

Level 3 Lead Examiner Report 2001

January 2020

**BTEC Level 3 National in Music
Performance
Unit 2: Professional Practice
(20177K)**

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What is a grade boundary?

A grade boundary is where we set the level of achievement required to obtain a certain grade for the externally assessed unit. We set grade boundaries for each grade, at Distinction, Merit and Pass.

Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the external assessment. When we can see the full picture of performance, our experts are then able to decide where best to place the grade boundaries – this means that they decide what the lowest possible mark is for a particular grade.

When our experts set the grade boundaries, they make sure that learners receive grades which reflect their ability. Awarding grade boundaries is conducted to ensure learners achieve the grade they deserve to achieve, irrespective of variation in the external assessment.

Variations in external assessments

Each external assessment we set asks different questions and may assess different parts of the unit content outlined in the specification. It would be unfair to learners if we set the same grade boundaries for each assessment, because then it would not take accessibility into account.

Grade boundaries for this, and all other papers, are on the website via this link:

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Unit 2: Professional Practice (20177K)

Grade	Unclassified	Level 3			
		N	P	M	D
Boundary Mark	0	10	21	37	54

Introduction

This new externally-assessed unit forms part of the BTEC Level 3 Nationals Extended Certificate in Music Performance. It allows learners to demonstrate their knowledge and understanding of Professional Practice in the Music Industry.

This task-based assessment paper requires learners to respond to four activities relating to a given scenario. The scenarios presented are different for each series and are designed to explore a range of music industry-relevant settings as detailed in the specification for the unit.

The paper is presented twice a year, in January and in June. Learners have three hours of monitored preparation in which to undertake relevant research and create brief notes, followed by five hours to complete the assessment task under formal supervision.

Learner work is required to be saved onto a USB storage device and submitted with the relevant required documentation to Pearson.

Each activity is assessed according to the marking grid for the unit. A copy of the Mark Scheme can be seen [here](#).

Introduction to the Overall Performance of the Unit

This task was presented for the first time in June 2019, so this was the second time that learners attempted the assessment for this Unit. Learners therefore have had the 2019 Question paper and Lead Examiner report, along with the two sets of Sample Assessment Materials previously provided, to inform their preparation for the examination. Learners are reminded that the Sample Marked Learner Work provided gives a useful example of the standard of work expected for a very good response.

The task in this January 2020 paper requires learners to create a bid for the role of coordinator to help organise an album launch party for a new six-piece band. The band required the coordinator to suggest an appropriate venue for the launch party and to come up with creative suggestions for ways to make the launch party unique and memorable for the attendees. They were also required to organise publicity and devise a promotion strategy to ensure the party was well supported by a suitable audience and also the press.

The coordinator had a budget of £3500 and a fixed time limit of twelve weeks to organise the event, so as to ensure the launch party coincides with the launch of the new album.

Learners approached this task with enthusiasm, appearing confident in the requirements in most cases. It was clear that learners had taken note of some of the points raised from the previous series, with improvement seen in a number of areas. It was noted that the approach to Activity 2: Budget was improved from last series, with many more learners attempting to provide explanation and justification for their figures rather than just providing a simple spreadsheet with figures and no further clarification. Learners also seemed more comfortable with their production of Activity 4, where presentations avoided some common errors from last series and more often included presenter notes also.

The most successful responses planned their time so as to respond to each of the four sections evenly. They suggested an appropriate venue, offered convincing creative suggestions to make the album launch party memorable and fully addressed the issues of publicity and promotion in a detailed and feasible way.

Set Task Activities

Activity 1: Project Plan

For this activity, learners were required to provide a description of their plans for the album launch party, including details of the venue, its capacity and facilities, the planned promotional strategy, ideas for suitable merchandise and a planned schedule for the 12-week preparation period.

Many learners displayed confidence in their suggestions for the venue, with appropriate venues given by most of the cohort. Learners often identified venues in London, with other appropriate suggestions made for numerous other towns and cities in the UK. Learners often identified that a certain amount of glitz and glamour might be appropriate for the event and so proposed venues that would provide something special for the album launch party. A few learners suggested venues that were inappropriate due to being too small or provincial such as their school hall or a small town or village hall.

Strong responses to this part included a good amount of relevant detail including accessibility, description of venue facilities as well as staging and seating arrangements.

The example below illustrates the venue part of a response that did well overall. The learner suggests several venues and discusses the pros and cons of each before identifying the best option and explaining why. This approach can work well as it gives learners the opportunity to demonstrate their understanding as to what would work well and demonstrate the decisions that have led them to their conclusion. Some learners employed this idea less successfully, however, selecting venues that were inappropriate and then simply pointing out why they were inappropriate. Other learners went into too much detail about a range of different options which then left them less time to address the other parts of the Activity. Example 1 also demonstrates an excellent level of detail as to the selection of support bands and other details that would help to make the event memorable for the audience.

