

STUDENT GUIDE TO ALL TASKS

“Welsh Music Festival”

Brief

You have recently been appointed as the project manager by the management team of a small production company planning a music festival in North Wales. The team wants you to help them decide on what sort of image should be used to market the festival as well as what types of live music would prove popular with the target audience of young people.

You have been asked to research:

- Different music festivals in the UK including:
 - how they promote their business
 - the type of music / bands they put on
 - types of venues, prices and the other things they offer
 - local services – e.g. accommodation, shops, bars/restaurants, petrol stations including how they present the information and directions
- Different ideas for creating a logo to give the Festival its own identity.

You will be required to design publicity material e.g. tickets, letters, flyers and brochures in a way which will be easily identifiable with the overall brand of the Festival. You will need to create a presentation to present your ideas to the management team. The team also requires you to create a spreadsheet, which will enable them to work out how much it will cost them to put on the festival and identify what they will have to charge as an entrance fee in order to make a profit. You will be required to update and use a database to find specific information relating to the traders who will also be on site.

It is important that you read all of the assignment, before you begin any work, so that you are familiar with the requirements of each task.

TASK 1 (AO2a): Internet Research and Logo Design

Workbook: Task 1 – AO2a (Internet).ppt

Student Guidance for Task 1:

INTERNET SEARCHING

Your task is to research the internet for relevant information that will inform you of how other music festivals are presented, and to search for any information that will help you organise and develop your festival (Tasks 3 and 5). Remember that you will need to establish a name for the festival and where it will be held.

Your research may include the following (which will be used in your promotional publications etc):

- looking at other festival websites for house style ideas, logos, the information presented to audiences etc.
- typical costs for festival goers e.g. ticket, car parking, camping, festival memorabilia
- finding specific information on bands that might be performing
- finding information about local services and places to stay
- carry out specific image searches
- search and modify maps to include in publications

You should think carefully about the search criteria that you use when searching the internet and also show evidence of how you have used Advanced Search to find specific information.

- record all your searches (in the table provided in the workbook)
- use screenshots to show search criteria and results (provide evidence in workbook)

Whilst searching the internet you should:

- keep a record of addresses of all suitable websites found/used, recording relevance of information found, URL etc.
- keep useful links as favourites/bookmarks and organise appropriately in folders
- explain copyright issues and comment on the validity and trustworthiness of the information used (reliable websites e.g. .gov, BBC; is information up to date, who is the author?)

TASK 2 (AO6): Working with the Traders Database

Workbook: Task 2 – AO6 (Database).ppt

Student Guidance for Task 2:

This task requires you to work on the Traders Database to keep it up to date, and use it to find specific information that will need to be presented in a suitable report format.

Keep the Database up to date by accurately entering, editing and deleting data

- Add two new traders of your choice to the database
- Edit one record changing one piece of data – the trader '**Allchips**' have changed their trading name, it is now under the name '**John's Fish and Chips**'. Update the database accordingly
- Delete a trader from the database - two Burger companies have been booked – only '**Bob's Burgers**' will be attending. Delete the trader '**Byrgers Blasus**'

Searching, sorting and presenting data – you will need to show evidence of the following:

Query 1: Simple Search – The electricians have requested a list of traders and the plot numbers for all those needing electricity.

Query 2: Search and Sort – The water board have requested a list of all traders needing mains water. This needs to be sorted by plot number. This is to be presented as address labels for posting to the water board.

Query 3: Complex Search – The gate stewards need a list of all food traders gaining access through gate "A". Produce a list of all Traders in Zone "A" that will be selling food, sorted alphabetically. This should be presented in table format.

Other possible search criteria

- *Simple search – The management has requested a list of all those traders who will be selling food – a letter needs to be sent to these requesting a copy of their Food Hygiene certificate so the data needs to be presented in a list format.*

TASK 3 (AO4): Developing Key Publications

Workbooks: Task 3 – AO4a (ticket).ppt

Task 3 – AO4b (letter).ppt

Task 3 – AO4c (single page document).ppt

Task 3 – AO4d (multipage document).ppt

Student Guidance for Task 3:

In order to promote the festival and communicate with the traders you will need to design and create 4 different documents, all designed for print. These are:

- The Festival Ticket
- An Information Letter to the traders. The letter should convey the festival house style and include confirmation of attendance, date and time of arrival, plot location and cost etc (*mail merged from 'Traders' database*)
- Advertising Poster for young adults (e.g. 13yrs - 21yrs)
- Festival Programme/Brochure for the general public (*Merit - 2 or more pages, Distinction – 3 or more pages*)

For each of the above you should consider:

- the aim and purpose of the document
- the targeted audience
- the content / information that you will require for each document
- for Merit and Distinction the Poster and Brochure must include graphics from a range of different sources and the use of a range of software tools/facilities
- a consistent House Style (you may decide to design and create a suitable logo for the festival on a graphics package - save in a suitable file format)
- all documents should be fit for purpose and error-free

It is important that you:

- screenshot and/or save your work at different stages to show how it has been developed and refined - annotate to highlight and show developments
- acknowledge the sources that you have used (images, information etc. in the table provided)
- print your final documents (electronically submitted documents ideally should be saved as .pdf files)

TASK 4 (AO5): Modeling Costs

Workbook: Task 4 – AO5 (Spreadsheet).ppt

Student Guidance – Task 4:

The management team will require a breakdown of the costs and an overview of different scenarios that might affect the success of the festival e.g. good/bad weather, advertising costs, possibility of offering camping facilities, car parking – free/charged, well known bands

Use the information below to create your spreadsheet/model.

