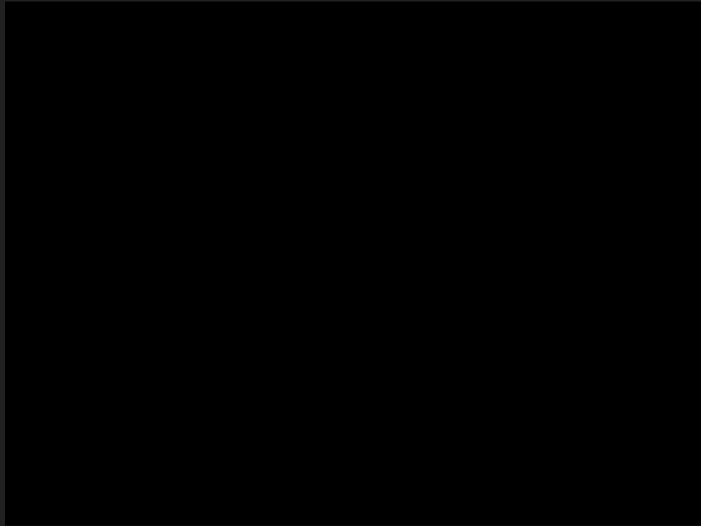


# Battle of the Bands

Allie Dicciani



# The idea

How can we create an event that brings together students from different Universities in the Philadelphia area?



# The Goal

Create an event that brings together students interested in music in the Philadelphia area as well as bands, music professionals, and local businesses.

# The Venue

## The Levitt Auditorium

Why? - I wanted it to be a concert-like feel. The Caplan was too small for what I wanted and the vibe of the blackbox was too intimate. I wanted the event to feel like it was a concert. The Levitt, having a stage as well as areas for tables and *decent* sound capabilities, was the best fit.



# The Judges

I wanted different perspectives as well as an added incentive for bands wanting to be involved.

Kristen Nagy: Junior talent buyer for LiveNation

Ross Bellenoit: Producer, guitarist, recording artist

Rashid Williams: Touring musician and musical director

# The Host

The Bul Bey - hip hop artist, content creator,  
signed to NiceThings



# The Bands

- Initially wanted to target UArts, Penn, Drexel, Temple, and Rowan
- Got bands from UArts, Villanova, Drexel, Temple, and Rowan



# UArts: Dangerboy





# Villanova: Vasey Hall





## Drexel: Brightbill





# Temple: Rally Point



# Rowan: afloat



# The Tickets

\*Free\*

While the venue was very large, I wanted to see what the interest was in coming to the show which is why I wanted people to reserve free tickets via [Eventbrite](#).

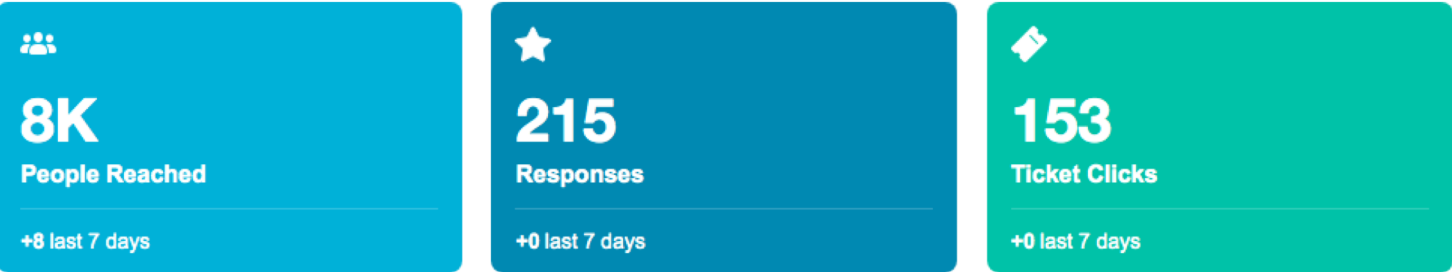
- The tickets were sold from March 18-April 19