Example of a response re venue selection taken from a response that did well overall:

"The venue is the first key decision that was made. London seemed like the correct destination as you, as the band, come from varying towns just outside of London, and it is the indie/rock hotspot of the country. It is a regular occurrence that young fans (teens to young adults) will travel by train for over an hour to go to a concert – especially if they are interested in the band. There were three venues in London that I looked at as possibilities: MOTH club, Thousand Islands, Sebright Arms. All these venues have had fantastic artists play there e.g. MOTH – Connan Moskasin and Lady Gaga, Thousand Islands – The Killers and Kings of Leon, Sebright Arms – Catfish and the bottlemen and Charlie XCX. The MOTH club had the largest capacity of 300, a stage, license

till 1am, PA system and an extra room however the issue that I thought would be a real restricting factor is that it is an 18+ venue. Without any gigs lined up before the album launch party means the exposure is going to be largely online and you, as a band want to be able to accept everyone who is interested. Sebright Arms had the same issue as MOTH club, as well as having no cloakroom making it a possibly uncomfortable evening. The priority is guests enjoying themselves, they shouldn't need to worry about holding coats and bags or not getting in because of their age which is why Thousand Islands was the definite choice.

Thousand Islands will be the perfect venue to hold your album launch party, many new acts such as Oscar Lang, Only Sun and Easy Life have played this venue which has then paved their future to larger venues and sell out tours. It is not the biggest of venues, only a 150 capacity, but this will mean it is personal and intimate and so long as the promotion is completed effectively will leave people without tickets with drive to come to a gig later on the line and watch live streams of the night. The venue takes responsibility for ticket management, which is common industry practice, so you can focus on preparing for the launch party and I can continue with promotion and preparation. The aesthetic of the venue is what shouts album release, the ceiling is made up of multiple disco glitter balls, making lights stream off them, the bar is also in a white dome with dark mood lighting, I will also get balloons to show how it is a celebration. I will also make a personalised banner with the band's name in the centre that is held up behind you, the band, as you play your set, this is so when the set is filmed by members of the audience and fans they'll capture who is playing so anyone watching can also take a look at their music – this is widely used across the music industry as it is easy and effective

Once the crowd are at the venue, I have thought of things that will make the experience more exciting and memorable. Firstly we will book a support band that will play before you, this is to get the audience excited about your arrival and start dancing so the vibe in the room is positive as it is difficult to immediately get the attention of a crowd unless they have been warmed up (we'll leave that to the support band responsibility). To do so I will look at London venues such as MOTH Club, Sebright Arms, Electric Ballroom, Omeara and Electric Brixton (avoiding Thousand Islands as bands avoid playing the same venue too close together time wise), and sight bands who are supporting other bands, I'll listen to their music and look at their Instagram and Twitter followers this is to see what sort of social stance they have, booking a band with more social media followers means more exposure for the gig and your social media and it is important that their music gels well with yours but also is not too similar. When booking the band I will need to be sure that there is a 3-4week gap between their original London gig and HexAbellum's as it is common industry practice that you don't book two or more gigs in the same city in a 3-4 week time frame as fans will choose between the two and it may take away from the other night. I will also install a smoke machine and confetti

cannon for later in your set to enhance your performance. The smoke will give it a very professional look with the lights streaming down on you. The confetti cannon will be for a big moment in your title song to release, this should give the audience a new boost of energy and hopefully trigger them to film it, and perhaps use the Snapchat geofilter that I will make for the event. Geo filters are filters that can be made for the snapchat photos that are personalised for the area that you are in, this will read "HexAbellum Album Launch Party" with illustrations supporting the text. These filters are bold and colourful, standing out to whoever see them. The audience will use these when they record the set but also when they take pictures outside and with the band. This adds to the excitement, once again, of the audience who have to come to see you, something for them to take away that is personal to the night but costs them nothing and will be seen by all their followers if it's posted or their snapchat stories, seen by all their snapchat friends."

Learners that did less well in the venue suggestion part of Activity 1 tended to provide much less information about the venue. They often did not suggest a notable theme or approach that would make the album launch party memorable as requested in the question paper. The following is an example that did not do as well overall. The learner has not given particularly distinct reasoning for selecting the venue and also the price is rather high for the budget.

Example of a response re venue selection taken from a response that did less well overall:

"For the album launch party, I needed to find a suitable venue where the audience can feel safe but then again to have a great time and to make it a memorable experience. Therefore, I picked the venue 'Vauxhall Arches', it is an underground club in the heart of London which includes a bar and a full catering team which is included. I chose London of all places because that is where everything happens. We will get the biggest audience by far in London and there may well be producers who come along and become interested with your work. Vauxhall Arches can hold up to 400 people (standing) or 250 people (sitting) which enables the event to be as versatile as possible. The size of the venue is 37sqm. They also serve alcohol as they have a fully legal license. They stop serving alcohol at 05:00am. The price for the day and with everything included: catering, bar and the ability to serve alcohol is £2500."

