

Underground Artist Music Festival Operations Plan

PART ONE

Introduction

Underground Artist Music Festival

Management: Dionna Swinson, Michel Mayatskiy, Momo Adebajo, Hadi Issa

Logo



Event Mission

At The Underground Artist Music Festival, our mission is to bring people together using a variety of different artists and music. We want to create an inclusive and safe space where everyone can enjoy themselves and make memories. We know that music has the power to connect people and our diverse lineup of artists allows for that to happen. We are committed to having a positive impact on the community of people around us. With good music, diverse range of food, and a good community we trust that The Underground Music Festival is the perfect place for that.

Event Goals

We have set a few goals for ourselves as we plan this music festival. Our main goal is to provide all attendees and artists with a great time. It is important to us that everyone enjoys themselves and has a fun time hence why we will be asking for feedback through surveys. We would love to showcase a diverse range of music and artists. That is another main reason why we are putting this festival on so it is important to us that everyone feels comfortable. We plan on bringing in artists with different backgrounds as a way of making this happen. Our festival also focuses on financial and environmental sustainability. We financially want to make sure we are able to reach a break-even point or generate a decent profit. Environmentally we plan to implement eco-friendly practices to help and reduce any negative impact our festival may have on the environment. Setting these goals for our festival allows us the best baseline when further planning out the small details.

Background/Event Descriptions-

Our festival was created to give the underground artist the chance to perform on a big stage for young adults and because of this, we plan to cater a lot of our elements towards the 18-25 age range. Starting with our overall theme, we want to go with something not too bold but not too boring. We want attendees to feel like they're at a nightclub. If you refer to our logo above, you will see we have a neutral black background with warm-toned color bubbles. This design immediately grabs my attention, which is why we appreciate bubbles. This design immediately grabs my attention which is why we believe it fits well for the age group we are targeting. We can center many of our lighting displays and drink colors, just off of this simple logo we have made.

The event will be held at the Mann Music Center which is a highly respected outdoor venue in Philadelphia. Unlike, other music festivals that have a main stage and then other mini-stages, we plan to just have one main stage allowing everyone to sit and watch each artist as they perform. As we mentioned before, we are targeting 18-25-year-olds, because of this we plan to have an array of bar carts and food trucks located on the "festival grounds." With this set-up we can make sure that people are waiting in line for food or drinks, they are still able to hear the performers and enjoy the show. While we don't want to overdo it with any decor, lighting displays will be utilized throughout our festival. This works out well since our festival will be held

once it is dark. We can also plan to hand out glow sticks with the purchase of food or drinks. This is an incentive for people to buy food and drink and is just another cool way to keep the fun vibe going. We will also have a merch area and photo booths located around the grounds. The photo booth is a great way for everyone to stay interactive and capture great memories. Since we want our attendees to feel like they're at a club while at the festival, We will also advise artists to use LED visual displays and laser shows to keep that vibe going. We can also set up a VIP lounge area, this is not only a way to generate income but also a good spot for attendees to create content or get pictures. These are a few ways we can achieve our ideal theme for the festival.

PART TWO

Organizational Chart/Job Descriptions

Management	Artist	Volunteers	Maintenance/tech
Event Director- 215-665-0973	Hannah Morales- 267-689-9789	Temple University- 215-204-7000	Stage Manager- 245-929-2929
Event Coordinator- 343-756-92728	Avery Davis- 215-090-7272	Samiya Brown- 256-838-28282	Event Technician- 267-727-9282
Marketing Coordinator- 234-773-8888	Miles Fitzgerald- 343-789-3683	Cordell Noy- 339-383-3838	Cleaning Services- 215-902-8383
Talent Manager- 267-890-7653	Carly Carmelo- 484-787-0922	Aliyah Smith- 252-828-2829	Security Services- 484-888-0982
Finance Manager- 305-789-0022	Carly Carmelo- 305-890-6373	Jordan Green- 267-272-73737	Faculty Management- 215-272-0921
Staff/volunteer coordinator- 267-789-215	Destiny Dior- 505-908-4252	Michael Blu-215-373-2393	
Safety Coordinator- 221-789-8228	Aj Cole- 267-782-9073	Taniya Vett- 267-882-8282	
Operations manager- 267-838-8484	The Djs- 215-903-6889	Melony Reeves- 215-272-7890	
Venue Manager- 778-909-4647	Kehlani rodley- 450-929-2828	Tony Portay-267-888-2222	
Sales manager- 456-822-8282	The blueprint- 267-890-8289	Dove Blake-215-890-7833	
Account manager- 215-335-9824		Isaiah Grey- 267-373-3838	

Location/Hours

Where does your event take place?

