

# Scandisound Festival

Business Plan



## **1. Executive Summary**

## **2. Festival Description**

## **3. Market Analysis**

- Competitor Analysis
- Target Market Segments
- Growth Opportunities

## **4. Management & Partnership**

- Management Team
- Strategic Partnerships

## **5. Marketing and Promotion**

## **6. Operational Plan**

## **7. Financial Plan**

- Revenue
- Costs
- Profit / Loss

## **8. Risk Assessment**

- Potential risks and challenges
- Contingency plans for unforeseen circumstances

## **9. Conclusion**

# 1. Executive Summary

Scandisound Festival is an innovative and interactive event founded by Robert, an experienced event manager who has resided in Denmark for the past decade. Motivated by the desire to create a festival that caters to all age groups, Robert identified a need for a family-friendly experience in Copenhagen, a city that comes alive with a vibrant summer atmosphere. Scandisound Festival aims to provide an inclusive and engaging environment where everyone can come together and have an unforgettable time.

The festival will be held at the captivating Odds & Ends Tunnel Fabrikken, located in a beautiful area of Copenhagen, perfectly suited for hosting a memorable event. The festival is scheduled to take place on May 25th, 2024, starting at 13:00 and extending until 05:00 the following day. Scandisound Festival is unique in that it targets two distinct audiences: families and children during the first half of the day, and young adults from early evening until the early morning hours. By accommodating various age groups, Scandisound Festival aims to create an enjoyable experience for festival-goers of all backgrounds.

Scandisound Festival's key selling point lies in its emphasis on providing an interactive consumer experience. Every aspect of the festival is designed to ensure that attendees actively participate and have a fantastic time, fostering a strong desire to return for future editions. Moreover, the festival's family-friendly atmosphere distinguishes it from other events in the city, catering to the needs and interests of both parents and children.

In terms of financial projections, Scandisound Festival anticipates an estimated attendance of 2,500 enthusiastic participants. The total costs associated with organizing and executing the festival are projected to be approximately 277,700 Dkk. Meanwhile, the festival aims to generate a total revenue of around 2,400,250 Dkk, reflecting a promising financial outlook.

Scandisound Festival's commitment to delivering an interactive, family-friendly experience, coupled with its strong financial projections, positions it as an exciting and viable venture within the dynamic summer ambiance of Copenhagen. With its unique selling points and dedication to ensuring an exceptional consumer experience, Scandisound Festival is poised to become a highly anticipated event that adds to the enchanting summer vibe of the city.

## 2. Festival Description

Scandisound Festival is a dynamic and immersive event that encapsulates the unique vibe of Copenhagen during the summer season. With a focus on user experience, inclusivity, and the fusion of family-friendly activities and vibrant nightlife, Scandisound Festival aims to be a standout destination for both locals and visitors seeking unforgettable summer experiences in Northern Europe.

The festival's theme, Scandisound, reflects the essence of Copenhagen's summer atmosphere, blending Scandinavian charm with the pulsating energy of music, arts, and outdoor festivities. Scandisound Festival aspires to be the epitome of the city's summer scene, offering a vibrant and engaging environment that resonates with a diverse audience.

At Scandisound Festival, attendees can expect a multifaceted program that combines various elements to create a captivating experience. The festival features a curated selection of vendors, including popular food trucks that cater to a range of culinary preferences. Additionally, a unique addition to the festival is a dedicated barbershop, allowing attendees to enjoy grooming services while immersing themselves in the festival atmosphere.

Music takes center stage at Scandisound Festival, with emerging artists showcasing their talents on four different stages. The festival prides itself on providing a platform for these up-and-coming musicians to gain exposure and connect with a passionate audience. Attendees can immerse themselves in an eclectic mix of genres, from indie and alternative to electronic and pop, ensuring a diverse and captivating musical experience.

To keep the energy alive throughout the festival, DJs will spin tunes that ignite the dance floor, creating a lively ambiance for attendees to let loose and enjoy the night. Scandisound Festival pays careful attention to the selection of DJs, ensuring a seamless blend of music that caters to various tastes and keeps the party atmosphere electrifying.

The target audience for Scandisound Festival encompasses two primary segments. During the day, families seeking a fun-filled activity with their children can engage in interactive workshops, enjoy engaging performances, and explore various entertainment options tailored to young visitors. The festival's family-friendly environment encourages a shared experience that leaves lasting memories for attendees of all ages.

