

Event Management
Foundation Assignment

Read the instructions for this assignment on the FSO platform before completing this template. Remove the <Type here> prompts.

Student Name: Giang Nguyen

Event Name: The Varie Album Release Party for their album Corps: Escape

Event Vision: In 2-3 statements sum up the elevator pitch for your selected event. The pitch should be written in the <i>third person</i> and specifically about the event. <i>Hint</i> – Start your initial statement with the name/title of the event.	The Varie Album Release Party for their album Corps: Escape will be a party and gathering for visual kei fans who are interested in attending The Varie perform live and buying their album. The fans will be able to do a meet and greet with the band Varie and take pictures with their favorite members.
Event Goals: (What is the purpose of the event?) List at least <i>two</i> goals for your event.	<ul style="list-style-type: none">• To increase fanbase for the band Varie.• To capture the attention of A&R representative of popular visual kei records label like Timely Records.
Event Objectives: (What are the expected outcomes of the event?) List at least <i>three measurable</i> objectives for your event.	<ul style="list-style-type: none">• To generate a profit of \$700,000 yen.• To sell 50 albums.• To have 150 paying participants in attendance for the album release party.

Target Audience Breakdown:

Group #1: Who wants to attend?

Requirement: Properly cited & referenced research to support demographics, psychographics and geography. A minimum of three (3) references are required to support this section.

Demographics: (for the majority of the expected attendees)	
Age Range (5-year gap):	Ages 17-22
Gender:	68% Female and 32% Male
Race/Ethnicity:	Asian
Individual Income Level:	\$2,400,000-\$4,000,000 yen
Family Life-Cycle:	The bachelor stage- young and single
Education Level:	High school and college students
Rent or Own: Who do they live with? Alone, Roommates, Partner, Family	They rent apartments and live with family.

Occupation: (If they are in school, then their occupation is 'student'.)	They are student.
Psychographics:	
What magazine would they likely read?	They would read the magazine Cure.
Which websites do they visit?	Twitter and Instagram
What genre of music, movie or video games to they prefer?	They prefer Visual Kei, pop rock, and Japanese rock music. They prefer movie like Nana. They prefer video games like Animal Crossing: New Horizons
What store do they shop in for clothing?:	They shop at visual kei clothing store like Sex Pot Revenge, h. Naoto, and Algonquins.
Where do they dine (in/out)? If out, where?:	They dine out at Gong Cha Harajuku Omotesando
How would they spend \$100 over the course of a weekend, if given the opportunity?:	They would spend it going to Visual Kei concerts and events. They would also spend it going to host and hostess clubs.
Geography: (Focus on the actual geography, DO NOT refer to venue.)	
In what city will the event be held? (Example: Orlando)	Tokyo, Japan
What part of the city will the event be held? (Example: College Park)	Shinjuku
Explain why this would be the best location for this particular event and target audience.	It is a place that is popular for gathering of young people that are into visual kei. They have a lot of shops and events held here for people that like visual kei.
Benefits:	
What differentiates this event from similar events?	The fans will be able to have one on one conversations with the band members.
What differentiates this event from anything else that the target audience may prefer to do?	The fans get to take pictures with their favorite band members for free. Usually at other visual kei events they are charge with a fee to take pictures with the band members.
What's in it for group #1?	They get to have a personal autograph with a personal message from the band members.

Group #2: Who do you want to attend?	
Who would receive complimentary access to the event in an effort to benefit the event? <i>Hint – Friends, family, or other segments of group #1 should not be listed.</i>	The A&R representative and Executive Producer Takuji Yoshida of Timely Records.

Additional Information:

What are some of your ideas to generate revenue for the event? (actual figures are not needed)	There will be a sale of cheki photo with autograph of each band members. There will be sales of autograph posters of the bands. There will be sales of the autograph album of the bands. There will also be sale of merchandise such as stickers of the band members, towels with the band logo on it, and band t-shirts.
What type of venue would suit the needs for this event? Explain. Consider amenities, set-up, capacity, décor, and the vibe of potential venues.	The venue will be littleHearts. There will be a table set out where the band members will sit to sign posters and CDs. There will be a huge poster of the band members hang on the wall. There will be a photo booth where the fans can take picture with the band members. The wall will be painted black to give it that dark feel. The light will be purple since it is a color that represents the band. There will be black and purple balloons hang around the place. The capacity are 185 people.
What is the preferred time of year to host the event? Explain. Consider the following: -How the time of year affects the schedules of the target audience. - Other industry events. - Seasonality of the subject matter. DO NOT take specific dates into account, this should be based on the time of year that is best to host the event.	The preferred time of year is Summer. The target audience are teens and young adults, during Summertime they get a break from school and have a lot of free time to go to events, concerts, and travel to places they want to go. A lot of visual kei bands will have concerts and festivals during the summer. They usually have a visual kei HIDE concert tribute during the summer for the person who came up with visual kei HIDE.
Will sponsorship be considered? Why or why not.	The event will be sponsored by NHK FM radio station because this will get the attention of other visual kei fans to go to the event and build a bigger fanbase for the band Varie.

References:

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