Our event will take place at the Mann Music Center, located at 5201 Parkside Ave, Philadelphia, PA 19131. The Mann Music Center is set across 22 acres of land and has 14,000

seats, which makes it a perfect place for a festival. Since there is so much land, this makes it a great place for the stages, food trucks, and tables for people to eat and overall interact with people,

What are your event hours? *Our event will take place between the hours of 7pm. to 11p. These hours include time for doors to open, check-in, and any form of registration. We chose these hours due to the more prominent nightlife. Our event caters to the ages of 18-25. Usually, events that target young adults run late. Because we want our audience to have a full experience, we must have hours run later.*

Sustainability Plan

How will you make this event as sustainable as possible utilizing what you have learned in this course? *To make our event as sustainable as possible we will implement a few different things around the festival grounds.*

- *For every trashcan located around the grounds we plan on having a recycling bin placed right next to it. We will also make sure to have signs of what is considered trash and what is considered recycling. The reason for this is because the world is going through a big global warming crisis and we as an organization and event planners take this matter seriously. So ensuring that there is as little plastic being used and thrown away as possible is important to us.*
- *Instead of handing out and using plastic cups and bottles, we will have filtered water available and will be using as many paper products as possible. We will also be encouraging people to bring their bottles which will be searched upon arrival to ensure the safety of other members. The reason for the reusable bottles is so we won't have to provide plastic cups and minimize our carbon footprint.*
- *Another way we plan on being sustainable is by turning off and unplugging equipment when it is not being used. This ensures that we are not wasting any energy and are being mindful of what we are using. We will have a system in place which provides us with the timings of when certain equipment needs to be used. This enables us to use electricity efficiently without wasting anything.*
- *We will also be using the event staff that we hire to help pick up and sort out any waste found around the festival grounds. This is just another small way we can ensure our event is a little more sustainable. At the end of the event, we will have a staff team including ourselves help clear up the entire venue to make sure that nothing is left behind and thrown away.*
- *To ensure sustainability, our event will be cashless as cash increases the carbon footprint. We will use other methods such as Cash App, Venmo, or Apple Pay to reduce the amount of paper being used at the event. This may not be a problem as the world has become so technologically advanced that everyone will be able to use at least one of the three payment methods to buy either drinks or food at the event.*

Access and Inclusion Plan

It all starts with our choice of venue. The Mann Music Center states that they are "... committed to providing an enjoyable experience for all patrons at all performances. We make it a priority to accommodate the needs of our guests." Just by holding our event at the Mann we are already providing our employees and patrons with a venue that caters to their special needs when it comes to accessibility.

- *They provide "accessible, ADA-compliant seating for all performances." There are many options when it comes to seating which allows for all people to feel welcome when attending events. They make sure they are able to accommodate a variety of mobility devices and offer loose chairs whenever needed. Their restrooms have accessible stalls and they welcome any trained service animals to performances. They also offer accessible parking, assisted listening devices, and sensory friendly performances. You are also able to submit a request for more accessible services, like an ASL interpreter.*
- *Another way we can work on being more accessible is by making sure our online and in-person ticketing and registration are accessible and user-friendly for people with disabilities. It would be very beneficial if we included on our website the different accessibility services that will be offered at our event.*
- *On the topic of disabilities, to ensure that everyone feels included we will have warnings on our marketing such as epilepsy warnings, loud music, etc. This is to just ensure that everyone knows what will be present at our event and they can decide for themselves whether they want to attend or not.*
- *We will also be training our staff and volunteers on how to properly assist attendees with disabilities. By doing this we are creating an environment for ALL people to feel welcome.*
- *We could also have an area set aside, near the medical stations, for people to go if they need space or time alone. This would be very beneficial to people who struggle with sensory stimulation issues.*
- *Our festival will include people from all genders, races, and social standings. By doing these we have a more inclusive program which, we hope, allows people to feel more comfortable.*
- *We will ensure that our food and drink menu has something to offer for everyone.*
- *Everything that we offer to patrons we will also be offering to employees, in terms of they have accessibility to parking, proper seating (when needed), and a diverse food/snack area. Ensuring that our employees feel taken care of is key to making sure the festival runs smoothly.*
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There are plenty of ways how we can make our festival more accessible and inclusive for our employees and patrons. More ways to keep our guests safe are making sure that no discrimination is accepted. We want all of our guests to have a good time and that includes by letting

Flow/Layout/Design

What is the layout of the event and how will it flow? What elements of design will be incorporated and how will you enhance the customer experience? Include visuals - photos, diagrams, floor plans, etc. Fully explain how people will enter/exit your event in a manner.