Some learners offered a good amount of detail when suggesting strategies for promotion, including credible social media campaigns:

Example of a response re promotion taken from a response that did well overall:

"To advertise for the event, we will use two main strategies, social media and personal one on one interactions at other gigs. With the budget we have it is perfect to use Instagram promotions. This allows you to promote a post that

you have made and reaches thousands of people. £4 = 1'000 people so we would put £400 behind it at the start and another £100 on a later made post. We are to create a lyric video for the title track on the album, this only requires a minimal budget as all we need is A5 sheets of paper and magazines to cut things out from and use to write out words. This can be put together on iMovie, free on iPads, which I have; doing a low budget production not only allows us to use more money behind promotion but also is very retro and fashionable at the moment. We would then release this onto YouTube and post a clip onto our Instagram. This promotion can be personalised to location/age/interests/language/gender, the age I see to be the most appropriate would be 16-21 as an ideal target as that is where the largest market is for new music and live shows then the location would be London and 100miles outside of it. On their Instagram pages people can see this post and go onto your band Instagram or the lyric video – this creates awareness of you as a band, excites people about your upcoming release and makes them want to see you."

Other learners provided a vague response to the promoting of the album launch party. Some learners sought to rely only on a few posters to advertise the event, which was considered a less convincing strategy:

Example of a response re promotion taken from a response that did less well overall:

"Making posters of this upcoming event is extremely important. To make it eye-catching I will make sure it is colourful, bold and I will also introduce you as the 'great', 'incredible' and so on, to make sure people are impressed and excited to be part of this great event. We will make 50 vibrant posters so that a lot of people will see them and hopefully become interested. "

Learners that did less well at this part often mentioned social media only briefly and suggested that there would be no cost to this method of promotion.

Learners usually made suggestions as to how they might maximise press coverage. Some learners provided a convincing strategy with a good level of detail:

Example of a response re maximising press coverage taken from a response that did well overall:

"As the way that the news is viewed and seen is changing press coverage I think should be approached with the target audience in mind so rather than having lots of large newspapers invited instead we should be inviting indie magazines and up and coming artist radio stations. Firstly, BBC introducing is a fantastic new platform that gives new artists radio time of their songs, does interviews and also books a large amount of festival slots. We will upload the title track of the album, also used in the lyric video, to their submissions page

where we will also use your pre-existing bios and pictures, this would be played on BBC Introducing London on a Saturday night and heard by an audience of people who like new music and possible management companies. BBC introducing is how large acts, such as Slaves, Alfie Templeman and Catfish and the Bottlemen first gained attention. While uploading this I will also invite them to see you play live, the vibe of the night and the quality of your playing will then spark them wanting to book you for interviews and festival slots. In terms of magazines I would invite "soYoung" "Sport playlist" and "NME" NME is far bigger than the first two but all have prominence in the music scene, booking line ups for festivals and feature columns from big artists. I would send them your music video as well promising a free drink, and their ticket for free. The publicity of these magazines would be a great stepping stone to grow in listeners but also the possibility of larger live shows, festivals and gig supports. I would also send articles to the local newspapers of the towns where you all came from, continuing to create a local buzz and conversation about the band, creating a further afield audience who will stream your album and hopefully come to the show."

In contrast, learners who did less well as this part either provided a brief outline only of ideas or made suggestions that were rather too grandiose in scope to be feasible such as contacting a large national newspaper.

Example of a response re maximising press coverage taken from a response that did less well overall:

"I have chosen to message the press so then they are aware that the event is happening, as without messaging them about the band they would be unaware of it. This is because they are a small unsigned band and they want the press to come to the event so that they can get a section within the local papers and gain a following."

Finally in this activity, learners were required to suggest some ideas for suitable merchandise for the band to sell to raise money and awareness at the album launch party. Some learners demonstrated a strong awareness of the marketing potential.

Example of response re merchandise taken from a response that did well overall:

"There was a wide range of ideas that I have had when it comes to merchandise for the band. Band T-shirts are massively on trend at the moment even if the person doesn't know the artist they are still worn and loved. T-shirts would also be great for publicity online, so long as they are interesting design people will be inclined to post pictures of them wearing the garment and tag you to show their support, this can be shared on your social media and spark more people wanting to buy them. In terms of price they're very cheap, "merchasyllum" in Wales does 200 for £500 putting them at £2.50 per t-shirt,

and these are embroidered or screen printing. Unlike sites such as vista print within that you can get different colours and sizes, these ensure we interest all ranges of people and their different tastes. This site also uses purely organic products, a great selling point for a modern audience. T-shirts could also be used to sell more tickets for the gig as we would do a deal that if you buy a ticket and t-shirt at the same time then it only costs £15 (usually £10 ticket and £10 t-shirt), this will still make the band profit but also become more enticing to buy both merchandise and a ticket. I had the idea that we could sell socks with the logo located just above the outside ankle, as funky socks, such as fire or fruit, are becoming very fashionable and it is a common craze that young people take pictures of just their shoes and socks however the profit margin is minimal because it is £300 for 50 sock (£6 each) and we would struggle to sell them for more than £10 at this point in the bands timeline so it wouldn't be guaranteed that they would sell, possibly generating a loss that is not necessary. Vinyl was my other thought as thought as the retro market is increasing quickly, particularly in ways of streaming music, however as your requirement of me is the lead up to the album launch we would have no material to sell on them, but it is definitely worth keeping in mind for the future."