As the day transitions into the evening, Scandisound Festival transforms into a vibrant party destination for young adults looking to socialize, dance, and immerse themselves in the pulsating energy of the festival. By catering to these two distinct demographics, Scandisound Festival creates a diverse and inclusive atmosphere that appeals to a broad range of attendees.

The festival capitalizes on the market trends in Copenhagen, where the city truly comes alive as soon as the weather turns favorable. Copenhagen's residents take great pride in the abundance of outdoor activities and cultural experiences that define their summer scene. Scandisound Festival taps into this trend by offering an exceptional open-air event that resonates with the city's residents and attracts visitors seeking memorable summer moments.

Scandisound Festival envisions becoming the go-to reference for summer experiences in Northern Europe, elevating the standard for immersive festivals that cater to diverse audiences. By embracing the unique spirit of Copenhagen, emphasizing user experience, and curating an engaging program that blends music, arts, and culinary delights, Scandisound Festival aims to forge a lasting impression on festival-goers and position itself as an integral part of Copenhagen's vibrant summer culture.

## 3. Market Analysis

The festival market in Copenhagen and the surrounding regions is vibrant and diverse, with a wide range of events catering to different interests and demographics. Conducting a market analysis allows us to understand the competitive landscape, identify target market segments, and assess the demand and growth opportunities for Scandisound Festival.

### Competitor Analysis

Several festivals and events take place in and around Copenhagen during the summer season. Some notable competitors include:

Roskilde Festival:

As one of the largest music festivals in Northern Europe, Roskilde Festival attracts a massive audience with a focus on international artists across various genres. It caters to a broad demographic, including both young adults and families, and offers a comprehensive range of music performances, cultural activities, and camping experiences.

Distortion

Distortion is a city-wide music festival that takes place in various locations across Copenhagen. It primarily targets young adults and features a mix of renowned international DJs, local acts, street parties, and pop-up events. Distortion emphasizes a vibrant and energetic atmosphere, with a focus on electronic music and urban culture.

Copenhell

Copenhell is a metal and rock festival that draws a dedicated audience of fans from across Denmark and beyond. It offers a unique experience for enthusiasts of heavy music, featuring international metal bands and an immersive atmosphere tailored to this specific genre.

## Target Market Segments:

Scandisound Festival strategically targets two main market segments: families with young children and young adults seeking a lively party atmosphere. These segments have distinct preferences, interests, and spending habits.

### Families with Young Children:

This segment seeks engaging and family-friendly experiences. They prioritize activities suitable for children, interactive workshops, live performances, and food options that cater to their needs. Families are likely to spend on tickets, food and beverages, merchandise, and potentially accommodation if traveling from outside the city.

### Young Adults:

This segment seeks vibrant social experiences, quality music performances, and opportunities to connect with like-minded individuals. They are more inclined to spend on tickets, drinks, food, merchandise, and potentially accommodation. They are also likely to engage with interactive experiences, such as barbershop services, and have a higher propensity to spend on souvenirs.

## Growth Opportunities

The demand for festivals in Copenhagen is strong, particularly during the summer months when the city embraces outdoor experiences. The market trends indicate a growing desire for unique and immersive festival experiences that cater to different age groups and interests.

Scandisound Festival has significant growth opportunities by targeting the family-friendly segment during the day and transitioning into a vibrant party destination for young adults in the evening. By offering a comprehensive program that combines emerging artists, interactive activities, quality food options, and a captivating ambiance, Scandisound Festival can capture a loyal and diverse audience.

To leverage growth opportunities, Scandisound Festival should focus on effective marketing strategies, partnerships with local organizations, collaborations with emerging artists, and creating a strong brand identity that resonates with the target market. The festival can also explore collaborations with sponsors, influencers, and relevant community initiatives to further enhance its visibility and reach.

Overall, the market analysis suggests a favorable environment for Scandisound Festival to thrive and become a prominent player in the festival scene in Copenhagen. By differentiating itself through its family-friendly approach, emphasis on emerging talents, and immersive consumer experience, Scandisound Festival has the potential to capture a substantial market share and establish itself as a sought-after summer event in Northern Europe.



## 4. Management & Partnership

Scandisound Festival boasts a talented and experienced management team dedicated to ensuring the successful execution of the event. The organizational structure comprises key personnel who bring a diverse set of skills and expertise to their respective roles.

### Management Team

Robert Appiah - Co-founder, President:

With a wealth of experience as an event manager, Robert is the driving force behind the festival's operations.