When the event starts we want to make sure that at first all of our guests stay in areas such as plaza and areas that have a food truck. That way the customers first can ease into the festival by having a few of our special beverages which will be in style of our theme of the festival. Also food will be provided throughout the event, which is also connected with our theme of the festival. Around those areas we will have some songs being played of the artist which will be performing. This will not only help our performers to get their music out in the public, but it also sets up a good mood for customers, this also gives the chance for our customers to enjoy some of the things which we are offering, including photobooth and merchandise store. By giving this time for our customers to settle in and set up we can make sure that we get as many customers as possible to be present for the opening song of our festival. It also gives opportunities for people who want to set up picnics and tents some time before the festival really begins. Around six the opening song starts and that's when we're hoping a majority of the people will stay for the rest of the event. Although we still be expecting lots of customers around the area. Either enjoying one of our food trucks, bars, or merchandise store.

With design we will have creative visual designs on the stage that way, bands can easily capture the imaginations of the crowd. Art installation will also be vital in creating that underground music vibe which hopefully our customers can emerge in, during our festival. Sound system also have to be as best as possible in the end our customers came to enjoy some good music. All of the decor that is present on our site will be underground kind of vibe. Giving that unique aesthetic look to the place. Security should be present at all the critical mass people areas at all times, that way we make sure that our customers are safe but also all the staff and the performers. But security needs to be fluid, that way we make sure that there's always enough security to deal with any issues that could occur. For entering and exiting the venue, there will be in two separate places, but when the festival officially closes, both will be used as exits. Also the entrances and exits, will have designated lines, where depending on the type of place/seat you have you will have to join that specific line.

PART THREE

Employee/Volunteer Policies and Procedures

Address all potential employee issues to include:

Absence/Tardiness - *In regards to absent individuals, there should be a strict rule of no absences within a 24-hour day's notice. For emergencies, this does not apply. If employees are more than 40 minutes late more than 3 days, they will easily be cut from the job and replaced. This applies to not just management but also artist and volunteers. Tardiness is unacceptable unless addressed, due to this being a fast-paced environment.*

Employee Assistance Programs – *Employees, Artists and Volunteers will have full access to mental health counselors and emergency counselling after the event and on-site counselors for trauma, anxiety, depression ad, etc. This w This will mostly be acceptable to artists due to anxiety regarding around performances but any and everyone is welcome. grams will also value wellness, and mental and physical health will be a priority. Therefore, there will*

be a room for people who need to take a breather. All employees' health should be valued so they can do efficient work and feel valued.

Employee Perk Programs - Employees will be able to enjoy the food and drinks after every work day. Drinking on the job is prohibited but they can endeavor in as much food as they like for free. For mornings there will be coffee and snacks provided, same with lunch and dinner. Employees, volunteers and artists will be able to have free parking during every rehearsal and the days of the events. They will be able to have two breaks. One will be an hour and the other one will be 15 minutes. The perks for employees will also be a casual work style. People should be appropriately dressed, but overall should wear what they like. Employees, Volunteers, and artists will also be rewarded 50% off their next concert performed at the Mann Music Center for all of their hard work.

Alcohol/Drug - Outside alcohol is prohibited in the event and people who are 21+ are welcome to buy alcoholic drinks. Drugs are prohibited and anyone seen with hardcore substances will be asked to leave the vicinity and the items will be confiscated. If the bartender sees that someone is drunk, they are prohibited from providing them with more drinks. There will be a strict rule of checking ID's before giving anyone a drink. Employees are prohibited from drinking on the job, after the event they are welcome to have a complimentary drink. All bartenders must be able to provide the non-alcoholic version of all the drinks.

Smoking – There will be a strong no-smoking rule. If people decide to smoke out of the venue, that is out of our control. But due to health hazards and to keep our venue as clean and eco-friendly as possible, there should be no smoking. If smoking is seen within our venue, the item will be confiscated.

Potential health issues - Regarding potential health issues we strive to make sure our team is as safe as possible. For COVID-19 we have decided to make our venue outside to delay covid-19 transfers. We urge everyone who does not feel well to stay home and wash their hands as much as you can.

To make sure all employees, volunteers, artist and guest are safe, we chose a venue that has plenty of seating. The seating gives people enough room to not crowd over people and is accessible for people with disabilities.