Example of response re merchandise taken from a response that did less well overall:

"I will be having some merchandise, such T-shirts with the logo of the band, wrists bands and CDs with all the pieces of their first album. All of them will be sold at the event. There will be a small area where people can buy the merchandise after or before the show. This is a good way for the audience to remember about the HexAbellum band. This will help promote the band the album as well. It will be more likely for the audience to come and have fun again. "

Learners are reminded that the full explanation as to *why* they make each of their choices in relation to the task is not required in this first Activity. Activity 1 requires an outline of the planned ideas only, not the thinking behind the ideas. Learners should save their full explanation for Activity 3: Rationale, where they are required to present justifications for their decisions. Although it is tempting to provide an explanation when presenting initial ideas, learners will not be making best use of their limited time by adding extra information into Activity 1 when it is not required.

Activity 2: Budget

This activity requires learners to give estimated costs for the album launch party and its promotion. The budget is broken down into six areas: the cost to hire the venue, the costs for promotion and press attendance, expenses for any particular creative ideas suggested, merchandise costs, any other income and the coordinator fee.

Most learners again provided the outline budget information in a table, which is a clear way of listing the relevant information. This task also included the potential for income in the form of merchandise sales and also ticket sales. Learners sometimes did less well at providing the income information in a clear way on their table. Learners who did well at this part often presented income and outgoings in separate sections of the table or in an entirely separate table, indicating fairly realistic expectations of pricing in relation to item cost and also did not presume that all items would be sold on the night.

Activity 3 also requires that learners justify their estimated costs. Learner engagement with this part of the task showed improvement on the previous series, with more learners providing details and insight into their decisions rather than just providing a table with some figures.

Those few learners who still simply provided a table with figures and no additional supporting justification did not achieve well in this Activity.

Suggestions for venue costings were usually appropriate, informed by the research undertaken prior to completing the written part of the task. The feasibility of merchandise costs varied rather more, with some items seemingly available at very cheap prices which, if they were in fact available, would be unlikely to provide sufficient quality for the requirements of the band. Learners commonly underestimated the selling price of the merchandise.

The majority of learners suggested an appropriate fee for the work, usually at around 10-15% of the budget. A few learners suggested they would do the work for free, for the experience, but this was considered inappropriate in the context of the brief. A few other learners went the other way and spent relatively little of the budget, offering a cut-price event and then suggesting that the remainder of the budget should go to them as a reward for their thrifty approach.

Example budget taken from a response that did well overall:

"Please see my table below for a list of the full costings relating to tickets, merchandise, the venue and staffing.

The total costing for this show, I estimate the total expenditure to be around £5000 and the total income would be around £6100. This will leave a net profit of around £1200. This is a flexible profit as it allows a margin for sales to not be met but still be successful. My main strategy was to produce an experience and hand out branded merchandise so the customer has something to remember the band by and increase long term listening. All prices that I have mentioned include VAT so these are all total costs.

My fee for the event will be £500. This I believe is fair for a 12-week period of non-full time work. This would account to around £42 a week.

I have included a small fee of £50 per supporting act, totalling £150. This is just to cover any costs in travel and food on the day. I believe £50 is

reasonable as it should fund whatever might be needed and would allow anyone to participate, regardless of wealth.

The venue total cost is around £1800 which contains the venue hire, sound staff, lighting staff and drinks staff. Out of the £3500 payment from the band, this is a relatively large spend and includes lighting and a sound engineer. This is extremely high value and very effective for the price. The venue seats 291 total, we have anticipated for around 8 press attendance and 12 extras for the band themselves. This means total paid seating is 271 people. With tickets at £7 each, the ticket profit alone is £1897. This profit should offset the money paid in merchandise and advertising. I also believe that low ticket prices are more encouraging to buy and will hopefully maximise attendance and increase publicity. We have also booked for a studio which will cost £54 for 3 hours. It will hold 25 and be available to VIP guests as spoken about in the project plan. For the drinks, there is an allowed tab of £500 to fund drinks for all 25 in the VIP studio. Printed fabric wristbands will be given out on entry with specific VIP bands going to the band themselves and supporting acts along with press. Some of which (25) will allow for entry to the pre drinks in the studio. The bands are relatively cheap and we have paid for an excess to be safe and ensure everyone gets one.

