

# Akonifest Pre Production Event Planning

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## The Golden Lions Event

### **The Event**

The event as a whole will be a recreation of Akonifest as it will be redefined and renamed to 'The Golden Lions'. In mimicry of the golden globes awards, the ceremony is called the golden lions since lions are the schools mascot/insignia or symbol/logo. All in all, the event should last about 2 hours from approximately 6pm to 8pm. In terms of theme, I plan to mimic the golden globes and have a ceremony event where we discover, acknowledge and celebrate the achievements and accomplishments of KGV students in their creative media productions. The golden lions award ceremony will be run by the class of 2019 BTEC media class (including me).

The golden lions will be displaying accomplishments through various creative media or film productions over the past 12 months at King George V School Hong Kong. The event is expected to have over 100 guests from King George V School and around 20 from other ESF schools as this will be primarily appealing and marketed to KGV students.

### **Venue**

The event will be held at the rooftop of the performing arts building at King George V School Hong Kong on the 1st of May 2019. The venue is an idealistic setting for an event of this sort as firstly, it is at the performing arts building, a building known for a place where students can pursue performing and creative art subjects. The performing arts building is fitting for this as the roof garden of the building is colourful and vibrant which helps reflect the celebration and joyous occasion of celebrating the critically acclaimed and hardly worked on creative productions for everyone to witness.

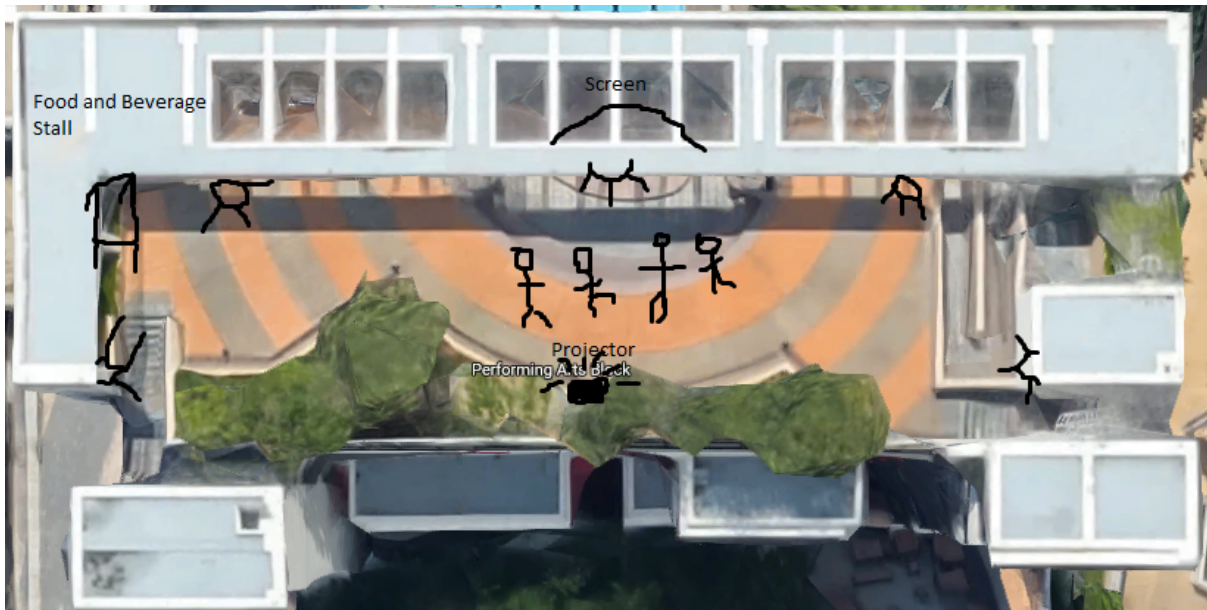
The venue will be appropriately decorated with a golden theme and orange lights to reflect the theme of the event which is "The Golden Lion Awards", to further emphasise the theme, a red carpet will be laid down to welcome the delegates attending and create the atmospheric theme of the golden globes but in the form of the golden lion awards and adapted by KGV.