We encourage artists and staff to pay attention to their surroundings on stage. There will be tape on the lines where the artist needs to go to enhance the lighting for their performance. The tape will also be a map out of equipment and where not to go. There will be fire extinguishers around, first aid kits and overall 911 will be easily accessible for emergencies. We will have paramedics on sight for life threatening emergencies. If we are expected a rainstorm, the event will be canceled and rescheduled for another day. All menus will show exactly what is put in the food. We will have a menu that is inclusive for all diets such as veganism, vegetarians, pescaterains and etc. If someone is allergic to any ingredient within the food, let the chef know. Ingredients can be altered for certain dishes. If someone is choking, let an employee know. There will be people on sight for emergencies. Safety is important as stated for everyone. There will be security before entering the lawn and also before entering the venue. Bag checks are a must for all staff and guests. There will be security all around to make sure everyone is safe and valued.

Others as needed- The dress code for the event will be casual. Overall, there will be a T-shirt that must be worn the day of the event to recognize staff. All staff is required to wear this

shirt along with a name tag to be recognized. Artists are able to wear what they would like for their performances.

Customer Service Policies, Procedures, Rules & Guidelines

These are the policies, procedures, rules and guidelines for how you treat and handle your customers. Include how you will deal with customer issues.

Providing exceptional customer service is a top priority for us as we plan this event. Our policies, procedures, rules, and guidelines are the perfect outline for our employees on how they are expected to treat our customers and for our attendees on how they are expected to behave. It is important that all of our employees and volunteers treat our paying customers with the utmost respect for our paying customers with the utmost respect. We will make sure we listen to our customers' concerns and questions and are prepared to provide them with a stay calm, kind, and respectful no matter the circumstance and will be prepared to handle any situation they may be put in. We will heavily stress to our employees and volunteers that they should not take on any situations that may be too stressful or answer any questions that they don't have the answers to. It is okay for them to refer customers to someone else who does have the answer. By setting these clear guidelines we are hopeful that employees and volunteers will know clear limits and boundaries further allowing them to succeed in their roles. When attendees go to purchase tickets we can have a little notification before the check out screen that informs them very clearly of our policies on ticketing, refunds, exchanges, expectations, rules, and guidelines. This helps so that there is no confusion when it comes to these things and if any questions or disputes come up on the topic we can refer customers back to what they signed off on before purchasing their tickets. We can also include all of our other procedures in this as it will be the ideal thing to refer back to. (ex. Things that will get you kicked out of the event, behaviors that won't slide, all the different limits.) Our primary goal is to provide all attendees with exceptional customer service and ensure that everyone has a positive experience at our festival. We are committed to doing so by making sure that our event is accessible to all people. We have worked very hard to make our festival a place for all people regardless of disabilities, special needs, race, religion, gender, and other any other characteristics. We welcome all people and it is important to us that all attendees feel valued.

As for our customer service procedures we want to focus on making sure all things run smoothly for attendees. This starts with registration and check-in, we will work to have everything pertaining to registration organized the day before the event. Providing attendees with an efficient and organized registration and check-in will help elevate their event experience and also help us to stay more organized. We will have a help desk set up around the welcome and check-in areas. This is where all eventgoers can go with any questions or concerns they may have. The employees and volunteers in this area will be specifically trained to answer any questions or inquiries attendees may have. In this area, we will also have a lost and found. This gives attendees a place to refer back to if they think they may have lost something or found something that doesn't belong to them. We will have procedures in place to deal with any issues that may arise pertaining to medical emergencies, fire drills, arguments between eventgoers,

and concerns like that. While we cannot plan for everything that could go wrong we will work to ensure that any possible issues that could arise have a solution.

We will promote and enforce respectful behavior amongst all attendees and staff. Harassment of any kind will not be tolerated and attendees must abide by all safety protocols and procedures. All attendees are expected to adhere to the flow of the event to ensure a smooth experience for all. Refusing to abide by any of these rules will result in immediate removal from the festival grounds, this goes for both attendees and staff. These rules and procedures are set in place solely for everyone's safety and enjoyment.

The night of, or the day after the event we will send out a survey. This allows customers to critique what they loved and what they didn't about our event. There will be a section on the survey that allows customers to write out any issues they experienced during their time at the event. After a few days, our team will sit down and filter through all the feedback, this will be very beneficial for future events we plan to host as we will be able to filter through what worked very well and what could use some work in the future. (Here is the link to a sample survey we will send out after the event: <https://forms.gle/HN3JFSC9E1q3mZy27>)

Accounting Policies and Procedures/Finance

How are expenses handled? How is income handled? Who has spending approval rights? Who oversees the budget?