For press attendance, I decided to keep costings low to help reduce expenditure. This means the benefits from attendance will far outweigh the costs. I set aside £300 for digital advertising, flyers and posters which will be distributed around the local area to target all audiences and create a larger attendance. I believe this is most effective with the budget. All other press attendance would be covered in free tickets and drinks to encourage attendance. This leads to a net expenditure of 8 tickets.

For my costings and ideas I decided that my main focus would be on producing many different types of merchandise for the customer to take with them. The first pieces were printed pens, around 500 units of them. This had a relatively low cost and I believe would be effective if handed out for free at promotional events before the main show. This should be a sufficient amount as there are only 271 tickets available to sell. This overshoots on the marketing side, making it more likely that the venue is fully booked. My second set of merchandise would be sweet pots with band logos printed on them. I thought this would be effective to hand out at the show and will add to the experience of the customer.

A third set of merchandise is a 1200mAh powerbank with a printed band logo. These will be given out free and are not largely expensive for the 200 units to buy at around £506. These are much more useful to people and can be kept for long periods of time. They were chosen over Bluetooth earbuds due to the lower cost, the likelihood of people using them and the number of units for the price. Finally, I would buy a set of 100 double sided, printed picks. At around £75, this is a good spend and they would appeal to a guitar audience. They can be handed out and used at gigs leading up to the show, building excitement.

I also have a second set of merchandise to sell in stalls at the launch. These consist of printed T-shirts and signed albums. As mentioned before, the aim was not a large profit but more exposure and items the customer can use. T-shirts were chosen to be sold at £5 each. This is a low price and will likely lead to more sales. It is anticipated that all t shirts will be sold as they will be available before and after the show. The idea for CDs was to provide them in card sleeves. This keeps printing cost low at £191.40 but doesn't lower the quality. These will then be signed as there are only 50 available. They will be sold at £5 each too. This is also a low cost and will ensure more copies are sold, the signing will also make them more appealing. Another thought relating to pricing was that a CD and t-shirt combined will cost £10 which is convenient as it can be paid for using one note, encouraging people to buy both at once increasing the sales and advertising.

Any sales not made can still be useful as these items are branded and can be returned to the band for them to use in their own promotions or gigs. This makes the spend more flexible and provides use for merchandise not sold that can still be highly useful.

Here is a table with all calculated outgoings, incomings and profit to be made.

Item	Income	Cost inc VAT	no. units	Balance	Outgoings	Income2	Profit
venue	0	£1,440		-1440	£4,923	£6,142	£1,219.20
drinks staff	0	£100		-100			
sound engineer	0	£250		-250			
printed clear pen	0	£190	500 units	-190			
sweet pot	0	£154	250 units	-154			
CD in card sleeve	£250	£191.40	50 units	58.6			
printed picks	0	£74.40	100 units	-74.4			
t shirts	£495	£198	99 units	297			
powerbank	0	£506	200 units	-506			
printed wristbands	0	£315	350 units	-315			
drinks tab	0	£500		-500			
advertising locally	0	£300	selection	-300			
tickets	£1,897	£0		1897			
expenses for support	£0	£150		-150			
studio expenses	£0	£54		-54			
money from band	£3,500	£0		3500			
personal fee	0	£500		-500			

Example budget taken from a response that did less well overall:

"The venue hire is by far the most expensive thing on the list. This is because it is a great place and in an amazing location. The venue is going to cost £2500. This includes catering, a bar and the ability to serve alcohol.

The costs for promotion will only be £12.47. This cost is for 50 vibrant poster which will be displayed around. We are also advertising and promoting this event via social media which is completely free. Social media is used 24/7 so there will be no struggle to gain our audience and fans.

Our creative ideas we have come up with don't have a fee. This is because the dress code is glow in the dark and therefore the people must buy that for the event. However, we will be selling glow in the dark paint which can be applied safely to the skin. This will be sold for £2 per bottle, the bottles are only small but contain enough for at-least 2 people.

The merchandise consists of two items. Lanyards and earphones. The earphones will be purchased for £2.19 each and in bulk will cost £109.5. We will be selling them for £7 meaning a £4.81 profit. The lanyards will be purchased for £1.22 each and in bulk will cost £305. They will be sold for £3. Meaning a £1.78 profit. The profit made by both items added together will be £685.5.

Tickets will be sold for £5 per adult and free for under 18's. The tickets are made at £0.12 per print. Bulk buy costs £42.01

Wristbands will cost £126.45 for 300 of them. These will be given to the guests. They will not be charged for.

My own fee will be £400, Just over 10%.

With all the items being purchased will add up to £3495.43. There is £4.57 left over."

Activity 3: Rationale

In this Activity, learners have the opportunity to explain all of their ideas and demonstrate their level of understanding of the music industry. Learners are not required to re-state their outline proposals in this section. No marks are awarded for repetition of material already provided in Activity 1, so learners are encouraged to use this section to support their thinking rather than simply repeating everything they have already stated in earlier Activities.

