to our team & reviewing roles and responsibilities : Our fellow peer Reece Marshall decided to join the marketing team who was leading the artist management team before. Reece decided to takeover the instagram schedule whilst Aiesha decided to take over the TikTok account. As we had more content available to post and advertise. Harry and Michael decided to stay on designing the posters. I was in charge of communication, part of the content creation and obtaining artist information.
* Shaping the second event : As Harry is from the Music Technology and Production course and most of the electronic music performers were from his course, Harry helped to obtain a lot of artist information and also information regarding the styles of the performances which helped us to decide the themes of the posters, instagram posts and other visual and written aspects. We came up with the name ‘Hall Of Noise’ for the electronic music showcase, and also thought of ways to uniquely market the Friday events as before UEL would only run music events on Thursdays (Thursday night lives). Our team shared certain responsibilities and backed each other up in order to execute tasks at the optimum level. We were all doing our designated tasks as well as contributing as a team.
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| Production Meeting 3 | 02/11/2023 |  | * Collecting artist information : On my own I was trying my best to retrieve as much as artist information as I could. I even spoke to Tony Nwachukwu the module leader of the Music Production and Technology team and he told me I could come into his class and make an announcement to the performers who were missing in that meeting. And so I did on the following day amidst my break from other lessons.
* Creating the photo templates and writing post descriptions : As I kept getting the photographs and biographies. I kept templating and sending it back into the WhatsApp group so Reece could introduce them on instagram and Aiesha could create TikToks using it.
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| Production Meeting 4 | 09/11/2023 | * Developing marketing strategy based on audience engagement : We also decided on different ways we could engage with our social media audiences. We created different poles, questions to answer on our stories to gain feedback from our audiences as well as gaining a sense of their taste. We noticed that our efforts were bearing fruit, and we were gaining audience, which can be seen through the analytics produced by instagram and social blade, people were taking notice of the UEL music instagram. A lot of us reposted these posters and stories so we could gain traction from our individual audiences.
 | * Helping with Live streaming the event : As Michael had live-streamed the first event, it was a bit tedious for him to hold the camera through out so I decided to provide my camera stand and phone holder for the following events.
* Optimising SEO with the right hashtags : I kept creating content for the instagram feed accompanying it with engaging captions. I also researched Search Engine Optimisation and made a list of the top hashtags using hashtag generating sites. I shared this with my Team so that their posts would reach a larger audience and gain engagement.
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| Production Meeting 5 | 16/11/2023 | * Discussing ways as a team to keep up audience engagement : As the other teams were busy coming up with a set list, confirming artists and acts and also managing the technical aspects of things. Our team was mainly able to generate certain type of content only after receiving confirmation from the other teams as we did not want to spread misinformation. Whilst we waited we tried to keep our social media audiences enticed.
 | * Introducing ‘ FOMO’ marketing tactic : Other than being a point of communication, I also spent my time strategising and kept conveying different concepts and ideas to my team. For instance using the Fomo (Fear Of Missing Out) Marketing tactic. Some of our posts mentioned ‘you wouldn’t want to miss out’, ‘don’t miss out’ etc. We tried to make our events seems popular, fun and happening. Somewhere everyone would want to be.
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| EVENT 2 | 17/11/2023 |  |   |
| Development Meeting 2 | 23/11/2023 | * Mind mapping : In this meeting we used a mind mapping technique to review how the last event was executed. We all wrote down on a big chart paper what we thought could be improved.
* Analysis of the last event and discussing ways to improve the next : Then we all had a discussion regarding the event and the actions that can be taken during the preparation of the event and when the events take place.
* To communicate more effectively : Later we had meetings with our individual teams discussing how would the responsibilities be shared moving forward. We also realised that we need to communicate more effectively in order to run things smoother.
* Theme for the last two events : Collectively all the teams were brainstorming what the theme for the last two events might look like. Harry and Josh suggested a Christmas theme but Sasha said everyone might not be celebrating Christmas so we agreed upon a more inclusive and generic theme of end of the year, holidays, festivities etc.