We are going to have a team of three people who are going to be overseeing the overall budget for the event. This includes the income and the expenditure of the whole event. This will not only allow us to be more concentrated on the event itself but also it will be done by people who are professionals in this field, this allows us to have more experience on our team, especially when it comes to the financial aspect of the event. We will also have a financial director, who will be working individually from the financial team. But still cooperating with each other on all levels. But the main job of the financial director will be to approve any spending rights for this event. This will allow a second party to analyze any of our spending which will be done to create our event not only that but it will be judged by someone who will have the experience to accurately advise on the spending done at the event.

As we do not have the most experience in budgeting and setting up an event, outsourcing a third and final party to help with the budgeting will help us hold a successful event. Their job will be primarily to help everyone involved in managing the event and how much money we will have to spend on certain aspects of the event. Budgeting is very important to keep an eye on as it allows us to calculate what we are able to hold at the event. Budgeting affects many aspects of an event such as how many people can attend, the venue, lighting, entertainment (artists in the case of this event), and food/beverages.

It will allow us to focus on all the admin work that needs to be done when setting up an event. Being able to put our trust in our team to let us know what our finances look like will

increase the chances of us holding a successful event that is both financially beneficial and entertaining for the attendees.

PART FOUR

Security/Safety/Risk Management Plan

SWOT Analysis

Strengths:

- *We have a very diverse lineup of artists.*
- *The venue is big which allows us to do more with that space.*
- *We have a large security team to help enforce our rules.*
- *It being held outside helps to eliminate the risk of sickness spreading.*
- *The venue is in a safe area which is easy to navigate.*
- *Social media is able to play a huge role because of the age group we are targeting.*

Weaknesses:

- *The outdoor venue can be very risky because weather is unpredictable.*
- *It's hard to ensure all staff and volunteers can make sure EVERY SINGLE attendee is safe.*
- *Working with a limited budget, takes away some of the things we planned to do.*
- *Relying on sponsors poses as a risk because there is the possibility they pull out.*
- *We are a new festival in the area and we have to deal with the fact that people would rather spend their money going to a more known festival or concert.*

Opportunities:

- *We have the chance to collab with local businesses.*
- *Exploring the metaverse and seeing how we could make our festival an experience for people all over the world.*
- *Furthering and building relationships with the artist performing.*
- *Working on being as sustainable as possible brings in a whole new audience of people.*

Threats:

- *Global pandemic shutting down the world.*
- *A minor/major change in regulation could affect any plans for the event or permits.*
- *Artist availability could change and we're left to fill that spot.*
- *Technology errors could occur during a sound check.*

Who is granted access to the secure areas and how will they be identified? What are your security policies and procedures?

All managers for this event will be granted access to secure areas in our event. They will be able to have a key for every place. For example, those overseeing security will be in charge of all the security and procedures. The people that oversee the stage, will be granted access to

the passwords and keys for all of the equipment. This will be enforced for the people in higher management. This must be enforced because of how expensive the equipment is. If anyone were to break or lose any of the required equipment, money would be taken out of their paycheck. At the end of the day, all staff must have the key to the manager's office. In the morning they must collect those keys and start setting up for a successful event.

Are there specific opening and closing policies and procedures?

The opening policies include gathering the keys and materials from an office. Every lead manager in an area must return their keys after they use them. The keys are very expensive and everyone should act responsibly with them. If any keys are not returned they will be marked. To sign a key out, a person must sign. It will be noted.

How will you ensure a safe and secure environment to the best of your abilities?

How we will ensure a safe and secure environment is that we will have all of our staff and employees actively read over their contracts. We will force all staff to understand the risk management plan and how to act in an emerger. We will emphasize how being aware of your surroundings is a must, we will enforce security all around. DurinDuring the event, security will be a must and people will not be allowed to sit on the lawn and enjoy the concert without going through security.

Who is responsible for security?

Who will be responsible for security we will have a security manager. The security managers responsibilities consist of managing security guards, training security guards, sets their schedule, conducting security inspections, writing security reports, looking over security technology investigates security threats,

How are emergencies handled?

