

**Monday 6 January - Friday 17 January 2020**

**Level 3 Cambridge Technical in Performing Arts**

**05850/05851/05852/05853/05876** Unit 2C: Proposal for a commissioning brief

**PRE-RELEASE**

#### **INSTRUCTIONS FOR TEACHERS**

- This pre-release material must be opened and given to candidates on receipt.
- The candidates will commence research on their chosen commission on receipt of this pre-release material.
- The candidate will complete the proposal for their chosen commission under controlled conditions during the assessment window.

#### **INSTRUCTIONS FOR LEARNERS**

- On receipt of this pre-release material, you will commence research to inform a proposal for your chosen commission.
- You must choose from **ONE** of three commission briefs.
- You will complete your proposal under controlled conditions during the assessment window.

#### **INFORMATION FOR LEARNERS**

- The total mark for this paper is **50**.
- The marks for each question are shown in brackets [ ].
- This document has **5** pages

Select one of the following commission briefs:

### Commission A

#### Stargazers' Convention

The Astrological Society seeks an events management team for its next Stargazers' Convention.

It is looking for an imaginative company to turn this event into a memorable experience for the attendees. As well as hosting world-class speakers, Stargazers would like to make the event entertaining. Ideas for a spectacular opening and closing to the event – as well as new ideas, in and around the lectures and events – are welcomed. The Company needs to have the capacity to support the timetable of six, one-hour lectures, as well as the additional programme of events you propose.

The convention is to be held in a sizable conference centre. The main auditorium has a large stage/screen area and tiered seating for 500. Full black-out can be achieved for the showing of astrological images and film. A large function room has also been hired next door to the main auditorium. This function room will be used for retail exhibition stands, refreshments, relaxation and could also host the opening and closing events of the convention.

Stargazers' Convention is held over one weekend, starting on Saturday morning and ending with a gala dinner event on the Sunday evening.

The Astrological Society has a large budget and welcomes proposals for an exciting programme of events, which need to be presented with clear budgets required to produce and manage this event.

### Commission B

#### Community Foody Festival

With an aim to revitalise and draw the community back to the town shopping centre, Tryville Town Council seek an events management team to run a programme of events that will attract the local community to the shopping centre and promote the new food bank that will be opening within it.

This event will be advertised as a festival where all are welcome and will be held on a Sunday. Entry to the event will be free of charge to the public. Sunday trading licences will be offered to the shops and any other trade, retail or exhibition stands participating at the event.

The Mayor of Tryville will formally open the new food bank at 2pm. Other than this, you have complete freedom to propose an exciting programme for the day.

There is scope to make this a fantastic community event. Fresh, innovative ideas on how the 'Foody Festival' will run, attract people to the event and entertain them whilst there, is up to you. A budget of £10,000 has been allocated for the festival, and all the entertainment will be free of charge to the public.

Together let's brighten up this community space and highlight to the community that the food-bank is here to support them if needed.

\*Tryville is a fictitious town.

**Commission C****Celebration of Voluntary Services**

The Shires' Exhibition Centre will play host to a unique event to celebrate the work of all the voluntary services in the local area. The exhibition centre requires an Events Management Company to organise this event, making it attractive to both the general public and local schools.

The brief that we require is as follows:

- An offer of an exciting and attractive programme to draw the public to the event from the local area.
- A good representation of voluntary services from the area are involved.
- Workshops/exhibition of voluntary work can be facilitated.
- The local voluntary services award ceremony can take place within the schedule of the day.

Your proposal needs to be exciting, and celebrate the remarkable contribution and achievements of the voluntary services in the area. How you do this requires imagination, structured planning and efficient budgeting for a free public event.

Your team will be responsible for the event organisation from 'get in' to 'get out'.

We look forward to receiving your competitive proposals.

## Scenario

You are the Project Development Officer for a company of performers and creative outreach workers. This is a new ensemble company formed after its members graduated from pre-professional training. There are four core members including yourself but you can 'pull in' other co-workers if necessary.

As a company you are multi-skilled but lack direct experience in the contexts described in the commissions; however what you lack in experience you make up for with enthusiasm and an ability to take on new skills and adapt existing ones, based on a thorough research and development process.

Although money is available the commissioning organisations have not given a budget for the work and so you must be competitive but remain committed to paying workers the going rate and employing them on professional conditions of service. You will also need to be realistic about the resources and equipment that is needed to successfully carry out the project.

The timescale for the project will arise from your proposal details and approach but could include 'added value' such as a long-term commitment to weekly workshops or a short tour of performances, depending on the commission details.

### 1 Produce a proposal report for ONE of the commissions

(1500-2000 words, including supporting documentation).

Please state clearly which commission you have chosen.

#### Your report must contain:

(a) Introduction.

(b) Initial summary.

(i) A brief outline/executive summary of the project you intend to run.

(ii) Details of who will benefit from this project and how their needs will be addressed (this should include commissioning organisation, participants and the company and company members).

(c) Proposal.

(iii) This is an opportunity to 'flesh out' the details of the proposal and convince the commissioning organisation of your ability to deliver the project.

(d) Budget and Resources.

(iv) Details of costs and resources needed to carry out the work.

**(e) Appendices**

- (v)** Details of adaptations and changes made in response to any pilot workshops/ scratch performances and stakeholder research that may have been part of the R&D process.
- (vi)** Planning documentation and budget.
- (vii)** Health and safety and legal constraints.
- (viii)** Details of how you intend to monitor and evaluate the process and the outcomes.

**[50 marks]****END OF PRE-RELEASE**

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