

mrs mac ltd.

a life changing event?

acoustic music concert may 2006

the brief

An acoustic music promoter contacted mrs mac ltd. to organise an upcoming music concert for 400 to be held at a pre-determined venue. The main act was a world renowned musician.

the organisation

mrs mac ltd. took a full brief from the promoter, including the way in which they had worked previously. The venue was then contacted to arrange a site visit and to discuss requirements. During the site visit, it became clear to mrs mac ltd. that it was not an appropriate venue for a music concert.

This was tactfully discussed with the client and three possible new venues were suggested. After site visits had been undertaken, the client decided upon a venue that had amazing acoustics for the concert and at reduced costs from the original venue. It was a church that now housed many different events including music concerts.

mrs mac ltd. could then get underway liaising with suppliers.

A sound engineer needed access to the venue before the concert and this needed careful planning as there was another event on during the day. mrs mac ltd. arranged for the equipment to be delivered and stored at the venue prior to the event so that setting up could begin immediately at the time of access followed by the sound checks.

The world renowned musician had an agent who was provided with information and liaised with throughout the process.

mrs mac ltd. wrote a press release and liaised with the media in getting it published in several magazines and newspapers.

Promotional material was designed, printed and distributed throughout the surrounding areas and mrs mac ltd. liaised with designers, printers and a distribution service.

Decoration was designed, sourced and purchased for the venue to complement and enhance rather than change the feel.

Refreshments and catering were bought in by mrs mac ltd. for the interval, musicians and sound engineers.

Staff were sourced to handle on-the-night ticket sales, look after the artists, steward all doors, sell CDs and merchandise and provide refreshment. mrs mac ltd. liaised with all of these people to ensure they were happy with their tasks and knew what was expected of them on the night.

A compere for the evening had been sourced and mrs mac ltd. liaised with him, providing full details. A pre-event meeting with the compere, sound engineer and the client was arranged to run through the whole concert in detail.

On the evening, mrs mac ltd. briefed all staff and made some last minute changes to roles and duties as some had had to cancel their involvement due to sickness. The artists were welcomed and introduced to their assistant. The venue was set up and decorated. mrs mac ltd. managed the lighting and cleared away at the end of the event.

The client was happy with the service they received and thanked mrs mac ltd. for their hard work and involvement.