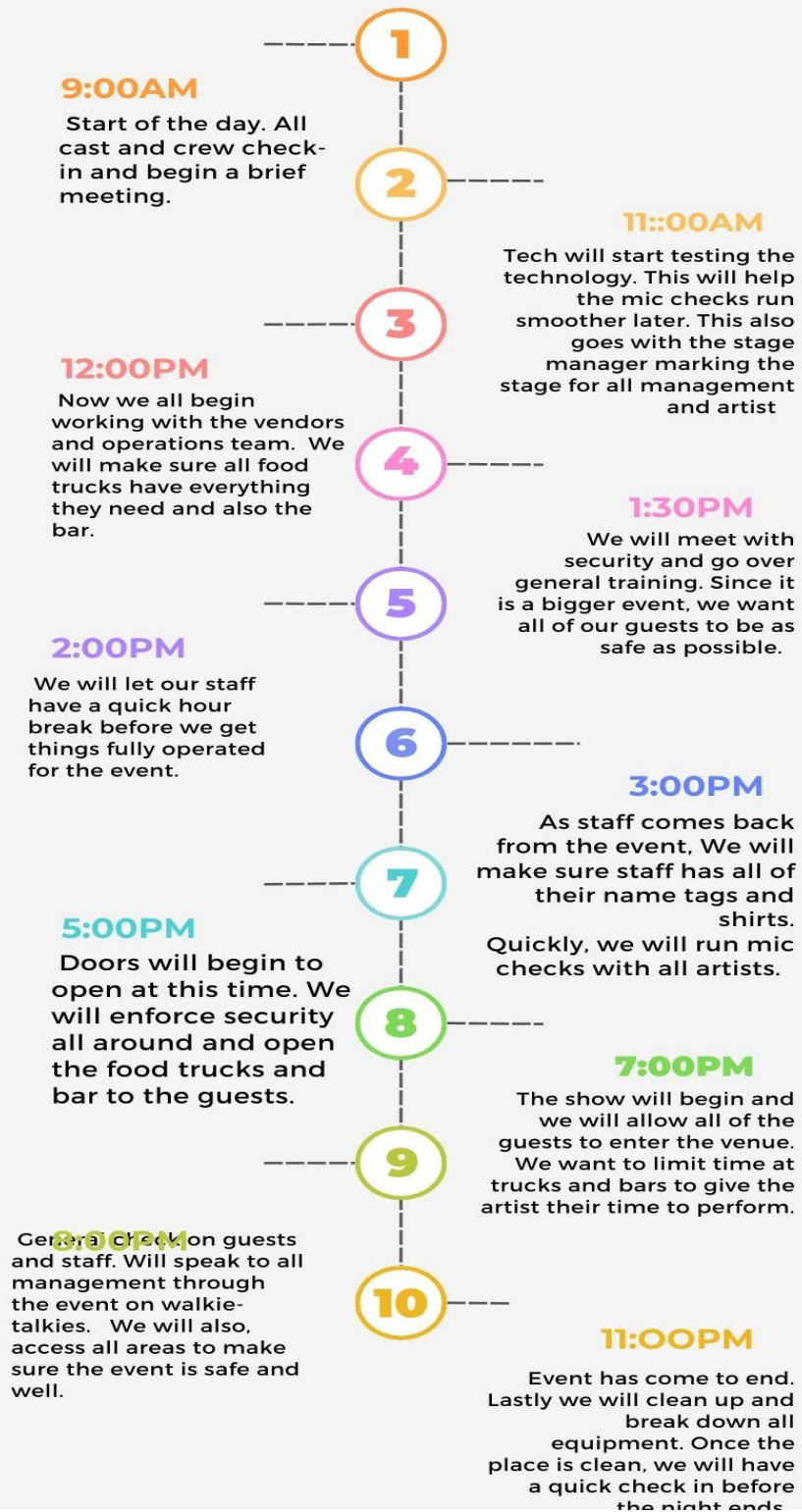
How emergencies are handled during this event is we must evaluate the situation as a staff. There will be written instructions that we will go over collectively. We all must act quickly and call 911 for all emergencies, no matter how big or small. We will have paramedics on sight and also cops nearby and a cop car parked outside. Overall, to make sure we do not make things worse, we must communicate with each other. Communication is what will get us through all emergencies.

Overall Planning Schedule

Planning schedule of activities and staffing from start of planning until day of event.

Overall Day of Event Schedule/Running Order

TIMELINE FOR UNDERGROUND ARTIST MUSIC FESTIVAL



To ensure that we are ready for the opening of our event, we have to meet as a whole team early in the morning so that we can go through all the details about who is doing what on the day and iron out any of the wrinkles that existed prior to that.

Also by arriving early, we can oversee all of the final setups that going to happen. Just before the start of the event, we should all meet up again to conduct a briefing with all the key staff and the volunteers. Review all the roles, responsibilities, and emergency procedures, we have to make sure that every single person who is working on our event, is up to date with all the information and everyone knows what to do if certain problems occur. but even if they don't everyone still needs to know all of their briefings.