Costs:

- a number of stewards are required at £100 per day (approximately 1 steward for every 50 festival goers)
- a maximum of 12 bands that can play, these have been rated in three categories (below):
 - “A” listed bands costing up to £5,000 each
 - “B” listed bands costing up to £2,500 each
 - “C” listed bands costing up to £1,000 each
- location and services costs £10,000 (this includes electricity, water, refuse, parking area)
- advertising costs of £5,000 initially

Income:

sources of income are:

- traders pitch rental
 - Size 1 - £750 (5 to 8 available)
 - Size 2 - £500 (8 to 10 available)
 - Size 3 - £250 (up to 12 available)(there are enough plots for 25 traders)

From your research for Task 1 you can investigate costs for the following:

- ticket sales (you might decide to have different prices for pre-booked and on the door)
- car parking
- camping fees
- festival memorabilia

Considerations:

- the Fire Brigade have confirmed that the venue can hold a maximum of 1500 people in order to comply with current legislation
- you have been given an initial budget of £50,000
- the festival is expected to show a profit of at least £10,000

Success Criteria:

You must show evidence that your spreadsheet model:

1. is clear and easy to read and understand
2. uses appropriate formulas and functions
3. is formatted in such a way as to be easily printed (normal and formula view)
4. shows overall profit or loss
5. is able to change values e.g. ticket prices, sales, and other costs or income, to model the effect this has on the overall profit / loss
6. can add or delete additional costs or income

TASK 5 (AO3 and AO2b): Business Presentation

Workbook: Task 5 – AO3 (Presentation).ppt

Task 5 – AO2b (Email).ppt

Student Guidance for Task 5:

In this task you will need to use presentation software to create a presentation to the festival management team.

Your presentation needs to focus on putting across the following information:

- Festival details – dates, location, headlining acts etc.
- Type of publicity material being developed - show some examples
- Example of the festival ticket design
- Projected income and expenditure
 - main income and expenditure presented as tables
 - appropriate data presented in chart format
 - projected ticket sales and modeling of profit / loss / break even
 - outcome of a financial modeling investigation
- Any other suitable information

Your presentation needs to be 5 or more slides long and have the following features:

- A consistent house style across all slides
- Use of appropriate text and graphics
- Slide transitions and animations that are appropriate for the intended purpose and audience
- Free from errors and near professional quality
- Speaker notes added where appropriate
- Presentation printed in Handout form with notes

Student Guidance - Email Task (AO2b)

Your email evidence for AO2b might follow the procedure below:

Receive email	An email request from the management team for a presentation on this year's festival plans
Reply	Confirm receiving request to management team and state a date
Forward	Forward initial email to colleague stating the need to complete the presentation by a certain date
Send (attachment)	Send a draft version of the presentation for a colleague to check <i>Extended email feature 1 - use of Email signature</i>
	<i>Extended email feature 2 - Setting an automatic response (e.g. out of office/vacation response)</i>
Receive (open, save attachment)	Receive modified version from colleague – save attachment
Send (multiple recipients + attachment)	Send final presentation to management team (multiple recipients) <i>Extended email feature 3 - cc and bcc</i> <i>Extended email feature 4 - Setting priority (high and low importance)</i> <i>Extended email feature 5 - Use of an address book to store, retrieve and use email addresses and details of personal contacts</i>

MERIT: Two Extended email features

DISTINCTION: Four Extended email features

TASK 6 (AO1): Safe Working Practices Business Presentation

Workbook: Task 6 – AO1 (Safe Working Practices).ppt

Student Guidance for Task 6:

It is important that you use safe working practices when using ICT in a business environment. You are required to complete the AO1 Workbook identifying the safe working practices and why they are necessary. Make sure you give detailed explanations where asked.

Explanations will include:

- measures to protect health,
- measures to protect physical safety
- measures to protect files from loss
- at least one measure to protect files from unauthorised access
- measures to protect files from modification
- guidance on choosing a strong password

For Pass Level – you must include explanations, with examples, of at least one measure for each of the bulleted items listed.

For Merit level – a wider range of safe working practices for the measures listed, together with more detailed explanations, should be included. Additionally you should include measures to protect files from unauthorised modification.

For Distinction level – suitable guidance on choosing a strong password should also be included.

The clarity of your explanations, the range of measures you include and the appropriateness of the examples you give will determine the level you are awarded for Assessment Objective 1.