

POLS 150

Awareness Event Analysis

April 11, 2005

Overall, I think our event was pretty successful. We held our benefit concert on Saturday, April 2nd at 3:30 in the afternoon. We had rented out the Courtside room in the Burge Union and set up two stages, one on each side of the room. This way, the transition from band to band went very smoothly as one band could set up while another played. Most of the people that came were either friends of the bands that played or friends of someone in our group putting on the show. There were a good number of people who came because they saw a flier, however. Also, we had a large enough variety of music playing to appease everyone in the audience. Bryan Sears played a set with his electric guitar and an acoustic guitar to start off the show. Then, Periwinkle and the Vivid Tangerines played. They had a sound that was entirely different from the other band that came, Box Social. Box Social played last and they were more hard rock than the other bands. Before Box Social came on, Reggie Holiday sang a song to fill the transition gap. The technical aspects of the show went easy enough.

Our collection table was set up against a wall in between the two stages and in a very accessible position. We had two different buckets in which people could place their donations and so we also had two different collection sheets so that people could record their name, donation amount, and contact information. People kind of just went over to the donation table on their own time. Some donated right when they came in, some waited for a few minutes. Some people didn't donate at all but we expected that. We received a variety of donations, too. Some people donated .50 cents and some donated

upwards of \$10. After the event was over, we counted all of the cash we received and the total amount came to \$105. That is five dollars over our goal amount, so we were happy.

When it came to the concert itself, there was a large variety of people there, so we were able to meet a lot of different kinds. The bands were all very nice and friendly and for the most part, the concert attendees were the same. Since we had been targeting college students with the concert all along, it only made sense that most of the people there were students. Actually, most of the people there were students from the Daisy Hill dorms. Most of them donated a dollar or two willingly, and though the energy in the crowd wasn't the highest, people were still into the music.

The only problems we had during the event were technical. There weren't enough jacks in the wall for us to plug microphones into, so some people had to use a cordless mic, which resulted in a lot of feedback. Also, the microphones weren't hooked up to any amplification devices, they were just fed into the PA system in the room and so the vocals didn't sound very crisp and often times they were completely overpowered by the guitars and drums of the bands. Feedback was a problem too, but it wasn't something that we couldn't fix.

Overall, I think our group walked away feeling relatively positive about our concert. The attendance wasn't mind-blowingly high or anything like that, but it was high enough. I think we were all pleased to discover that we had exceeded our goal of raising \$100 by five dollars. Also, we all learned a lot about setting up musical equipment throughout the many hours we spent in the Courtside room. There were a lot of things that needed to be set up and decided before we could have started the concert at 3:30, and I think we took care of everything very efficiently. We made sure people could find their

way to the room easily. We had a greeter at the front door of the Burge to point people in the right direction. We played music over the PA system while people were waiting for each band to play. The atmosphere was light and virtually tension-free, and so all 5 of us left the concert feeling pretty good about it. We had showed up at 1 pm and had stayed until about 6 pm since the concert ran until 5:30. Even though we were there for 5 hours, it wasn't an unpleasant experience because we all were working together and things were running smoothly.

I know that there are a lot of things we could have done differently to make the concert more successful. We could have promoted more and spent more time spreading the word about our show. We could have found a room more conducive to musical equipment. But overall, this being the first time any of us had done anything even *remotely* like this, I think we did OK. We raised a good amount of money and did so in a stress-free and relaxed fashion, so I think that makes our event a success.