To ensure that all of our guests get into our event smoothly, we are going to open the registration desk earlier, so that the process of checking in goes as smooth as possible. Alongside, with our desk opening earlier we will be able to open up the food trucks. This will give people time to eat and get drinks before the concert officially starts. We also have to ensure that our artist can safely get into our event and get out of it as well. We dont want to create any unnecessary security risks for our performer. We also want to make sure that emergency routs for the performer are all known by our staff, and if for some reason we have to get our performer emergently off the stage, we can be confident that all of the event staff know what to do, and what job they have to perform.

Before the event finishes we want to make sure to hold a de-briefing with only very important staff, to make sure that all of them know what procedures they and their colleagues have to take to ensure that all of the guests including the performer can safely leave our event.

After all the guests leave, we have to have a general staff meeting, where hopefully we can analyze our event and see what were the positives and what were the negatives, followed by a de-brei on breakdown of cleaning up after our event. To ensure that the venue is clean after us. Once all of that is done, thank all the staff for their contribution, either in person or by email.

Human Resource Training/Certification Schedule

Daily/Monthly schedule of training activities, check-ins, policies and procedures. How will you ensure that your staff is appropriately trained?

For all the staff that will be attending the event, we will be holding relevant training for all of them to ensure that they all know what the safety procedures are at the venue. We will have security and fire wardens to ensure that all security risks are covered. They all be required to take a course dedicated to assess whether they are fit to be a part of the event. It will be a 2-week course where the applicants will be required to take the course and pass it and show a valid certificate before they are enrolled as part of the event.

As it is a small event we will not need many applicants but enough to ensure everything is taken care of with security at the front door and aroud the event consistantly watching the

attendees. There will also be lighting so having fire wardens just incase will be essential just incase a fire was to break out and they will need to be debriefed on the fire exits and procedures.

PART FIVE

Evaluation Procedures

How will you formally evaluate success of event, both qualitatively and quantitatively?

After all of the work we put into making this event happen, we need to receive feedback from attendees. This is the main way we will be able to track what went well and what processes could be done differently next time. We have set clear objectives and KPI's and this will help us as we work on evaluating the success of the festival. One way we will evaluate the success of our event both qualitatively and quantitatively is by conducting surveys. There will be a QR code around the festival for people to scan and we will be sending the same survey link to every email that was used to purchase tickets for the event. The survey will ask a variety of different questions; we will ask for age, gender, race, overall ratings of the event, and ratings of the different processes.

This survey is not only a great way to track the demographics of attendees but also allows them the opportunity to share how they felt about the event. In turn, we can make upcoming events more catered to the attendees.

While our survey is one of the main ways we will be tracking the success of our event, there are also a few other ways for us to measure our success quantitatively. We will be tracking the number of attendees throughout the event and comparing them to the numbers we had predicted. We will also be calculating all of our revenue that has been generated from ticket sales, merchandise, and food and beverage. We can compare our total revenue to our predicted expenses to help determine whether or not we will see a profit or loss. One other way we will be able to quantitatively measure the success of our event is by tracking our numbers on social media. We will monitor all our festival social media pages for tags and mentions, shares, and overall engagement.

Since we will have a few photo booths located around the festival, we will also be keeping track of all of the photos taken using the hashtag, #weareunderground and #supportallart. These hashtags will be printed on the bottom of all of the picture strips from the photobooth. We will also encourage all attendees to use the hashtags when posting on apps Instagram and Twitter. The hashtags will just be another useful way to track our audience and event engagement. This also gives other small artist the opportunity to hear about our festival and potentially come out and perform at future events.

As for tracking our success qualitatively, there are so many ways we can go about this. Our survey will help us to obtain a lot of data we are looking for, but also make artists and performers fill out. This allows them to express how smoothly they think everything went, like sound checks and just their overall experience. We could also have people going around interviewing attendees to hear about their time at the festival. Another way we can track our success is by reviewing any articles or blog posts written about the festival. Analyzing all of this feedback will help us to identify strengths and weaknesses.