  | * Creating content based on the discussed themes : After the meeting I told my team that we should keep a more winter wonderland icy theme in might rather than gold, red and green. I decided that all the content I would create regarding the promotion of the new event would have a end of year celebration theme.
* Generating content : I sent my team on WhatsApp all the pictures and videos I had captured from the last event.
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| Production Meeting 6 | 30/11/2023 | * Career in teaching as a musician & coursework discussion : Unfortunately, I was not present in person for this meeting. However I did let my team know that beforehand and asked them to fill me in. On that day our coursework of the reflective essay was being discussed. And for the next half of the lesson someone had come in to deliver a lecture regarding getting into careers that involve teaching music.

  | * Curating enticing artist profiles : In that week I decided to send my team more content to post on social media. I was still in communication with the artists meant to perform and then had received some new artist profiles which I formatted, templated and wrote captions for. I had collaged all the artists pictures that had performed and asked Reece to post a ‘ these are the artists that had kept you entertained the last two months … stay tuned for the new round of artists which will be launched soon ‘ type posts.
* Creating videos summarising the live electronic event : I also made a minute long video with the clips I had captured from the past event on iMovie. IT was to give an essence of how the electronic music event went. I had sent that to WhatsApp so that Reece could post it on instagram and Aiesha could post it on Tiktok.
* Creating social media buzz for the third & fourth event : I also wrote captions like ‘ let’s end this year with a bang ‘ type captions to highten celebratory mood.
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| Production Meeting 7 | 07/12/2023 | * Discussing course work : In this meeting we mainly talked about course work and referencing. Our lecturer Gail was showing us how to access the UEL library and access Koretext so that we can implement reading for our reflective essay.
* Discussion of swapping roles with in the marketing team : Amongst ourselves we also discussed our individual marketing role where Michael expressed he wanted to try something else instead of making the event posters.

  | * Making posters : Reece had enquired in the group chat who was making the posters. As no one had come forward to taking that responsibility. Despite of not knowing how to use photoshop, I decided to give it a go. I used this app Pic collage that I usually use to template and collage photos. I had seen that it was possible to add text, stickers and images on a layout. So I screenshotted some UEL logos from their Facebook page and pasted it on the poster and added relevant texts and information to it and some musical and celebratory stickers that would make the poster look more fun, colourful, captivating and engaging. After it resembled somewhat of a poster, I sent it in the group chat to be posted on stories and posts.
* Contacting group members Artist management : Agigh who was a member of the Artist management team and also a dear friend of mine, I asked her to provide me with a set list for the last two events, and so she did. That gave me an idea of which artists to approach in order to profile and post them.
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| Production Meeting 8 | 14/12/2023 | * Course work feedback : I wasn’t aware that there was a formal lecture this day, I knew our lecturer Gail would be present but I thought it was only if we wanted to show us our course work so that she could provide feedback. However I was in constant communication with my team.
 | * Live streaming : We were almost done with the promotion work at this point. The last few actions I took was communicating back and forth with the new artists ready to perform in order for us to accurately promote them. As our fellow team member Michael (who goes by Mitch) was supposed to be performing in this event and who had previously taken charge of the live streaming aspect. We had talks about who would take that responsibility whilst he was performing, I had decided to do that and I also took my camera stand and phone holder. There were a few issues in stabilising the camera but we did manage to live stream all the performances.
* Thank you post and increase in engagement : In the end we decided to thank everyone for their engagement with us in the UEL music pages as well as in the events itself. After the end of the event the marketing team did plan to follow up and thank everyone for their participation on social media and also wanted to keep them engaged for our future projects.
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| EVENT 3 | 14/12/2023 |    |   |
| Production Meeting 9 | 15/12/2023 |   |   |
| EVENT 4 | 15/12/2023 |   |   |