His extensive network and meticulous approach ensure that all administrative tasks are handled efficiently, and communication and marketing efforts are executed seamlessly. Robert's expertise in event planning in Denmark is instrumental in ensuring the smooth coordination of all festival elements.

Leo Boccovi - Co-founder, General Manager:

Leo brings his exceptional salesmanship and excellent communication skills to the forefront. With a diverse international background in the music industry, Leo leverages his connections to build strong relationships and strategic partnerships.

His experience as an agent and artistic director for music artists in France gives him valuable insights into the concert landscape in Europe. Leo's role involves being the face of the festival, managing key accounts, and overseeing partnerships to drive the festival's growth.

### Strategic Partnerships

Odds & Ends Tunnel Fabrikken:

Scandisound Festival has established a strategic partnership with Odds & Ends Tunnel Fabrikken, the festival's venue. The partnership involves a mutually beneficial arrangement where the festival does not pay a location fee, and the venue receives a portion of the revenue from the drinks sold during the festival. This collaboration allows Scandisound Festival to access a unique and captivating venue while fostering a fruitful relationship with the location.

## Synk Monkz Records

Paris-based music record label, Synk Monkz Records, plays a crucial role in Scandisound Festival. They provide artists for the festival's lineup and contribute to creating the soundtrack for the festival's communication and advertisement. This collaboration enhances the festival's music offerings, showcasing emerging talents and ensuring a diverse and captivating musical experience.

## United Tickets

Scandisound Festival collaborates with United Tickets, a reputable ticketing company, to handle all aspects of ticket sales. United Tickets brings their expertise in managing ticketing operations, ensuring a seamless and efficient ticketing experience for festival-goers. This partnership enables Scandisound Festival to provide a reliable and user-friendly ticketing platform for attendees.

## Mimlife Records

Mimlife Records, a record label, is a valuable partner for Scandisound Festival, particularly in sourcing talented artists. Through their collaboration, Mimlife Records assists in identifying and securing artists for the festival's lineup, enhancing the quality and diversity of performances.

The collaborative efforts with strategic partners and organizations strengthen Scandisound Festival's capabilities in delivering an exceptional experience to attendees. These partnerships ensure a well-rounded and engaging festival program, efficient ticketing services, and access to talented artists, ultimately contributing to the festival's success and reputation within the industry.

## 5. Marketing and Promotion

### Digital Marketing and Social Media (Budget Range: 50,000 - 100,000 DKK)

Utilize social media platforms such as Facebook, Instagram, and Twitter to create engaging content, share updates, and interact with the festival's target audience. Sponsored posts, targeted ads, and influencer collaborations can help increase reach and engagement. Allocate a budget of approximately 20 DKK per attendee (50,000 DKK) for social media advertising and content creation.

### Website Development and Optimization (Budget Range: 10,000 - 20,000 DKK)

Develop a visually appealing and user-friendly festival website that provides detailed information about the event, ticket sales, artist lineup, schedules, and interactive features. Allocate a budget of approximately 8 DKK per attendee (20,000 DKK) for website development, optimization, and maintenance.

### Content Creation and PR (Budget Range: 20,000 - 40,000 DKK)

Produce high-quality content such as videos, blog posts, and press releases to generate buzz and create anticipation for the festival. Collaborate with local and international media outlets, music publications, and influencers to secure coverage and feature articles about Scandisound Festival. Allocate a budget of approximately 16 DKK per attendee (40,000 DKK) for content creation, PR efforts, and media outreach.

### Partnerships and Collaborations (Budget Range: Variable)

Invest in strategic partnerships and collaborations with relevant brands, local businesses, and organizations to expand the festival's reach. Sponsorship deals, cross-promotion opportunities, and co-branded campaigns can help generate brand awareness and attract a wider audience. The budget allocation for partnerships will vary depending on the scope and nature of the collaborations.

### Traditional Advertising (Budget Range: 40,000 - 80,000 DKK)

Consider allocating a portion of the budget for traditional advertising methods such as billboards, print advertisements, radio spots, and local TV commercials. These traditional channels can help reach a broader audience and increase awareness, especially among the local community. Allocate a budget of approximately 16 - 32 DKK per attendee (40,000 - 80,000 DKK) for traditional advertising efforts.

