



MAKE MUSIC DAY – EVENT & MARKETING TOOLKIT

Make Music Day is happening on 21 June – get planning!

This document is a step-by-step guide to planning and promoting an event for Make Music Day.

About Make Music Day	page 2
What kind of event could you do	page 3
Event planning	page 4
Using the Make Music Day website	page 6
Promoting your event	page 7
Contact details	page 8

MAKE
MUSIC
DAY
UK

WHAT IS MAKE MUSIC DAY?

Make Music Day is an annual set of free music events taking place in venues and public spaces – from town squares to libraries, bandstands to school halls and arts centre. It takes place on the longest day of the year – on 21 June. You can organise or attend an event near you while joining thousands of other music lovers around the world in over 120 countries!

Make Music Day is:

- ✓ Performed by anyone, enjoyed by everyone
- ✓ Open to music makers of all ages, skill levels, and musical styles
- ✓ A DIY celebration of music that needs YOU to make it happen
- ✓ A way to showcase talent, local music-making and different kinds of music
- ✓ An opportunity to promote your venue, business or musical activity and reach new audiences and members
- ✓ A chance to have a go at singing or trying an instrument for the first time
- ✓ On 21 June (summer solstice) every year

Where it all began...

In 1982, Jack Lang and his staff at the Ministry of Culture dreamed up an idea for a new kind of musical holiday. They imagined a day where free, live music would be everywhere: street corners and parks, rooftops and gardens, shop fronts and mountaintops.

And, unlike a typical music festival, anyone and everyone would be invited to join and play music, or host performances. The event would take place on the summer solstice, 21 June, and would be called Fête de la Musique (in French, the name means both 'festival of music' and 'make music'!).

Amazingly enough, this dream has come true. The Fête has turned into a true national holiday: France shuts down on the summer solstice and musicians take over. Last year, 2 in 3 of the population of France took part in Fête de la Musique!

Three decades after it began, the holiday has spread throughout the world and is now celebrated in more than 120 countries.

Why take part in Make Music Day?

To raise your profile - The extra exposure brought about by Make Music Day and the support of our partners can help raise you/your group, venue or business' profile in the local and national media and flag up your activities and talents to potential new promoters, partners, participants, volunteers and audiences.

To grow your group - Keen to attract new members? Make Music Day is the perfect opportunity to introduce your group or organisation to a new audience and get more people involved in your regular activities or programme.

To celebrate your achievements - We know you work hard all year round, both behind the scenes and in front, taking part in Make Music Day is a chance to come together and celebrate all that you've achieved.

To feel part of something huge - Knowing that you are part of a global music event reminds us all that we're part of something big and incredibly important. The more people that take part in Make Music Day, the stronger the message we can send about the importance of everyday music-making, celebration and community spirit.

WHAT KIND OF EVENT COULD YOU DO?

There are so many ways to get involved in Make Music Day. As long as it's live music – and it's free and accessible to an audience – it can be anything. Previous types of events have included:

- A performance or gig in any kind of venue, indoors or outdoors
- An open mic night
- A music festival in a local park
- An open rehearsal
- A come and sing event
- A taster music lesson
- A drumming workshop
- A battle of the bands
- A DJ night at a local venue
- A flashmob

Have a look at our [website](#) to see more inspiration and case studies from previous events.

Performances should be free at the point of access i.e. no ticket or entrance fee for the general public. However, although there won't be any ticket revenue, there will still be costs involved in staging events, including fees for professional artists.

- If you are a professional musician and want to put on an event, then you decide whether and how you will make any money out of it e.g. can potential bar and merchandise sales cover the cost of organising and hosting the event? Even if you are willing to give your time and performance for free, make sure you are familiar with all other costs associated with the event.
- If you are an event organiser looking to host a professional musician or group of professional musicians, then it is up to you two parties to negotiate fees.
- If you are an event organiser looking to use one or several professional musicians to help deliver an event (e.g. workshop leader), then it is up to you two parties to negotiate fees.

The [Musicians Union](#) can offer further advice about appropriate levels of fees for performers.