In this particular task, learners are directed to discuss their reasons for the suggested type and size of venue, explain their ideas for making the event unique and memorable, explain their promotion strategy and justify their decisions in relation to merchandise.

Learners who did well in this Activity provided a good level of insight with a range of feasible and industry-relevant ideas explained. These learners gave a convincing account of their proposals, creating the impression that they would be successful at coordinating the event.

Learners who did less well at this Activity had a tendency to make unfeasible suggestions that were not wholly appropriate to the brief and would not likely to work in the context of a music industry event. These learners demonstrated a less convincing understanding of the music industry when they did not detect the flaws in their proposals.

It was not uncommon for learners to fail to complete this Activity, presumably due to less secure time management during the task time period.

Example rationale excerpt taken from a response that did well overall.

"My reasoning behind hiring a medium/large warehouse is that in its city location, it is easily accessible to the public and for the hire companies to come and set up their services easily. Moreover, as the warehouse is a ground floor venue only and has large doors to enter the premises, it is disabled access friendly, so if any of the party attendees are disabled, they can easily enter, exit the building and use its facilities. Another reason for hiring a warehouse is that speakeasies were always in hidden locations and following the theme of the party, a warehouse is a sort of hidden location so it fits the theme plus as it is very minimal on the inside, and it provides plenty of space to decorate however you want. finally, my reasoning behind this venue is that it is big enough to hold a substantial amount of people (120) and I want the party to be well attended but not too crowded so the warehouse provides the perfect amount of space for all the guests to not feel cramped but because of the maximum capacity of the building, it creates an exclusive atmosphere for the guests which will make it more unique and memorable like the band want the party to be."

Example 2 (taken from a response that did less well overall)

"The reason why I chose this venue is because the band hasn't got the largest following yet, so to make sure that the space they are hired for the day isn't too big and we don't make the most of what we have. Other reasons why I chose this venue is because it has internet so people could post pictures on their social media with the hashtag to help raise awareness of the band and the event, there is also disabled facilities meaning that people don't have to miss out because of a disability."

To achieve the event to be unique and memorable, I have hired a smoke machine as well as disco lights to help create the "positive vibes" as well as the buzzing atmosphere. To make sure that they band has enough time to talk with the potential fans as well as the A&R representative and the press I have hired the venue location for 7 hours as well as a magician and a cover act to make sure that there is something happening on the stage at all times.

To help raise awareness of the launch party I have had posters professionally made to hand out at local shops and schools as well as to put up around the area. I have also made sure to have a hashtag for the day and for the days leading up to the event to make more people aware of the event.

To make sure that there is a wide range of merchandise I have budgeted for 36 items of each type of merchandise. I will make 12 premade goodie bags which will contain one of merchandise which will be sold for £10, the rest of the merchandise if to be sold for a reasonable donation, which will go towards helping the band in the future with their next event or making their next CD.

Extra money can be raised by having a donations pot available for the band to help them create more songs. There is a chance that the venue will have tables already so we wouldn't have to hire them which would bring the cost down."

Activity 4: Pitch/presentation

The final activity requires learners to create a presentation of 6-10 slides with accompanying brief presenter notes. The presentation in this particular activity should be aimed at the band with the aim of winning the contract for the album launch party coordinator. Learners are directed to provide an overview of their ideas for the launch party including the selected venue and their promotion strategy.

The best responses in this Activity showed a good level of consideration for the target audience, tailoring their language so as to best appeal to the band. These responses were often persuasive and gave a feeling of confidence in the presenter and their ability to successfully coordinate the event. In these examples, slides provided a relevant outline only. The presenter notes, provided under each slide, gave an effective outline of prompts for the presenter, making the approach clear and easy to follow. The language of these best responses was clearly directed, in tone, to the client.