Events Log

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| Events Log | Date | Short Summary of event - this can also been done with photos/film | Audience Feedback | Personal Observations/Reflections |
| Event 1 | 19/10/2023 |  (Videos and images will be provided on my web page)Everyone was buzzing to put on the first ever event with the talented group of people we were working with. It was hosted at Social Convention in Canning town, London. Unfortunately due to illness I could not attend the show. But regardless heard many pleasant things about it and saw glimpse of it in our UEL music instagram where Michael (Mitch) live streamed wholesome performances. Megan sang some lovely tunes, Alex made a stunning singing debut as he strummed his guitar, amazing singing by Christian and some phenomenal cover songs by the band undercover. Even though it was an acoustic event; The dynamic duo Twisted neck played their incredible electronic music compositions.All these four events were emceed by phenomenally talented and charming Sasha Paige. |  According to the feedback survey it showed that most people had a good time at the event and most of them were likely to come back again. The audience were appreciative of the talents and diversity presented to them. The ambience received a log of praise. Overall the sound quality rated good but a more critical audience feedback suggested that the sound level were not balanced and the backing tracks or instrumentalists over powered the singers. Lot of the audience preferred the upstairs room as it provided engaging live music. It was a common note that the venue was too small for this sort of event.The audience thought the sound quality could be better which could be done through thorough sound checks. They did not appreciate the frequent feedback from the mic. And would’ve preferred a more spacious venue. They were interested to listen to more original music and different genres as well. And a common concern that was raised by the programmers were that the temperature of the room was too high which was causing them a lot of discomfort. Seemingly the event was a success as everyone seemed to have acknowledged the raw talent that was oozing off the performers and was looking forward to them maximising there musical potential. | As mentioned earlier, I could not be attend the first event. But through being a part of the preparation process, watching social media livestreams, audience feedback and hearing from friends. I gathered the first event was a great first event after months of break and it was wholesome and went successfully. The things that could be improved on has been discussed in audience feedback. |
| Event 2 | 17/11/2023 | The second event was the electronic music event. Which we called the ‘The Hall of Noise’. It was truly an immersive experience. We got to listen to so many original compositions by Papa Remedy, Jerome, Alex Lutes, Twisted neck, Local Joe & Villainous.There was also a dj playing downstairs.There were two acts to all these events and there was a short jn between the two acts.  |   |  I had attended the second event, apart from the venue being evidently compact, I did enjoy the vibrant and transcending experience that the electronic music immersed me in. I hadn’t had much experience with electronic music and I hadn’t ever watched the Music Technology and Production students perform before. So thoroughly enjoyed the ambience. I had forgotten to take my video camera stand that day. But all in all the performers were amazing. What could be improved was the venue and other arrangements that come with it. The setting seemed too improper in my opinion. Maybe more time and money could be spent for arranging facilities for the audience to be able to be comfortable and enjoy the performances fully instead of having to stand in corners. |
| Event 3  | 14/12/2023 |  The third event had a variety of performances, we had some enchanting performances from the level four students. As well as soulful singing and charismatic performances from Sasha Paige , Rhia-Renèe and Mitch. Kemal broke out into a enthralling drum solo. Alex Lutes gave a captivating emotional performance. |  The audience seemed to love the performances presented by these talented artists however some of them had their favourites. People seemed to be pleased with the sound quality. Otherwise some of the feedback were similar to the feedback of the first event; of the venue not being spacious enough and the audience engaging more with the upstairs performances. They would appreciate better facilities when it came to food and drinks. They wanted the room to be ventilated and of a temperature that was comfortable. The seating arrangement was not convenient. Most people had to sit on a non carpeted floor. And this sort of arrangement may not be inclusive to everyone. And although they appreciated the performances, some artists could improve on their stage presence and confidence. |  I really enjoyed the performances of the third event as well. It was very captivating and inspiring. I took my sister with me and she thought the talent presented was exquisite. However she did not expect having to squeeze and sit on a floor that didn’t have a carpet. The room was very congested. I was struggling a bit with my camera equipment but enjoyed live-streaming the performances. The sound quality was good. So was the energy of the performers and the crowd. |
| Event 4 | 15/12/2023 | I unfortunately could not attend the last event due to some other commitments. But this musical event also had some vibrant performances by Sasha, Rhia-renèe, Maggie and Twisted neck.  |   |  I did not attend the last event but from what I heard it went alright. But was one of the lesser successful ones. So performers had to cancel at the last minute. In order for all these events to run smoothly, all the team members needed to be more proactive, things needed to be more organised, more time needed to be spent on coordination and a larger venue with proper seating arrangement was required. It might be a good idea to ticket the events next time. The events lacked a bit of quality. The performers had a lot of raw talent and the programmers tried their best. But they need to be assisted with more resources and more time needs to be allocated for an effective preparation of these events. |