Musical inspirations and resources

Your event could be anything, as long as it involves live music, but if you'd like some ideas or inspiration you could join in one of this year's five musical themes. Each theme comes with further toolkits and free musical resources. The following themes will be part of Make Music Day 2018:

- Brass bands
- Singing flashmobs
- Rural music
- Women in Music
- Make Music Day song

To find out more about each theme and access the free resources visit our website [here](#).

Already got something planned?

If you're already holding a music event that takes place on 21 June and entry is free for the audience you can simply badge it as part of Make Music Day. List your event on the Make Music Day website to benefit from some additional publicity and see our resources for advice on how to spread the word about your event locally, as well as access free marketing material.

EVENT PLANNING

Licensing, insurance and risk assessment... don't panic – there are simple ways to plan your event. In order to make sure your event runs as smoothly as possible, make sure you've considered all the points below.

Planning

The key to a good event is all in the planning:

- ✓ Decide on a realistic budget – do you need to factor in budget for licensing, PRS, artist fees, equipment hire, transport, contingency?
- ✓ Choose your venue. MMD is great for doing an event in an unusual location or public place. Maybe your town square, nearby park or local pub. Or perhaps you could tag on to a MMD event already taking place in your local area.
- ✓ Think about what needs to be done in the lead up to the event – risk assessment, obtaining licenses, equipment booking and a venue visit, for example.
- ✓ Plan the day of the event in detail – having a realistic and well-planned schedule is vital.

Funding your performance

All performances on MMD should be free at the point of access, i.e. no tickets or entrance fee. However, you will possibly have some costs e.g. artist fees, equipment, transport, PRS etc. But this doesn't mean you need to be out of pocket. Here are some ways to balance your budget:

- ✓ Sell drinks or merchandise (NB for alcohol sales, you will need a Temporary Events Notice – see below), however this income isn't guaranteed and shouldn't be relied upon or offered in lieu of payment for professional artists.
- ✓ Secure in-kind support from local business, e.g. can a local music supplier lend you a PA/instruments, in exchange for a mention on social media
- ✓ Encourage local businesses to sponsor your event in exchange for branding opportunities
- ✓ Apply to local trusts and foundations for grants or Crowd Fund for your event

You can find out more about funding on the Voluntary Arts website [here](#).

The performance space/venue

If you are using a new performance space it is a good idea to visit beforehand. Key things to consider when looking at venues are:

- ✓ Layout/set-up. Do you need to bring in any staging? Is there anywhere to store bags/coats etc?
- ✓ Check the acoustics - particularly in space that isn't music specific and outdoor spaces. Do you need to hire/borrow any amplification?
- ✓ Wet weather plan – if your event is going to take place outside, make sure you think about a plan B if it is pouring with rain
- ✓ Access – is there vehicle access and parking (if you need to deliver equipment)? Is there disabled access?
- ✓ Do you need a licence for your performance space (see details below)?
- ✓ Contract – it is always a good idea to have a simple written agreement with your venue/performance space, detailing dates and times, expectations of both parties, cost (if any) and payment terms.

Risk assessment

It is a good idea to do a risk assessment for your event. This doesn't need to be a big job, but it is essential to ensure your event runs smoothly as it eliminates any risks to your performers, audience and general public. Doing a risk assessment is mostly common sense. It is about identifying potential risks, assessing what the likelihood and severity of the risk is and taking sensible and reasonable steps to minimise the risk accordingly. You can find more information about Risk Assessment on the Voluntary Arts website [here](#).