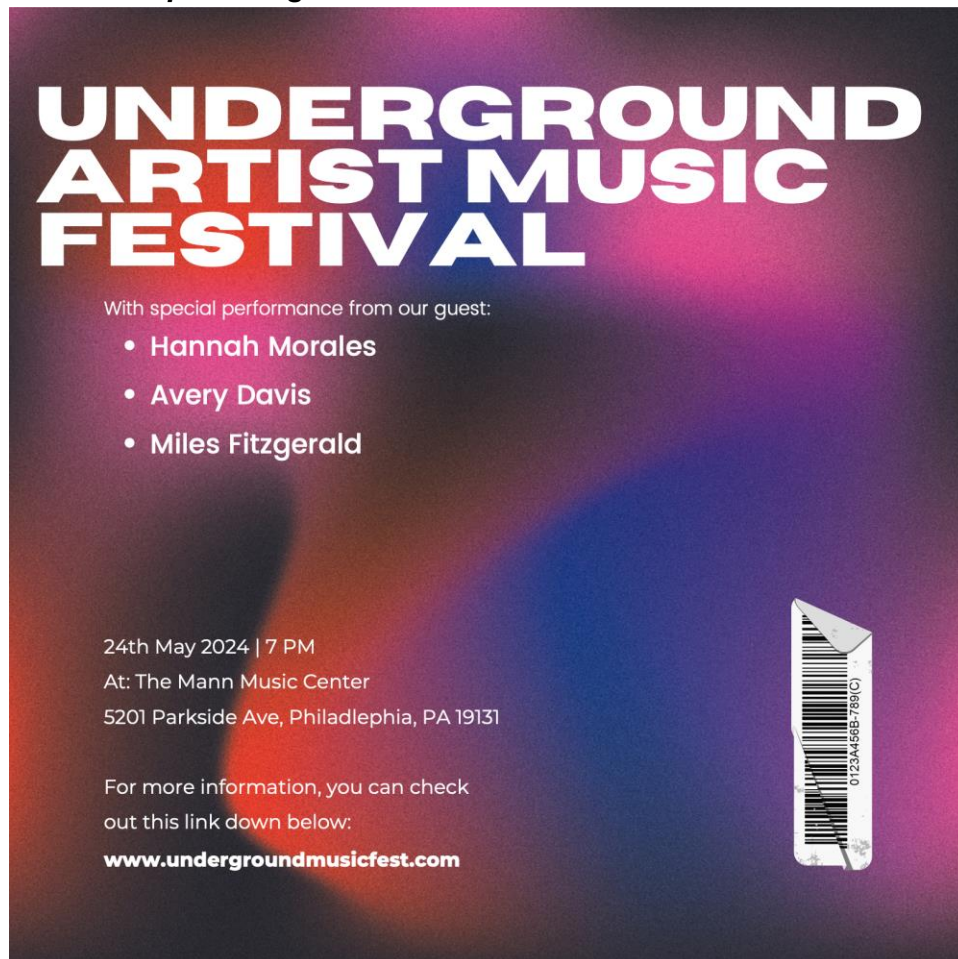
Furthermore, we will be comparing our event to other underground events that fit the same demographic and style of our event. The reason for this is so we know what we need to do to improve but evaluating it to similar scale events is essential to give us a realistic outlook on how our event went. We will be evaluating it before the event to ensure that we don't miss anything important and take inspiration from established events that have happened to add to our event. This part of the evaluation process will be done by looking at other events on social media and their feedback and adding it to our event. Throughout the event is more difficult to evaluate as we wouldn't want to interrupt the event but could just be done by seeing how people are reacting to the event. At the end of the event, we will be encouraging the attendees to give some sort of feedback both positive and negative through a barcode that they will scan at the beginning of the event.

Additionally what we can do to evaluate the success of the event before it is the start is to look at the social media demographic and to see how our marketing has been going. Nowadaysadays social media is the best way to advertise your event products etc. By creating social media accounts on different platforms, we can follow our success in marketing the event and also see which marketing strategy worked the best, that way in the future if we follow up with another event we already will have a good knowledge what strategy works best. By creating polls on our stories we can also get a better idea of what our customers thought of our event.

A good way to see how we performed after the event was finished is by posting different continents and seeing what comments our customers left on our posts. For example one of the posts can be dedicated to all of the food places that we will have set up in our festival, t, t, then we can check the comments sections to see what the people are saying. Another thing that we can post is pictures of the actual concerts, and again by going into comment sections be able to determine what our customers thought about the event but also what they thought about our performers. That way we can have a clearer picture of what our customers thought about our festival, we also see where we did well and where we didn't do as well, because it is been shown that people are more honest on social media, because they feel that they can remain anonymous, so there more likely to be honest about how well they think the festival went.

Additional Details/Addendum: Add in any other items/diagrams/visuals, etc. that you feel are relevant to your project.

- **Sample Instagram Post**



- **Sample Feedback Form:** <https://forms.gle/HN3JFSC9E1q3mZy27>

AS NOTED, THE MORE DETAILED YOU CAN BE AND THE MORE EXAMPLES YOU CAN PROVIDE THE GREATER YOUR OPPORTUNITY FOR SUCCESS ON THE PROJECT.