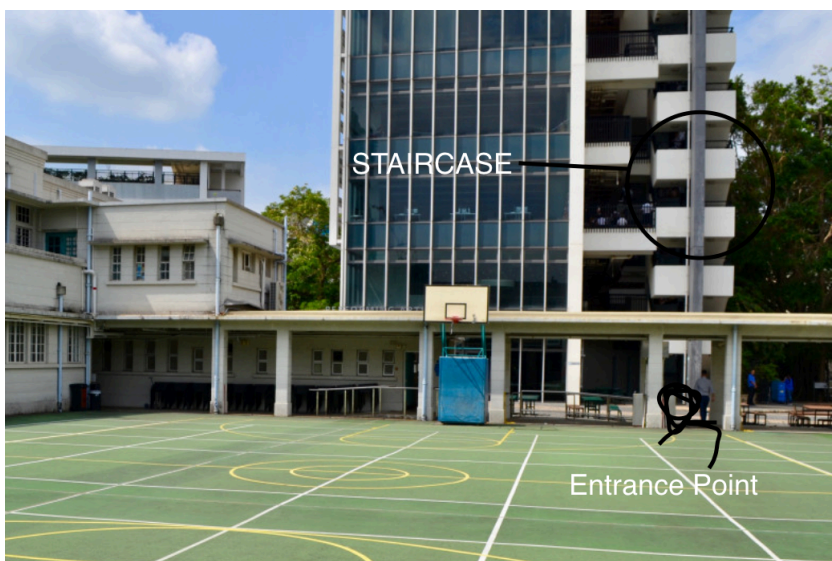
## Equipment

<b>Equipment</b>	<b>Used For</b>	<b>Reason for Choice</b>
Projector	The projector will be one of the most important pieces of equipment required for the golden lion's event. The projector will be used to showcase films and the award-winning content produced by students over the year at KGV.	The projector will be bought or borrowed from the media if available and a big portable one is preferred since it will be at the roof of the performing arts block and power plug points may be an issue since there aren't that many and would require super long wires. However I have chosen that we could also buy the Epson VS240 which is ideal for outdoor use.
Award/Trophy	Gold colored lion trophies and awards will be required for the event as the theme is the golden lions and mimics notorious the golden globes award ceremony but in a KGV setting.	To be in line with the golden globes and ensure that anyone who wins an award feel important since they get a gold colored lion trophy that's in line with the school mascot.
Speakers	Speakers will be required alongside the projector among other pieces of technology that will be crucial to use and have on the event night. Since we will be displaying films using a projector, we will need speakers for sound.	Bose speakers with a decent bass that has a very loud threshold will be perfect for the event as we expect around 100 people, and the speakers should be able to ensure that all 100 people that attend are able to hear the films and content.
Lighting	Lighting is another key aspect for the event as the event and award ceremony would be taking place post 6pm and will be around a few hours long. This will be after the sun has set so adequate lighting will be required for 1. Health and safety issues and 2. To ensure the event is visible.	We would have to use all the lights on the roof of the performing arts building and organise some tungsten lights from the media AV department and connect them in at the rooftop where the event will be held to ensure sufficient lighting.

## Location Recess

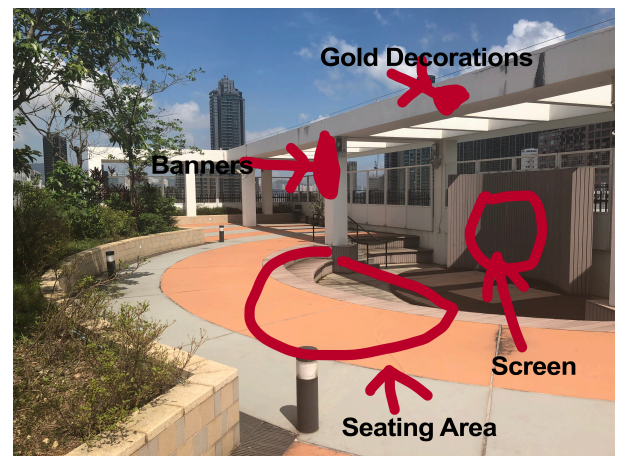
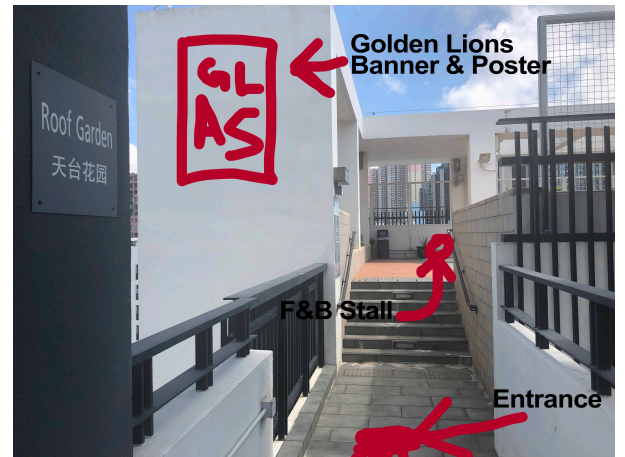