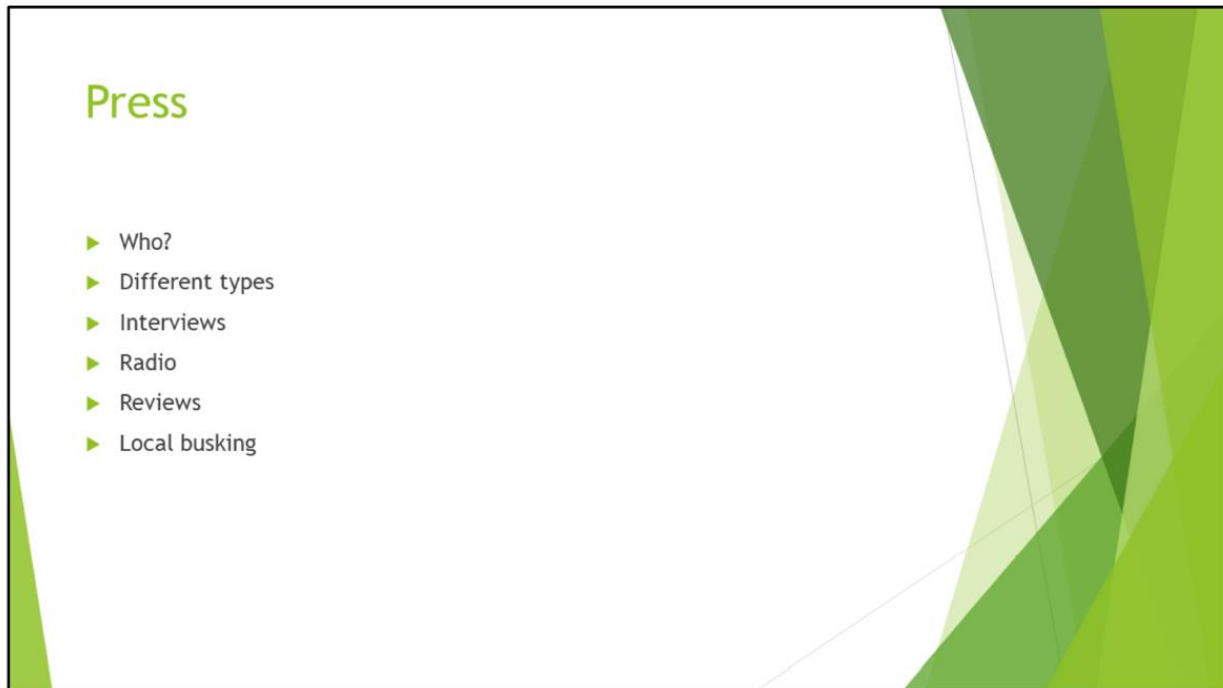
Example presentation slides taken from responses that did well overall:

M Y I D E A S

- Beach party vibe / Surf atmosphere
- Outside performance with local bands involved.
- Inside Indie focused after party in the venue

"Describe how you feel that this location and the summer timing of the year would make the event a perfect experience for any fan of the band. The warm open beach and light evenings will create an atmosphere of relaxation and calm. The band, as a chilled indie rock group, are well suited to this milieu.

Explain why using local bands not only are we supporting the local music industry we are enticing local audiences and new fans to follow the band and how this is a brilliant way to create a more intimate and exiting experience with other fans not only allowing them to dance but allowing people with a similar interest in music to meet and make friends. One of the best things you can get from an event is a friend."



"Paid press provides flyers, posters and any online or social media coverage, low cost for benefit.

Talk about reach and all different types of age targeted

Submit stories to local papers and news sites for story written about album, offer interviews and send information.

Free advertising, large reach locally.

Submit to local and more national radio and ask for plays, when played they can also advertise launch

Send to local and national music reviewers for album review, free advertising

Send tickets to bloggers, watch show and write articles after to help post show advertising

Do a local busking session in centre of town, gives people a chance to hear band, sell tickets there and then to maximise attendance

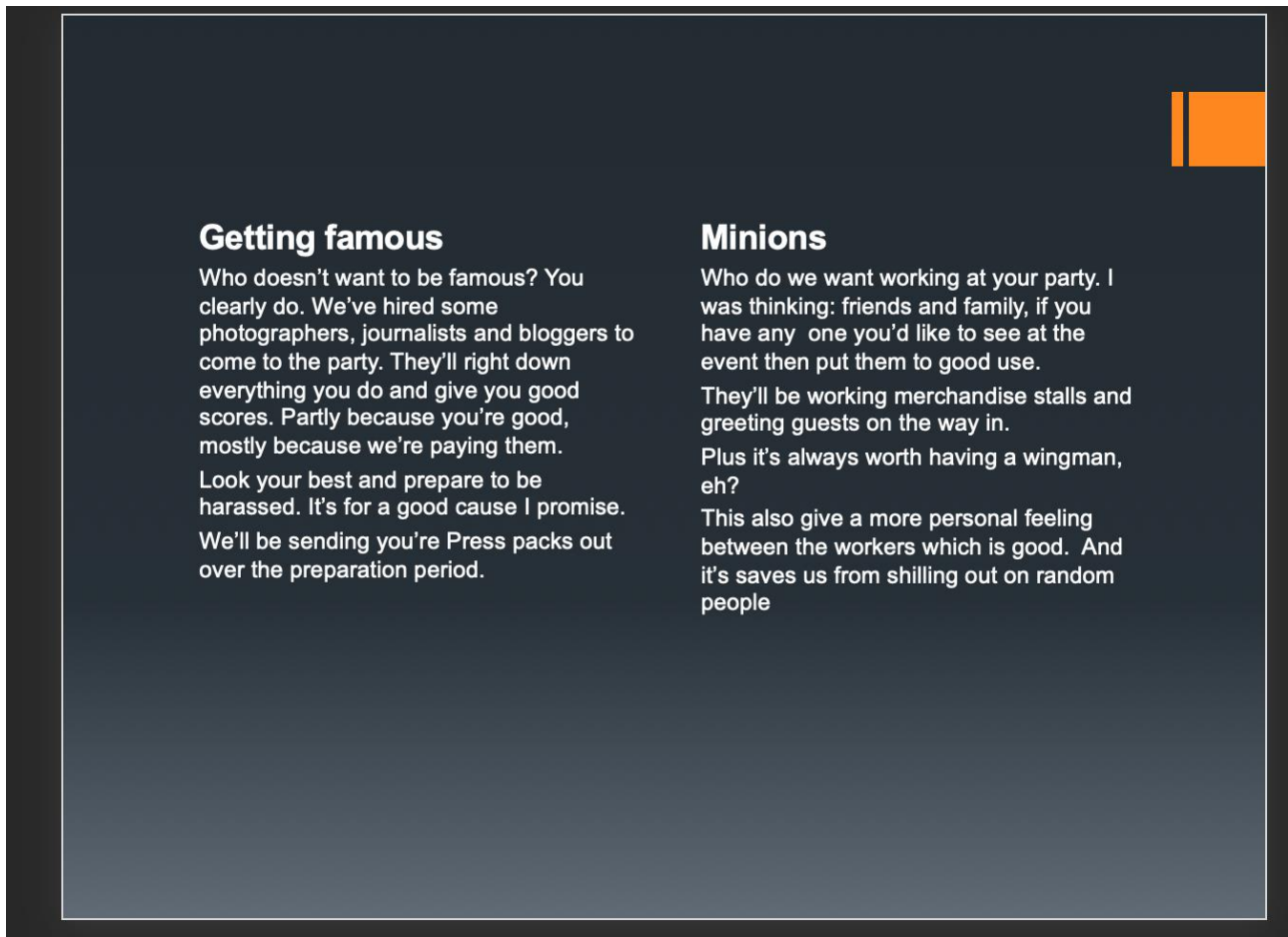
Plan is to submit to as many as possible to maximise chance of coverage"