# Marketing

Facebook

## Event Performance

Since Mar 17, 2019

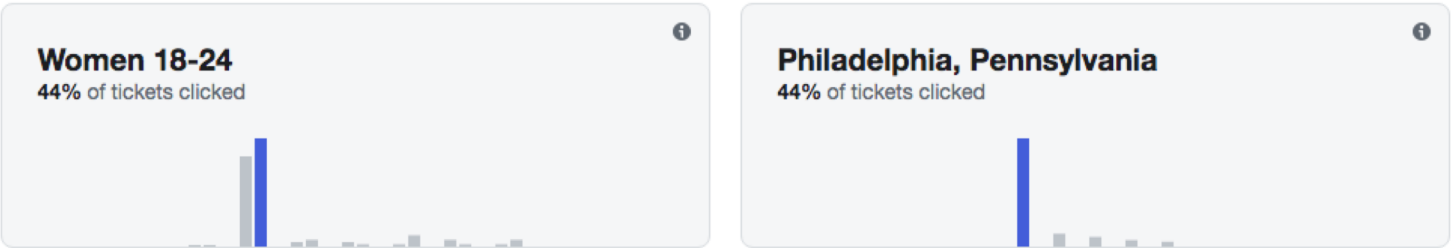


 Compare performance across all **UArts Radio**'s events.

[View Events Insights](#)

