

micro clubbing
concept

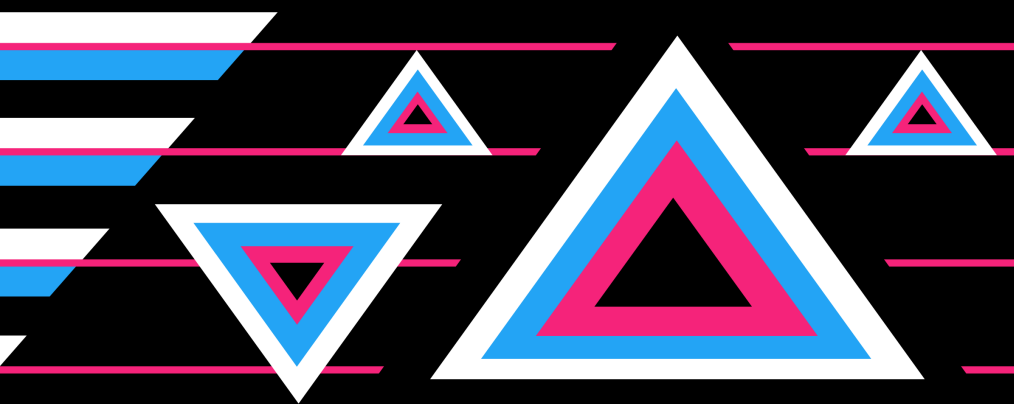
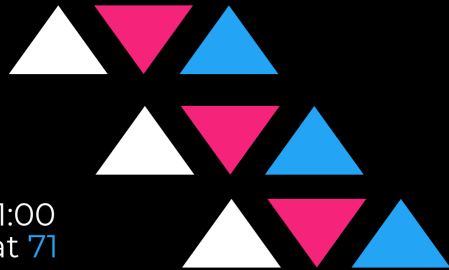
F R E S H

techno
techhouse
trance

AT A©U

23.10.2019
UTRECHT

20:00 - 01:00
Voorstraat 71



<https://www.facebook.com/freshbylem/>



Event Concept Presentation

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Concept



► The Event Type

A low(er) scale local event

► Objectives & Goals

To make the attendees enjoy their time to the fullest

► Mission Statement

To create an event where young people can enjoy themselves to the fullest listening to electronic dance music

► The Venue

ACU Utrecht, Voorstraat 71

► Date & Time

23rd of October, 20:00pm - 01:00 am

► Target Audience

Young people, mainly segregated in the 18-25 years old age group

► The Artists

All dj's will be playing electronic dance music

1. ANOM (tech-house)

2. A5AG (techno, acid techno)

3. AKASS (fast techno)

Event Creation Process

► Why?

To organize an event we would enjoy and to create a fun party where people would enjoy themselves as well.

► Who?

We, as Leisure and Event Marketing Minor students, and ACU Utrecht

► When?

On the 23rd of October from 20:00 pm until 01:00 am

► Where?

At ACU Utrecht, Voorstraat 71, 3512AK Utrecht

► What?

A fun electronic dance music party which does not last till 7 am but only until 1 am so people can enjoy themselves and just go to work or go to school the next day with not too many problems

Marketing and Promotion

► Event Positioning

An electronic dance party which only lasts till a reasonable time, so that people are FRESH the next day

► Pricing

Entrance fee of €4, to cover the costs of the dj's and the posters/ promotion

► Promotion of the event via:

- Flyers at the HU, student homes, public places, mouth-to-mouth
- Facebook; event page, attendees can invite their friends to come along
- The venue ACU will also promote for us as we know the person who runs the social media for them

Think, feel, do theory

► How we interact with and engage our target audience

1. Think - understand what customers are doing

Our target audience want to spend a night out, enjoy electronic music, good company, and a pleasant atmosphere of a night club. This is one of the ways to escape from the day-to-day routine and to relax to stay productive afterwards.

2. Feel - analyze customers' engagement motivation

Our customer perceives micro-clubbing as a beneficial opportunity as a functional benefit. This format is suitable for our target audience by aiming to involve participants emotionally because of similar music preferences and appealing concept. Finally, as a social benefit, our customer can meet new people with similar interests, “feel fresh” after the party without any fear of missing out.

3. DO - holistic experience

We are applying channels suitable for our young audience: Social media sites promotion, multiple posters and leaflets on campus and dormitories. From the design we are implementing to the night of the event we adhere to the concept of orientation of the youth with aiming to combine studies and work time. We are young only once, but still can have time for everything that is important!

Event Schedule

- ▶ 20:00 Doors open
- ▶ 20:00-22:00 ANOM (tech-house)
- ▶ 22:00-23:30 A5AG (techno, acid techno)
- ▶ 23:30-01:00 AKASS (fast techno)
- ▶ 01:00 Event is over
- ▶ <<< time schedule may vary, this is a concept of how we want to organize the night>>>

Finances

- A short display of the finances concerning FRESH

Ticket price	Number of entrance	Income	Total benefits	Benefits ACU (50%)	Benefits LEM (50%)
4,00 €	50	200,00 €	200,00 €	100,00 €	100,00 €
4,00 €	100	400,00 €	400,00 €	200,00 €	200,00 €
4,00 €	150	600,00 €	600,00 €	300,00 €	300,00 €
4,00 €	200	800,00 €	800,00 €	400,00 €	400,00 €

Artists	Fee	Travel
Akass	0	40,00 €
A5AG	0	40,00 €
Anom	0	40,00 €
TOTAL	0	120,00 €
Other costs	Prices	
Flyers	50,00 €	
Stickers	20,00 €	
TOTAL	70,00 €	
COUT TOTAL EVENT		190,00 €