In less successful presentations, learners demonstrated a reduced awareness of audience. This could be seen in examples where too much information was included on each slide, with text often cut and pasted from the previous Activities. Some learners included inappropriate information in the context of the scenario, for instance, how they would use security to stop fights or details of venues that they considered but had rejected.

As was noted in the last series, some learners pasted their entire budget grid into the presentation, which is not recommended since it is likely to be inappropriate in the given context.

A few learners failed to provide any notes, which therefore limited the amount of marks available to them for this Activity.

Example presentation slide taken from a response that did less well overall:



Getting famous

Who doesn't want to be famous? You clearly do. We've hired some photographers, journalists and bloggers to come to the party. They'll right down everything you do and give you good scores. Partly because you're good, mostly because we're paying them.

Look your best and prepare to be harassed. It's for a good cause I promise. We'll be sending you're Press packs out over the preparation period.

Minions

Who do we want working at your party. I was thinking: friends and family, if you have any one you'd like to see at the event then put them to good use.

They'll be working merchandise stalls and greeting guests on the way in.

Plus it's always worth having a wingman, eh?

This also give a more personal feeling between the workers which is good. And it's saves us from shilling out on random people

Summary

Based on the responses seen in this series, the following should be noted:

- Learners are encouraged to read all parts of the Set Task Brief and the Set Task carefully;
- Learners are strongly advised to ensure they have addressed all bullet points for each activity and to not miss any out;
- Learners should try to ensure that their suggestions are as feasible and realistic as possible so as to reflect their music industry knowledge;
- No marks are awarded for repetition of any part of a response so learners do not need to repeat all the facts of their project plan in the rationale. They should use this section to explain the thinking behind their proposals;
- Learners should aim to suggest a reasonable fee for their work in the context of each task. If a fee is required it is not appropriate to suggest doing the work for free. It is also likely to be inappropriate to suggest keeping a large cut of the budget as the fee because that happens to be the amount left over after the other expenses;
- If a budget contains income as well as expenses, try to provide this information in a clear way so that it is easy to understand what is proposed;
- It is expected that tasks will always contain some opportunities for learners to express individual creativity; learners would be well advised to take advantage of these opportunities;
- Learners should keep in mind that Activity 1 only needs to contain the project planning and should try to avoid providing an explanation of ideas in this section. The explanation and justification of ideas should instead be presented in Activity 3: Rationale;
- Activity 2: Budget requires the justification of costings as well as simply presenting costs. Learners need to ensure they include supporting information in this activity and not just submit a table with figures;
- Learners should remember that Activity 4: Pitch/presentation is directed toward to target audience stated in the brief. Therefore, the style and language of the presentation needs to be written for this target audience. Learners should avoid simply copying and pasting earlier information into these slides as this is unlikely to be appropriate. Learners should also avoid

provide excessive amounts of text in the slides as this is also unlikely to be appropriate;

- Learners and Centres should remember that there is Sample Marked Learner Work for this task available online which includes an example of a strong response to an example Set Task. Learners may well find useful to review this work in order to inform their own approach.

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