

Pearson BTEC Level 3 Nationals Extended Certificate

Window for supervised period:

Tuesday 7 January 2020 – Tuesday 21 January 2020

Supervised hours: 5 hours

Paper Reference **20177K**

Music Performance

Unit 2: Professional Practice in the Music Industry

Part S

You do not need any other materials.

Instructions

- This booklet contains material for the completion of the set task under supervised conditions.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- This booklet must be kept securely until the start of the two-week assessment period timetabled by Pearson.

Information

- The total mark for this task is 70.

Turn over ►

W65258A

©2020 Pearson Education Ltd.

1/1/1/1




Pearson

Instructions to Teachers/Tutors

Centres should refer to the BTEC Nationals *Instructions for Conducting External Assessments (ICEA)* document for full information on the conduct of monitored and formally supervised assessment. See the Pearson website for details.

The set task should be carried out with **three hours** monitored preparation followed by **five hours** to complete the assessment task under formal supervision. Centres must arrange these eight hours within the two-week period timetabled by Pearson.

Within the three hours of **monitored preparation**, learners should read the task and carry out independent research, for example into resources and costings. They may have access to the internet, books, class notes and other published material.

Learners must work independently and must not be given guidance or feedback.

Learner notes are the outcome of their monitored preparation. Learners may prepare up to four sides of A4 notes to use during the supervised assessment task. These must be hard copies and can either be handwritten or word processed. If word processed, the font size must be 10 points minimum. Learners should not be given any support in writing or editing notes. Other content is not permitted.

Learner notes:

- should be written in bullet point form
- must not contain full sentences or extended writing
- must not contain pre-prepared wording for the presentation slides
- may contain mind maps of ideas and information on generic principles arising from the scenario and the unit content.

During the monitored preparation sessions, any materials being used by learners must be collected in at the end of each session, stored securely and handed back at the beginning of the next session. Learners' prepared notes should be retained by the centre between the monitored sessions and the supervised assessment.

The set task is completed in five hours under **formal supervision**.

Learners must have access to their notes from the monitored preparation period and a computer.

Teachers/tutors should note that during the monitored preparation period:

- learners should not be given any direct guidance or other prepared materials
- learners should not be given any support in writing or editing notes
- all work must be completed independently by the learner.

Maintaining security during the supervised assessment period

- Learners are not permitted to have access to the internet or other resources.
- Learner notes must be checked to ensure that they comply with the requirements.
- User areas must only be accessible to the learners and to named members of staff.
- Learners can only access their work under supervision.
- Any materials being used by learners must be collected in at the end of each session, stored securely and handed back at the beginning of the next session.

Learner notes should be retained by the centre after the completion of the supervised assessment and may be requested by Pearson.

Outcomes for submission

Each learner must submit, in hard copy, a:

- project plan
- budget
- rationale
- presentation of 6–10 slides, with accompanying presenter notes.

A Learner Authentication and Record Form must be submitted for each learner. Learner notes from the monitored preparation period do not need to be submitted with the final outcomes to Pearson.

All learner work must be completed independently and authenticated by the teacher/ tutor before being submitted to Pearson by 23/01/2020.

Instructions for Learners

Read the set task information carefully.

You will be given **three hours** of monitored preparation ahead of the supervised assessment sessions to review the information provided in this booklet and carry out research activities. Your teacher/tutor will advise you of the scheduled sessions for this work.

During the three hours of monitored preparation you will have access to the internet to research requirements and costings. You are allowed to prepare up to four sides of A4 notes to use during the supervised assessment sessions. These will be collected in by your teacher/tutor at the end of each session, stored securely and handed back to you at the beginning of the next session. Only the notes that you produce in the monitored preparation sessions may be used in the supervised assessment task.

Your notes must be your own work and:

- should be written in bullet point form
- must not contain full sentences or extended writing
- must not contain pre-prepared wording for the presentation slides
- may contain mind maps of ideas and information on generic principles arising from the scenario and the unit content.

The set task is completed over **five hours** under formal supervision and your work will be kept securely during any breaks taken.

During the five hours of supervised assessment you will have access to your notes and a computer, but you will not have access to the internet.

You must plan your time and be prepared to submit all the required evidence by the date specified.

You must work independently throughout the monitored and supervised assessment periods and should not share your work with other learners.

Outcomes for submission

You will need to submit, in hard copy, a:

- project plan
- budget
- rationale
- presentation of 6–10 slides, with accompanying presenter notes.