Permissions and licences

- ✓ Permissions – wherever you are performing, you will be to obtain permission. Make sure you know the local laws about music events in certain outdoor locations – you can contact your local council for information on this (usually the events, parks or communities team). This can take some time, so get in touch with them as early as possible.
- ✓ Performing rights fees – if you are performing music in copyright then performing rights royalties will be due, even though the performance will be free of charge. As the event organiser/promoter it is your responsibility to make sure performing rights fees are considered. But don't worry – it's not as complicated as it might sound. PRS for Music is a collecting society representing the performing rights of its songwriter, composer and music publisher members in the UK. PRS for Music licenses the use of its members' music, collects royalty payments on their behalf and then distributes them. You can pay royalty fees to PRS for Music in one of three ways:
 - Through your venue if they have a licence with PRS for Music
 - Through Making Music's PRS scheme if you are a [Making Music Member](#)
 - Directly to PRS for Music
 Watch this 3 minute [video](#) for a brief introduce to PRS, or find out more at the [PRS for Music website](#).
- ✓ Temporary Events Notice (TEN) – if your event is in an outdoor, public location, or you are selling alcohol, you may need to apply for a Temporary Event Notice (TEN) that costs £21. This covers events of less than 500 people and needs to be done at least 10 working days before your event. Some councils can be a bit slow, so apply as soon as you can. More information can be found [here](#). Talk to your venue/space first to check whether it is already licenced.
- ✓ Collecting for charity – if you are planning to collect for charity at your event, make sure you seek permission in advance from the venue or owner/manager of the performance space. When collecting money, make it clear which charity you are collecting for – you could try and contact the charity and ask for some official branding.

Public Liability Insurance

The purpose of Public Liability Insurance (PLI) cover is to take care of your legal liabilities as an event organiser if something should go wrong. It is therefore your responsibility to ensure your event is adequately covered (the minimum cover you will need is £5 million). There are a number of ways to arrange cover:

- If you are performing in a venue, your event may be covered by their PLI – check with them first.
- If you/your group already has an annual PLI cover (Making Music members with insurance will be covered through them), your event may be covered by this. Double check the terms of your policy.
- If you don't have an annual policy, you can obtain temporary event insurance.

You can read more about insurance on the Voluntary Arts website [here](#).

Volunteers

You will need some volunteers to help out on the day to make sure it runs smoothly. You may have volunteers as part of your group/organisation who you can call upon. If you don't, do [contact us](#) as we will have some volunteers signed up across the country.

If you are simply looking to volunteer on MMD, [contact us](#) and we'll try and match you with an event that is taking place near you.

The Cabinet Office [‘Organising a voluntary event’](#) contains some useful hints and tips on planning an event.

USING THE WEBSITE

Listing your event on the website

Once you've decided what your event is going to be and considered the practical elements above, it's time to list your event on the Make Music Day website. It's very straight-forward. You just need to register on the website as an event organiser and fill in a short form with details about your event. Your event will then be listed on our map and you can share the link around your network.

Try and provide as much information as possible, including an image and website/social media links to help promote your event to potential audiences. If you are organising a participatory event, be clear of what you're offering in your description and who it is aimed at (e.g. adults or children, newcomers or people with some experience). You can log back into your account at any time to update the information, so we encourage people to list their event as soon as it is confirmed and flesh it out later when you have more details.

For Performers – how to get started if you don't have a venue

Make Music Day is open to anyone regardless of age, ability or style of music. Maybe you're a band, singer, DJ or choir who would like to take part but have nowhere to perform. If this is you then register as a performer on our website. You will be asked for some information about you/your group or band, the kind of music you perform, what your technical requirements are, where in the country you are based and what times you are available to perform on 21 June. You can also add images, links and social media details.

Once you have registered, local venues who have signed up for Make Music Day will be able to view your profile and, if they feel you are suitable, will be able to contact you through the website and invite you to perform at their venue. Alternatively, you might want to seek out venues in your local area. A venue can be anything, including arts/music venues, pubs, parks, shopping centres, libraries hospitals etc. Have a read of our [Inspiration and Resources](#) page for further ideas and guidance.

For Venues – how to get started if you need performers

If you'd like to put on an event in a space that you own or manage, you can sign up on our website. Once you have registered as a venue, you will be able to search the directory of performers signed up for Make Music Day. Login to your profile and follow the link at the top of the page to search for performers. You can use the filters to narrow the search down by county, genre and times available. You will then be able to contact anyone you are interested in and invite them to perform at your venue. Once the performers have accepted your request and you've scheduled performance times with them, you'll then need to list your event. You can do this by logging in to your profile and following the link 'list an event'.

Performers are listing themselves all the time; so don't worry if there's no one suitable at the moment and keep checking back for updates. You might want to directly contact musicians and music groups/bands in your local community, for example school, college or university groups, local leisure-time [music groups](#), bands or [community musicians](#).

Any problems?

If you have any problems using the website, please [contact us](#).