## Audience

Ticket link clicks ▾



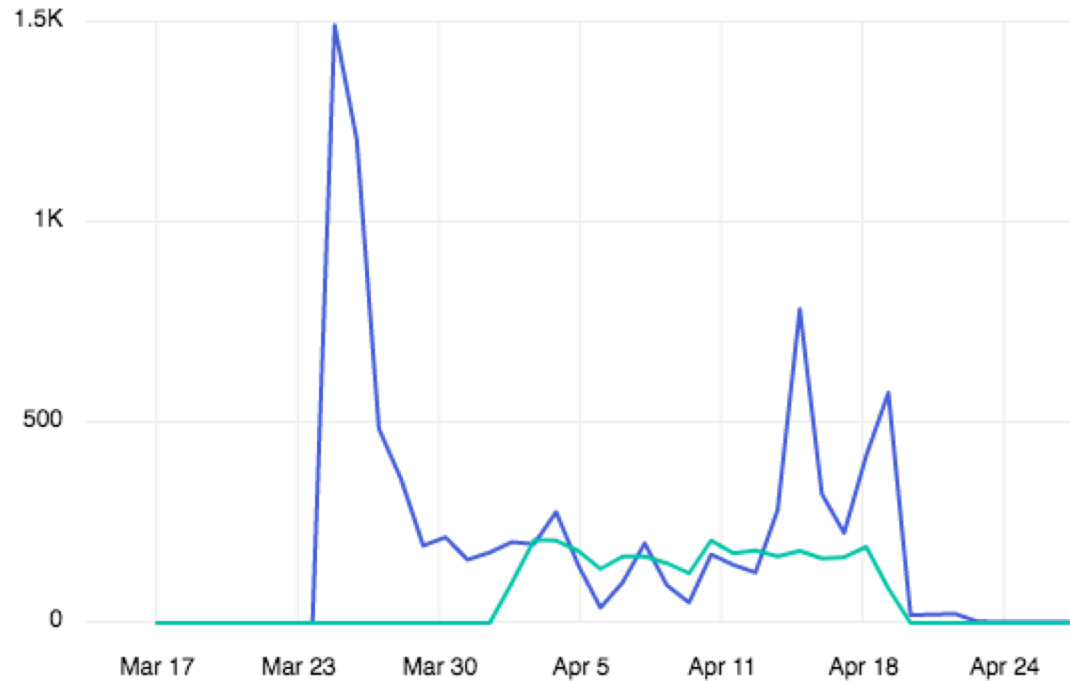
2,022 Paid      7,964 Organic

**8K**

People Reached

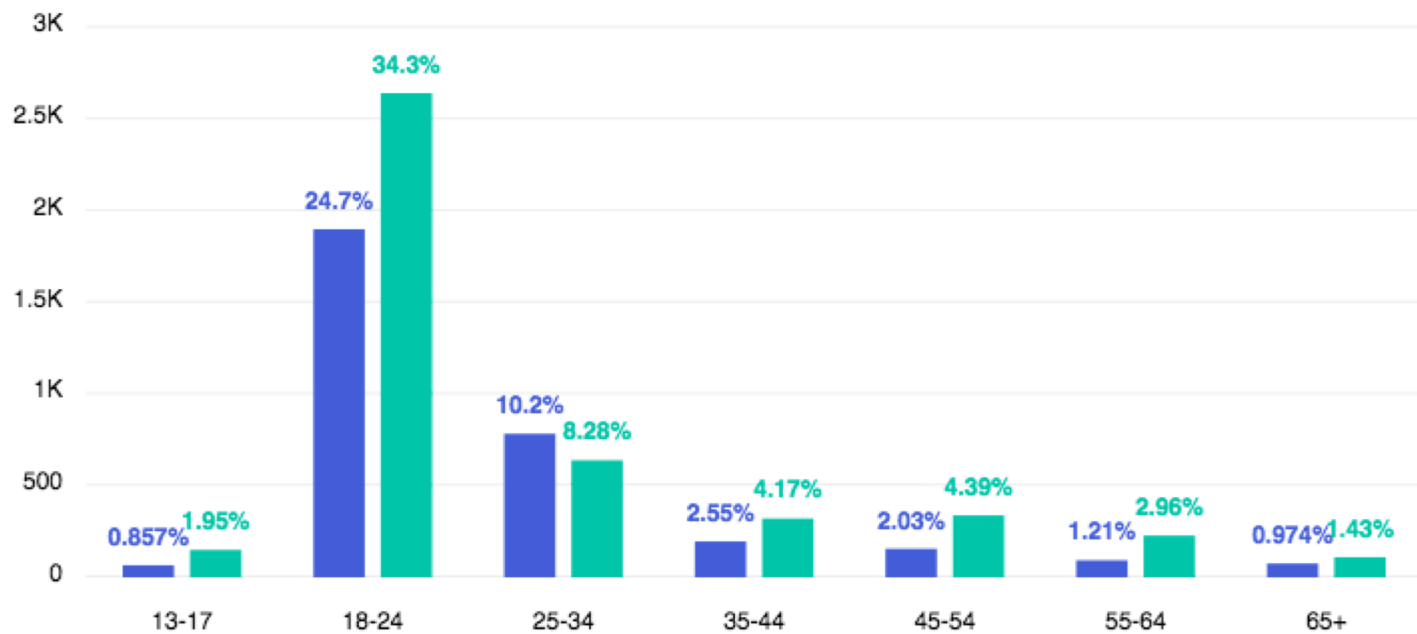
**679**

Event Page Views

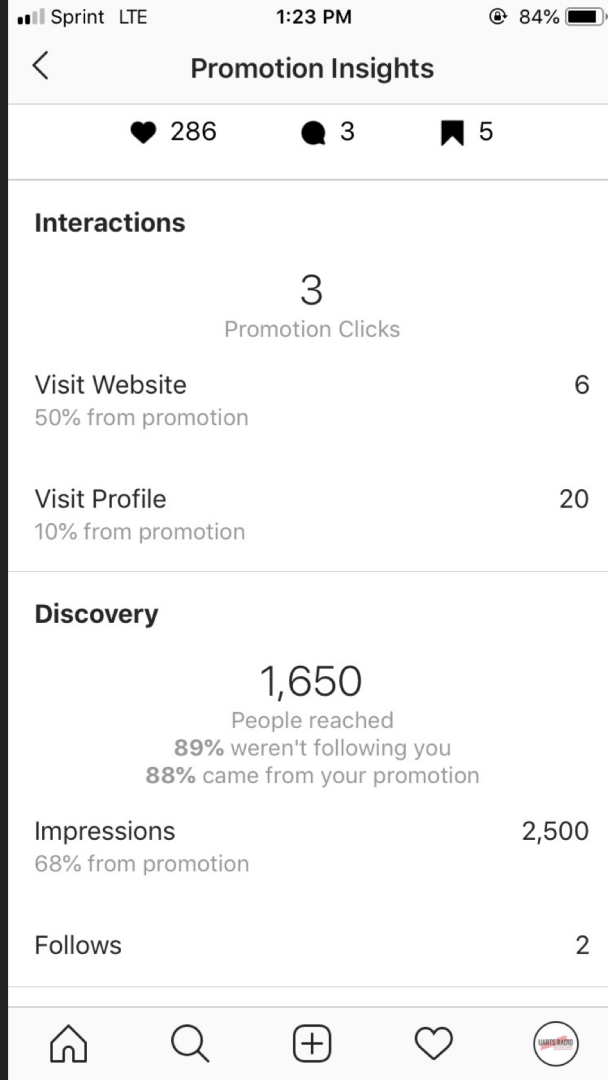


People reached ▼

42% Men 58% Women



# Instagram



# The Budget

Laurie Wagman fund: \$750

