



Event Management

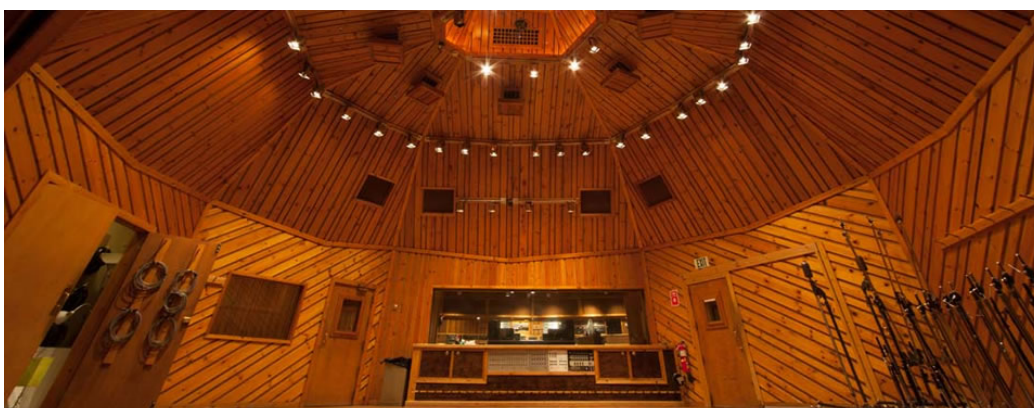
SPARS AES MIXER

Full Sail University

March 19, 2017

Presented By:

SPARS





Introduction

The Society of Professional Audio Recording Services mission is to support the professional audio community. SPARS has identified a need to provide more events and opportunities for aspiring audio engineers to connect, learn and network. This event will not only be of value to our current members but will also provide a newsworthy event for SPARS to promote in order to increase awareness, social media engagement and membership.

Event Overview

The Society of Professional Audio Recording Services will plan an audio networking mixer to coincide with the 2017 AES Convention in New York City on Thursday, October 19 from 8p-10pm (with an hour over-run). The event will take place at Avatar Recording Studios located at 441 West 53 Street. SPARS will host this event to give new grads and aspiring engineers an event to attend during the Audio Engineering Convention. Often, experienced professionals are booked up months in advance with exclusive parties and events and there are little options for less connected, aspiring audio engineers. SPARS will offer a free event to connect, network, share stories, make new friends and learn about the mission of SPARS. Our anticipated attendees will be millennials 18-34 and SPARS mentors.

The event will consist of a brief introduction/welcome and we will present an award to a distinguished "legacy mentor". The remaining time will be used for networking. The benefit to SPARS is that it will attract new members, energize the mentors that attend and create an opportunity to share information about the services we offer. To fund this event, we will solicit support from audio manufacturers and industry organizations.

For attendees, they will have the chance to be in a well-known historical recording studio, be inspired by an established award recipient and make connections. Our award recipient will have time to make an acceptance speech which will include sharing their career experiences which will also enlighten and engage the audience. The venue of the historical Studio A in Avatar Studios will also serve to energize the crowd. Attendees will be free to tour the facility which will have iconic music playing originally recorded in the studio for entertainment.

It will be an incredibly inspiring evening!

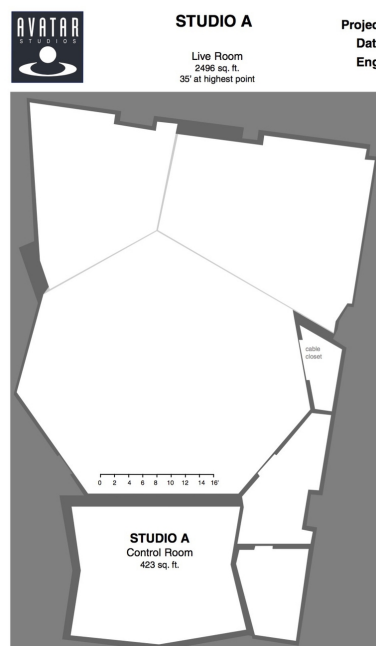
Venue

The venue for this event will be Avatar Studios. The event will take place on Thursday, October 20th from 8:00p-10:00p (leaving time to have the venue cleared by 11pm). The timing will allow AES Convention attendees time to leave their seminars and get to the venue. It also ends early enough to have a good turnout and allow for people to attend later evening celebrations.

Since the venue is in New York City most people will be walking or arriving by taxi. The studio is 20 blocks from the Jacob Javits Center where the AES Convention is located. Since both locations are on the west-side it is convenient. There are several parking garages within a block of the studio if needed. The venue is indoors in Avatar's famous Studio A. Due to the owner's request and fire code we will limit capacity to 150 people. Although we wish we could accommodate more people, the venue is worth it. Also, a HUGE plus is that the space is being donated by the owner, Kirk Imamura, who is a past president of SPARS.