You can register and/or login to your account at www.makemusicday.co.uk/register/

PROMOTING YOUR EVENT

Having your event listed on our website is a great start. We'll also be promoting Make Music Day events across the country through our own marketing and PR channels. However, to really reach audiences you'll need to help spread the word locally as well. Use the striking orange Make Music Day logo wherever possible so that your event ties in with the national (and international) celebrations.



Some methods of reaching people

Think about where you usually find out about local events and how you find out about interesting things that are happening. If you are excited by your plans, chances are others will be too. Here are some suggestions for reaching audiences:

- Word of mouth – the best way to promote an event like this is to get your group members talking about the event
- Social media – this is a great way to spread messages quickly. Download images that you can use [here](#). You can use some of our sample tweets below.
- Emails – email your mailing list and contacts with details of your event. You can use a free service like [Mailchimp](#) to keep on top of your mailing list and easily create eye-catching e-newsletters.
- Print – leaflets and posters in local public places. We will create a template that you can use. You will be able to edit the template with specific details of your event. If you'd like to create your own publicity, you can download logos [here](#).
- Contact local businesses, schools, colleges etc – ask if you can email the staff or even go in and speak to them about the event

Local press and media

To publicise your event and share your story more widely it is worth contacting local newspapers, radio stations, TV stations and local blogs. Find out which journalist is most likely to be interested in your event; look for those who have covered similar local events in the past, or search for those with a job title like Arts & Entertainment Editor or Culture Editor. In the first instance, email a copy of your press release and a cover note explaining your Make Music Day event; and then follow this up in a few days with a telephone call if you haven't heard back from them. Local press are always on the lookout for interesting stories like Make Music Day. We will be creating a template press release which you will be able to download from the website.

Your own marketing material

If you are creating your own marketing material – flyers, posters, concert programmes etc – for your event, please use the Make Music Day UK logo which you can download [here](#). The key colour for all Make Music Day material is orange, so please incorporate this into any design. If possible, please also include the partners' and supporters' logos (space permitting!) which can be downloaded from that same page.

Social media tips

- Use images and videos as much as possible. Even a homemade video filmed on a smart phone of a rehearsal or the band members introducing the event will be perfect for social media. Keep videos short and snappy.
- Tag @MakeMusicDayUK so that we can share any social media posts enabling you to reach even more people

- Use the hashtag #MakeMusicDay which will link your tweets into the international social media coverage about Make Music Day
- Create a Facebook event – invite your Friends to attend and share the details in a post
- Encourage all members of your group to share social media posts and invite their friends to the Facebook group
- Follow @MakeMusicDayUK on Twitter and re-tweet our posts to reach even more people

With all social media posts, please use the hashtag #MakeMusicDay and link to our Twitter so that we can re-tweet your posts [@MakeMusicDayUK](#)

Sample social media posts

@MakeMusicDayUK is a free celebration of music on 21 June every year. It takes place across the UK and in 120 countries worldwide. We will be there! Will you? #MakeMusicDay

Join us on Thurs 21 June for Make Music Day when we'll **<INSERT EVENT DESCRIPTION>**. Music unites – join the movement! #MakeMusicDay @MakeMusicDayUK

Celebrate, connect, and inspire through the power of music! Join us on Thurs 21 June to celebrate #MakeMusicDay @MakeMusicDayUK

Save the date! #MakeMusicDay is Thurs 21 June... Tune your instruments and get ready to make a joyful noise with us! @MakeMusicDayUK

#MakeMusicDay is 21 June – join us & 750 cities around the world to make music @MakeMusicDayUK #MakeMusicDay

CONTACT INFORMATION

Make Music Day social media accounts

 @MakeMusicDayUK

 makemusicdayuk

 @MakeMusicDayUK

 Make Music Day UK

Please use the #MakeMusicDay hashtag on your social media posts

Project Manager contacts

Alison Porter – alison@makemusicday.co.uk

Nick Feldman – nick@makemusicday.co.uk

General email address – info@makemusicday.co.uk

Website – www.makemusicday.co.uk

General phone number - 020 7939 6030

Do keep in touch with us and let us know if you have any questions

Good luck with your planning!