Bul Bey: \$150

Ross Bellenoit: \$175

Rashid Williams: \$175

Prize: \$200

Decorations/Water: \$50



# Judge Criteria

Stage Presence

Originality

Cohesiveness

Musicality

Audience Participation

# Booths

Arway - sponsored event, gave \$100 gift card to winner

LiveNation

WXPN - also wrote an article and photographed

Rec Philly

Bands' Merch





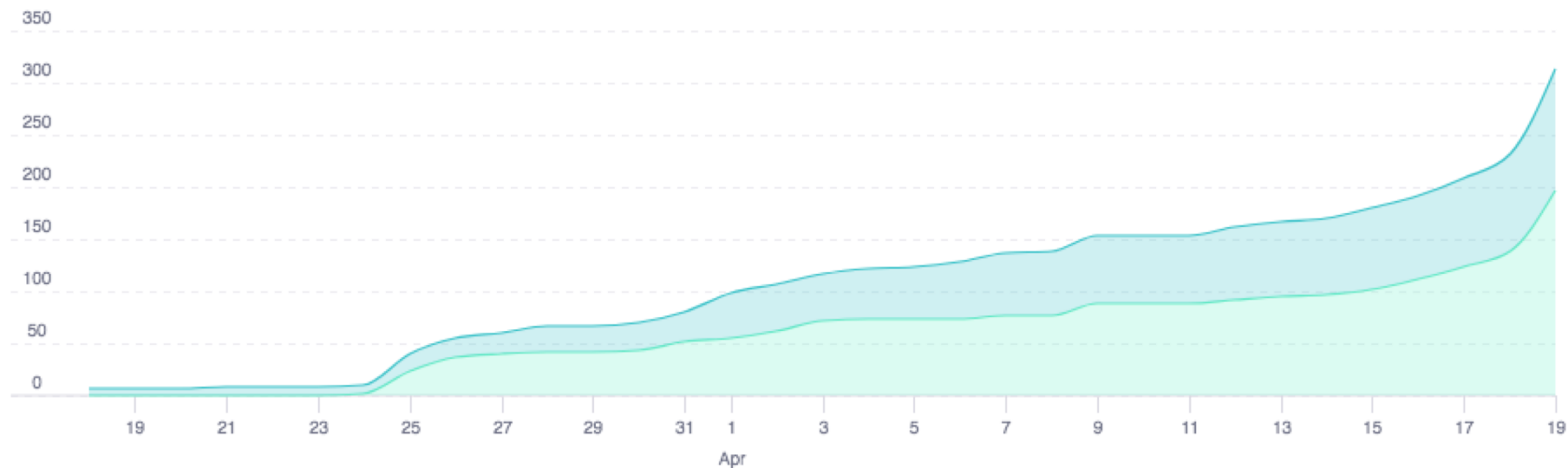


# MediaNow

Interviewed  $\frac{4}{5}$  bands

# Ticket Analytics

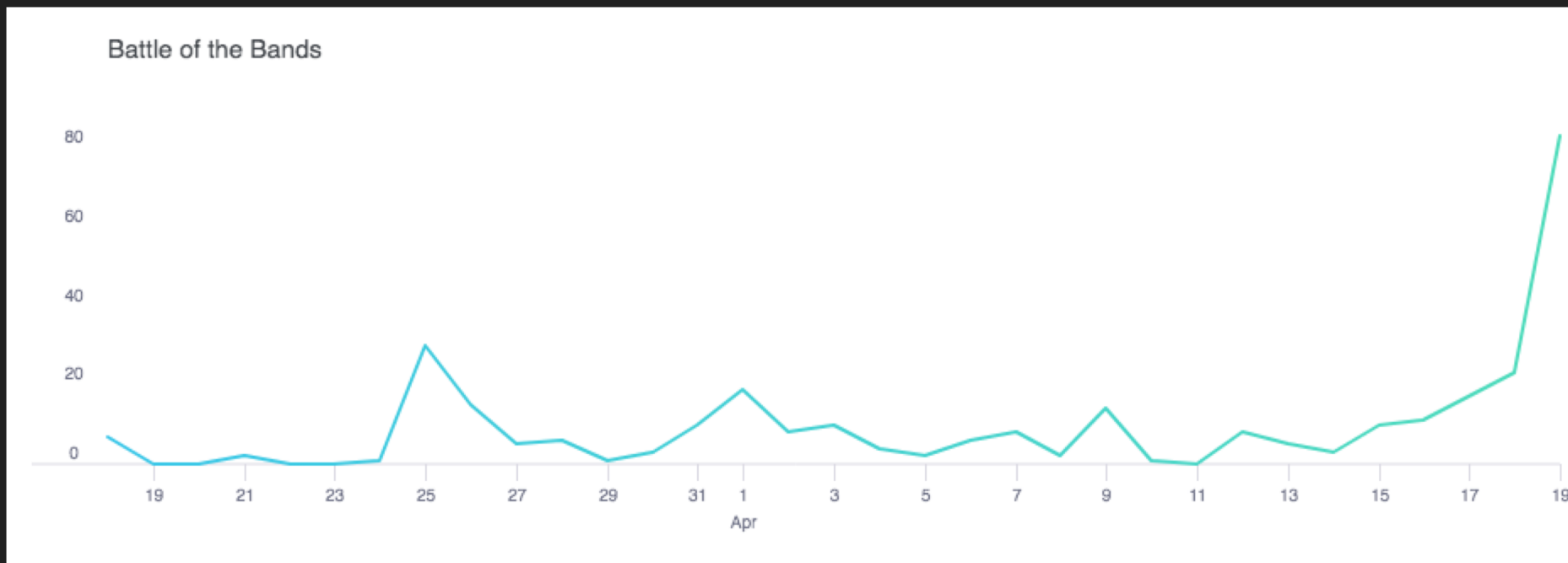
## Battle of the Bands



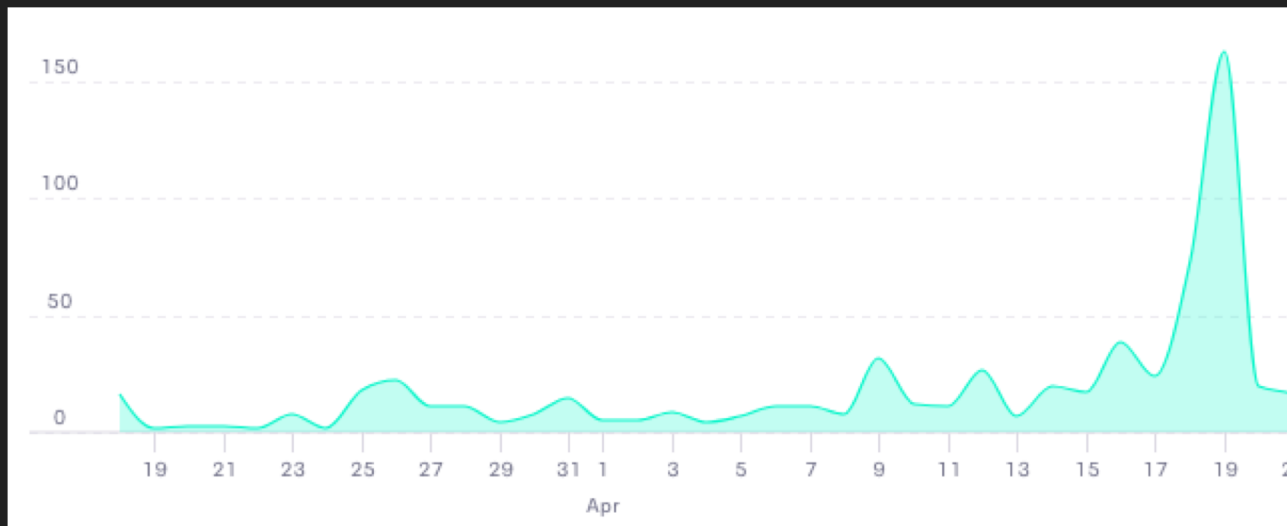
## Battle of the Bands



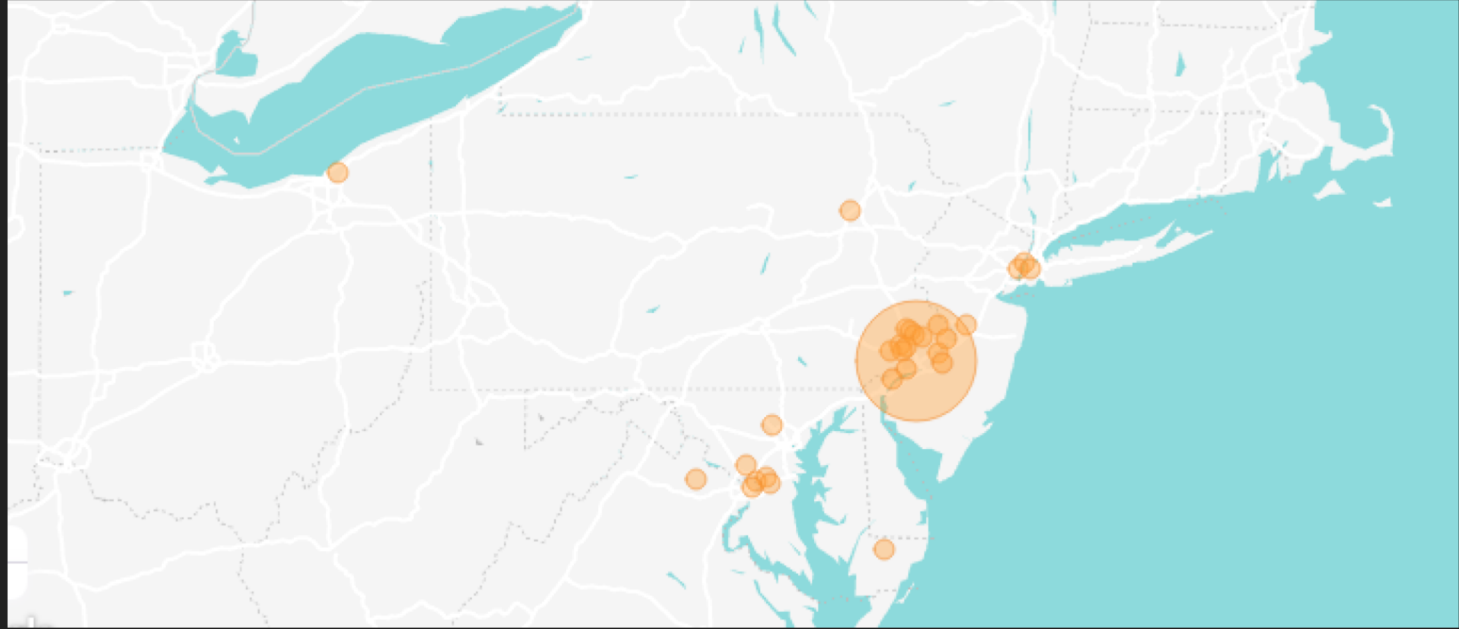
# Ticket Sales 314



# Page Views







# Things I Learned

Work with a team that wants to work with you

People are flaky

Counting on other people to make something happen sucks

Not everyone checks their email as often as me

It is possible to get students to show up for events, but word of mouth is key

No matter what I was told in high school, One Direction is always a crowd pleaser