Avatar will allow outside food/beverage and already has a list of providers. We are cleared for soft drinks, beer and wine. They also can provide a screen/laptop to show career video for award recipient. Registration can be done at reception and wristbands will be given for alcohol for those 21 and up.

The significance for aspiring engineers gathering in this studio can not be overstated. Formerly known as the Power Station, major acts who have recorded here include the Kinks, Bob Dylan, Arctic Monkeys, Aerosmith, The Clash, Kings of Leon, Marc Anthony, The B-52's, Tony Bennett, Bon Jovi, Dire Straits, Bruce Springsteen, John Lennon, Billy Joel and the list goes on and on. This will also prove to be attractive to potential sponsors who would like to be associated with the studio. <http://avatarstudios.net/about-us/history/>



ESTIMATED COSTS

<i>Description</i>		<i>Cost</i>
Audiovisual	1	\$0
Venue	1	\$0
Catering beer/wine/cheese trays/ wrap sandwiches/brownies *info from Kirk Imamura/Avatar purchase from Costco	1	\$1,200
Decorations table cloths, miscellaneous	1	\$100
Photographer We will take our own photos	1	\$0
Signage We have signage	1	\$0
Event Publicity SPARS will handle publicity	1	\$0
Award Plaque or Trophy Engraved	1	\$250
TOTAL PROPOSED BUDGET		\$1550.00

SPARS is a non-profit 501(c)3 with very little funding. We rely on donations and volunteers for our events. AES has agreed to underwrite \$1500.00 to fund this event on behalf of their student members. It is a great partnership and we will also look for sponsors from the pro audio manufacturing industry to increase the budget.

SPARS AES Mixer Promotional Plan:

Our Audience:

SPARS target market is composed of aspiring audio engineers, ninety-five percent male between the ages of 24-34 with an average annual income of \$23,000-39,000 per year. They have a high school diploma and are either continuing their audio education either independently or in a college program. They are music lovers who are comfortable with technology. They attend concerts, buy music and often play a musical instrument. They read industry trade magazines, are active in online forums and are sensory driven. This target audience identifies themselves as early adopters of audio technology and they pay for audio streaming services.

Objectives:

What do we want to say:

As stated above in the introduction, SPARS objective for this event is to increase awareness of the organization, provide a networking space for members, honor a legacy mentor and produce a newsworthy and inspiring event to increase social media and content for publicity.

SPARS Message:

If you are an aspiring engineer you have the opportunity to attend a night of networking at the world famous Avatar Studios. We will honor legendary engineer (TBD) who will share stories from their career. Limited tickets for this free event available. Visit www.spars.com for registration info.

Promotional Tools:

All of the promotional tools listed below are free of charge and labor is volunteer:

- **Advertising**

Trade Publications and their websites- On occasion, trade press such as Mix Magazine, Pro Sound News, SonicScoop and TapeOp have donated space to promote educational free events for students. If we have our details locked in at least 2 months in advance we can get into printed material. Otherwise, we have a later deadline to be included on their websites. Due to the limited capacity of this event we may decide to pass on this method.

- **Personal Selling**

All board members and mentors will be asked to share promo copy for the event using their personal and business networks. Between 8 board members and 10+ mentors, our network has a wide spread.

- **Publicity**

SPARS will create a well-crafted press release. We will distribute to trade press, educational facilities and consumer groups.

We will make certain to work closely with the PR team for the AES Convention. They are well-staffed and have offered their help to include SPARS in their PR efforts.

- **Direct Marketing**

SPARS will send event notification to its membership email list.

- **Social Media**

SPARS social media platforms of choice are Facebook, Twitter, LinkedIn and Instagram.

SPARS will investigate donations of gear from audio manufacturers to offer contests online.

Promotional Calendar:

	A	B	C	D	E	F	G	H	I	J
1	SPARS AES Mixer Promotional Social Media Campaign Calendar									
2										
3		April	May	June	July	August	Sept	Oct	Nov	
4	Printed Media	final plan with board	draft release	finalize release	send press release	send press release	send press release	send press release		
5										
6	Radio	research	research	podcaster outreach	podcaster outreach	podcaster outreach	appearance	appearance		
7										
8	Social Media									
9	Facebook	final plan with board	news post	event post	contest	contest	event post	Final Event Posts/Survey	Review Surveys	
10	Twitter	final plan with board	news post	event post	contest	contest	event post	Final Event Posts/Survey	Review Surveys	
11	Instagram	final plan with board	news post	event post	contest	contest	event post	Final Event Posts/Survey	Review Surveys	
12	LinkedIn	final plan with board	news post	event post	contest	publish article	event post	Final Event Posts/Survey	Review Surveys	
13										
14	Blog Posts	final plan with board	SPARS Update	Technology	Careers	Networking	event post	event post	event review post	
15										
16	Video Posts									
17	YouTube	final plan with board	prep	prep	Pensado Pitch	push promo video	push promo video	film at event	edit/publish event video	
18										
19	Email Campaigns	final plan with board	-	-	SPARS update	email #1	email #2	email reminder/survey	Review Surveys	
20										

Measuring Results:

Following the event SPARS will use analytics for site visits, memberships and mentions to measure the impact of the AES Mixer.