Using google maps I was able to acquire an overhead view of the location premises, I have then outlined and drawn out the different parts of the event and where items will be placed as well as where the delegates are expected to be seated. I have also drawn on sufficient amounts of light posts so that there is sufficient lighting throughout the evening of the event. The centre of the location will have the projector and screen where the films will be portrayed for the delegates to come and enjoy the event in all of its glory. Banners containing the school logo and event name “The Golden Lions 2019” will be placed throughout the event.



I took this photo of the performing arts block to indicate where students will be entering the building from. The staircase has also been labeled to indicate the staircase that the audience and people attending the event will climb to acquire access to the event venue at the rooftop of the performing arts block.









The images above are of the location where I plan to host the event.

I have thoroughly annotated different aspects and areas of the event where different items and decorations or posters will be located in order to host a successful event in an effective and efficient manner. I have annotated a safety exit point in case of fire or an emergency for delegates to exit the premises in a fast and effective manner to reduce casualties and injuries that an emergency may cause. This exit also serves as a regular exit, alternatively the entrance staircase can also be used to vacate the premises in the event of a fire or weather hazard.

People attending the event will be told of the safety exits before the presentation of the awards show begins so that people and event attendees are aware of safety precaution procedures.

### **Audience**

The target audience are the delegates that will be attending the event and graciously hosted by us are primarily King George V school students, the school this event will be held at. Other ESF film enthusiast students will also be welcome to attend the event and take part in the celebration of remarkable films and productions made in the past year. The age group we are targeting are students aged 12-18, in other words these are Y7 students to Y13 students. Gender isn't a factor, and all genders will also have the event marketed to them. Primarily the students we attempt to appeal to are film or media students who study film making and creative media production at KGV and other ESF schools. The films displayed will only be of KGV students and therefore we will be primarily marketing it to KGV students.

### **Budget**

Budgeting is essential towards the success of planning an event, and hosting events can be expensive, or reasonable if done right. If my budget is followed for the golden lions awards, here are the following expenses and budgeting I have calculated;

## 1. Projector - \$2,370 HKD.

The projector in choice is the Espon VS240 that can be purchased at Fortress on a moments notice, the reason i have chosen this projector is due to its high optimisation and ease of usability in outdoor conditions.

Upon checking reviews for the Espon VS240 it is apparent that it is a good and reliable choice. The reviews left by customers who purchased the product indicate its usefulness and quality with 68 5-star ratings, 11 4-star ratings and 1 3-star rating. This leads me to further believe that the projector is a good and viable choice for the event I have chosen are reviews indicate that one highlight feature is that it works great outdoors post sunset. All in all I believe the projector is worth the expensive price tag is it will effectively and efficiently suit the needs of the event.



## 2. Speakers - \$2,600 HKD.

For audio support at the event, heavy duty loud and good quality speakers are required to ensure that all delegates of the event can comfortably enjoy the audio from the films and videos showcased at the golden lions event. The Bose SoundLink Revolve+ Bluetooth® speaker is a perfect choice for the event as with its heavy bass and loud ambient 360 degrees speakers it is able to power audio for the entire venue.

My proposal of the bluetooth speakers are further supported by a thorough and in-depth review by [gearpatrol.com](http://gearpatrol.com), a reliable tech review website that addresses the pros and cons of the device and provides a clear insight onto the quality, usefulness and who the device is for. The review goes on to point out that it has a strong bass which is good as it ensures good sound quality. It is said to be loud no matter where outdoor or in the room it is placed as there is no distortion. The review talks about the portability which suits it to my event and is smaller when compared to other speakers in similar price ranges. Effectively making this a worthwhile buy and one of the best options in portable speakers. The review claims its great for loud music and

sounds and is not recommended for lower volumes. This entire paragraph leads me to believe that without question this is the genuine best solution for sound at the event.