You must complete a Learner Authentication and Record Form to be submitted by your centre with your submission. Your notes from the monitored preparation period do not need to be submitted with the final outcomes to Pearson, but they will be kept by your centre.

Set Task Brief

HexAbellum

A sensational new six-piece band

HexAbellum are looking for a coordinator to help organise their upcoming album launch party.

We need a creative individual with fresh new ideas and great organisational skills. We want someone with good music industry knowledge who can help to make this event unique and memorable, generating a positive vibe as well as encouraging sales of the album. We need advice on the type of venue to use. We also want someone who can organise the publicity and promotion for the event so it is well attended by potential fans as well as the press.

To help promote the launch, we would like the coordinator to organise appropriate merchandise for the event and suggest strategies for giving away and/or selling it.

We have a budget of £3500 to cover the cost of the launch party, the merchandise and the coordinator's fee.

If you think you have the skills and enthusiasm to help us launch our brand of music on the world, please submit a project plan, budget and rationale to sandy@hexabellum.com to share your ideas with us.

Applicants must prepare a pitch/presentation for the band, explaining how your ideas will help make the launch party a fun event and a fantastic success.

HexAbellum are a new six-piece band who have just recorded their first album. The band are looking for a coordinator to help organise and promote an album launch party to generate excitement about the band and their music. The band want the launch party to be an entertaining event with a buzzing atmosphere that will make the audience become fans and generate positive reviews.

The coordinator will need to suggest an appropriate size and type of venue that has the facilities required and is within budget. They should decide if a charge should be made on the door and, if so, how the money will be shared out. The band want to hear your ideas about how to make the launch party stand out, so it is fun, unique and memorable for the audience and guests.

The band will provide all the musical and sound equipment needed, but the coordinator needs to organise anything extra that might help to make the event unique and successful.

The band have arranged for A&R representatives to attend but expect the coordinator to organise publicity and devise a promotion strategy to ensure the performance is well supported by an enthusiastic audience and covered by the press. This is an opportunity to raise awareness of the band and the new album to as many people as possible. The band have created a press pack which includes biographies, photos and a press release. This press pack could be used to support the promotion if required. In addition, they have a new website where fans can sign up for regular band updates and information, and where fans can buy and download copies of the album.

The band would also like the coordinator to organise relevant merchandise for the event that could be given away and/or sold on a stall at the party.

There are 12 weeks to organise the launch party which will take place one week before the official launch of the album.

There is a budget of £3500 to cover all costs for the event, including the merchandise and the coordinator's fee.

Set Task

You must complete ALL activities within the set task.

You are preparing an application for work as a coordinator to organise HexAbellum's album launch party.

To prepare your application you will need to complete the following four activities.

Activity 1: Project plan

Produce a project plan for organising the album launch party for HexAbellum.

When devising the project plan, the following key areas need to be addressed:

- an outline of your ideas to make the event successful and memorable for the audience
- details of your suggested type of venue including its capacity and facilities
- details of your proposed promotional strategy including:
 - how you plan to attract a suitable audience
 - how you plan to maximise press coverage of the event
 - ideas for suitable merchandise
 - how this merchandising could be used to help promote the band and the album
- a planned schedule for the 12-week preparation period
- consideration of relevant legal and health and safety requirements.

(Total for Activity 1 = 20 marks)

Activity 2: Budget

Give estimated costings for the album launch party and its promotion.

You should justify these estimated costs in relation to:

- the venue and facilities hire
- the costs for promotion including encouraging press attendance
- the realisation of your creative ideas for the event
- merchandise costs including any anticipated sales income
- any other income sources, e.g. ticket sales if relevant
- your own fee.

(Total for Activity 2 = 15 marks)

Activity 3: Rationale

Explain the rationale behind your decisions for this project.

You should:

- discuss your reasons for the suggested type and size of venue
- explain your ideas for making the event unique and memorable
- explain your strategy for publicising and promoting the album launch party
- justify your merchandise strategy.

(Total for Activity 3 = 20 marks)

Activity 4: Pitch/presentation

Devise a pitch/presentation of 6–10 slides, with accompanying brief presenter notes/prompts.

Your presentation should be directed at the band members with the aim of winning the contract to organise their album launch party.

Your presentation should include:

- an overview of your main ideas for the launch party
- an outline of your venue suggestion
- an outline of your promotion strategy to make the album launch party a success
- the reasons why the band should give the contract to you.

(Total for Activity 4 = 15 marks)

TOTAL FOR TASK = 70 MARKS