SPARS will reconcile the budget, look at attendance and send out a survey to attendees to evaluate event satisfaction, attendee feedback and consider future suggestions.

Event Program (for internal use)



Internal SPARS AES Mixer Program

- 6:00 pm** Last studio session ends
- 6:00 pm** Volunteers/Interns arrive
- 6:30 pm** Quick Event Meeting (Sherri, Kirk, Paul, Drew, Interns, Paul, Avatar staff, security, go over tasks/positions)
- 6:45 pm** Start set up of Studio A

- 4 long tables for food/drink
- set up chairs against side walls of studio
- table cloths
- Projector/Presenter mic/small platform set up
- Organize registration materials at reception desk
- Set up SPARS promo table with laptop showing studio members, email signup sheet and programs
- Set up stanchions outside
- Put up signage
- Zip SPARS banner downstairs at front entrance
- SPARS banner at reception
- Get music up and running in all studios

7:15 pm food/beverage delivery- volunteer quick meal
8:00 pm Event begins (Board members mingle and welcome guests)
8:30 pm Official Welcome Drew Waters/Kirk Imamura- Quick SPARS info
9:00 pm Award Presentation- Paul Christenson
9:20 pm Party Continues
10:00 pm Party ends clear studios
10:30 pm Volunteers clean studio- pack up tables, A/V equipment, help with trash, give away extra food
12:00 am Avatar sessions resume

Any questions/concerns please contact:

Sherri Tantleff

407-310-9236

Event Program*:

**Typically there wouldn't be a program handed out because this is a stand-up networking event and to save paper. What I would prefer is to print this design and display it on poster board for attendees to see when they enter the event and around the studios.*



Welcome to...

The Society of Professional Audio
Recording Services

2017 AES MIXER

8:00 pm **Party Opens**

8:30 pm **Official Welcome**
Kirk Imamura-Avatar Studios/President
Drew Waters-Spars/President

9:00 pm **Legacy Award Presentation to:**
(Recipient to be determined)
title/brief caption

SPARS:Mentoring the Next Generation



Evaluation Strategy:

1. Evaluation – Client- AES/SPARS

One week after the event a SPARS Board Meeting will be held to evaluate the following:

Social Media Promotion

- Which platforms were most effective?
- Was our content modern and appealing?
- Were posts shared and commented on?

Volunteer Recruitment

- Did we recruit adequate assistance?
- Were the volunteers satisfied with their experience?
- Did the volunteers receive enough training to be valuable?

Budget

- Did we come in on budget?
- Were there unexpected expenses?
- Do we want to increase the budget for next year?
- What items would we like to add for next year?

Funding

- Was the Audio Engineering Society pleased with the results of their underwriting?
- Did we secure additional sponsorship?
- If yes, were the sponsors satisfied with their investment?

Attendance

- Was the event well attended? To capacity?
- What was the percentage of "no-shows"?
- How many mentors attended?

Venue

- Was the venue experience positive?
- Do we think a larger venue would be needed in the future?
- Was signage sufficient?
- Did A/V set up work properly?
- Were there unforeseen issues with the venue?
- Event feedback from Kirk Imamura, President Avatar Studios

Publicity Attained

- Was there an increase of web site traffic after the event?
- Did SPARS receive any media/press coverage about the event?
- Did SPARS increase membership as a result of the event?
- How many new members joined email list, Facebook, Twitter?

Vendor Satisfaction

- Were all vendors paid and satisfied?
- Were we happy with food, beverage, service?

2. External Evaluation- Event Attendee Survey

Using our RSVP email list and registration list, SPARS will create an evaluation using SurveyMonkey one week after the event evaluating the following:

- How did you hear about this event?
- Did you find the event valuable?
- Did you enjoy venue/location?
- Rate Food/Beverage
- Would you attend future SPARS networking events?
- Are you interested in more information about SPARS?
- Comments:

3. Internal Evaluation (Team/Volunteers)

We will email the following questions to our volunteers and a thank you call will be made to them as well to discuss their opinions:

- Did you have a positive experience volunteering for this event?
- Were you given adequate supervision/training?
- Would you volunteer for future SPARS networking events?
- Please add comments on how we can improve in the future:

Inspiration Board