**The Good:** The SoundLink Revolve Plus sounds superb. Strong bass, which you'd expect from a Bose speaker, but the speaker pushes impressive midrange and treble as well. At low to mid volumes, it gives you room-filling sound with negligible distortion. The speaker sounds great whether placed in the middle of the room or against a wall. It's a surprisingly compact Bluetooth speaker, too, noticeably smaller than other speakers in the \$300 price range, such as the UE Megablast. It can be grouped with other SoundLink speakers, if you have them, through the Bose Connect app. It's simple to use, with a few straightforward buttons, and carry. It's splash resistant. The handle is useful. And it has a built-in mic so you can answer calls without having to pick up your phone.

**Who It's For:** The Bose SoundLink Revolve Plus is a good standalone Bluetooth speaker for anybody, especially those who love Bose's signature sound. If they have other SoundLink speakers and want to pair them with the SoundLink Revolve Plus, in either "party" or "stereo" mode, even better. Also, this is Bose's loudest Bluetooth speaker; if you plan on playing music at lower volumes, the smaller and more affordable SoundLink Revolve might be a better option.

### 3. Posters, Decorations and Banners. - \$500

So one of the key aspects to hosting a successful event is to ensure good decorations that match the theme of the event. For this event I will be mounting and printing various different posters and decorations in the colour of gold as the event is called the golden lions and this decoration would complement the name and general consensus of the event in an effective and efficient manner. Since the venue is around 2/3000 square feet I would require about 20 posters to place around the event and around the school to ensure sufficient marketing and so that people know how to come to event. Each poster would cost around \$15 to print on a strong material as well as \$50 for purchasing blu tack to stick the posters. Bringing the total at the moment to \$350 for posters/banners and mounting. Lastly with the remaining \$150 I will use this money to purchase golden coloured decorations to complement the overall theme and spruce up the event area to ensure that the venue looks great.



#### 4. Travel Costs - \$250

Finally, for the preparation of the event, it is important to ensure that all members of the planning committee have a sufficient amount of funds so that team members can travel around Hong Kong via MTR or bus to purchase the required items for the event. This includes; speakers, projector, posters and decorations that are required for the event.

#### **Contact personnel**

Contact personnel refers to the person to contact for details or information regarding the event. This contact may also be contacted in the event of emergencies, queries or if anyone has any doubts and requires guidance in the planning of the event as the contact personnel is responsible for the actions of the event planning team.

This person to contact is Matt Spashett. Head of personell and BTEC media, the other people that can be contacted include myself, Mark Madsen and Shee Won Park as we 3 are the main organisers of this event.

#### **Risk Assessment**

Activity: KGV Film Awards	Location: 2 Tin Kwong Road		
Total amount of personnel involved:	100 give or take	Age Range:	13-18

FACTORS IN ASSESSING RISK			
Health and safety of people involved – Actors, crew, public and other involved people.,		The Environment – Unexpected, weather changes if filming outdoors.	The Equipment – Ensuring that equipment doesn't harm students and public during the production.

<sup>1</sup> LIKELIHOOD	1	2	3
	Extremely rare	Unlikely	Possible
	1	2	3

<sup>2</sup> OUTCOME	Minor – irritation easily dealt with by group	Moderate – could affect group itinerary	Serious – involves external agency
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Risk	L <sup>1</sup>	O <sup>2</sup>	Control measures	In case of Emergency
Students jumping off the performing arts roof	1	3	Monitor roof and have teachers supervising students around at the event.	Call 999 immediately to acquire medical response team, ASAP.
Equipment injures a member or student.	1	2	Make sure anyone using equipment is aware how to use and has a general understanding of the equipment.	Depending on severity of injury we may contact emergency services.
Unexpected typhoon occurs and venue is unable to be used.	2	2	We will check the Hong Kong Observatory website to ensure no storms are on their way and keep a backup location.	Pack up and head for the backup location or wait out the storm until the rain finishes.
Equipment damaged	1	2	Students supervised during event to ensure the safety of equipment	If student is responsible for equipment being damaged, then they may have to bear expenses of repair. Consult Mr. Ryan or Spash.
Students consuming dangerous substances on premises and duration of event	1	3	Ensure that sufficient supervision and monitoring of behavior is taking place.	Inform teacher, contact students' parents and maybe medical/ emergency services.
Altercations between students	1	2	Keeping an eye on delegates and participants during the event.	Contact and inform teachers.

SIGNED :	Pranav Advani	DATE :	
DISCUS SED WITH:	Matt Spashett		