### Influencer Marketing (Budget Range: 20,000 - 40,000 DKK)

Collaborate with social media influencers, bloggers, and content creators who align with the festival's target audience. This strategy can help generate buzz, reach new audiences, and create engaging content that promotes the festival. Allocate a budget of approximately 8 - 16 DKK per attendee (20,000 - 40,000 DKK) for influencer marketing campaigns.

## 6. Operational Plan

The operational success of Scandisound Festival relies on efficient coordination and execution of various logistical aspects. As part of the partnership with Odds & Ends Tunnel Fabrikken, the venue has extensive experience in hosting events and will assume responsibility for security management.

The following outlines the key logistical elements, event schedule, vendor management, ticketing, and emergency response plans:

### Venue and Infrastructure

Scandisound Festival will take place at Odds & Ends Tunnel Fabrikken, a reputable event venue known for its all-inclusive approach to event organization. The venue will provide the necessary infrastructure, including stages, sound systems, lighting equipment, and restroom facilities, ensuring a seamless setup for the festival. This partnership allows the festival team to focus on other operational aspects, knowing that the venue will handle the logistics of the space.

### Permits and Licenses

Scandisound Festival will comply with all necessary permits and licenses required by local authorities and regulatory bodies. The festival team will work closely with Odds & Ends Tunnel Fabrikken to ensure all permits related to music performances, food and beverage service, alcohol sales (if applicable), and venue-specific requirements are obtained in a timely manner. This collaborative approach guarantees a smooth and legally compliant operation of the festival.

### Event Schedule and Special Activities

Scandisound Festival will feature a thoughtfully designed event schedule that caters to the diverse interests of the target audiences. During the day, families can enjoy interactive activities, performances, and installations suitable for children and their parents. As the day progresses into the evening, the festival transforms into a lively party atmosphere with performances by emerging artists and DJs. Throughout the festival, special activities, workshops, art installations, and interactive experiences will enhance the overall attendee experience.

## Vendor Management

The venue, Odds & Ends Tunnel Fabrikken, will oversee the management of vendors as part of their all-inclusive services. They will coordinate with food trucks, the barbershop, and any other vendors to ensure smooth operations during the festival. The festival team will work closely with the venue to communicate requirements, coordinate logistics, and maintain high-quality standards for all vendors.

## Ticketing

Scandisound Festival has partnered with United Tickets, a trusted ticketing company, to handle ticket sales and management. Through an online ticketing platform provided by United Tickets, attendees can conveniently purchase their tickets. The festival team will collaborate with United Tickets to monitor ticket sales, manage inventory, and ensure a seamless ticketing process for attendees.

## Emergency Response and Security

As part of the collaboration with Odds & Ends Tunnel Fabrikken, the venue will assume responsibility for security management. Trained security personnel, employed by the venue, will be stationed throughout the festival to maintain a safe environment for all attendees. The festival team will work closely with the venue's security team to communicate emergency response protocols, including medical services and evacuation procedures, ensuring a coordinated and effective response in case of any unforeseen incidents.

By leveraging the expertise of Odds & Ends Tunnel Fabrikken in security management, Scandisound Festival can provide a secure environment for attendees.

This collaborative approach allows the festival team to focus on coordinating other crucial aspects of the event, such as programming, marketing, and attendee experience, while having confidence in the venue's ability to handle security operations effectively.

## 7. Financial Plan

### Revenue

Projected Revenue: 1,175,000 Dkk

### Costs

Artists and DJs 198,400 Dkk

Marketing Budget 175,000 Dkk

Architect: 3,000 Dkk

Stage: 65,000 Dkk

Total Costs : 441,400 Dkk

**Profit: 733,600 Dkk**

# 8. Risk Assessment

## Potential risks and challenges

### Financial Risk

- Potential lower-than-expected ticket sales could result in reduced revenue and lower profit margins.
- Increases in operational costs, such as artist fees or production expenses, could impact profitability.
- Fluctuations in exchange rates, if any international transactions are involved, could affect financial planning.

### Weather Risk

- Unfavorable weather conditions, such as heavy rain or storms, may impact attendance and overall festival experience.
- Extreme heat or heatwaves could pose health and safety concerns for attendees.

### Operational Risk

- Technical issues or equipment failures during performances could disrupt the festival schedule and impact audience satisfaction.
- Staffing issues, including the availability of hosts, could lead to logistical challenges and potential delays.
- Compliance with permits, licenses, and regulations must be ensured to avoid legal issues and penalties.



## Reputation Risk

- Negative feedback from attendees, artists, or sponsors could harm the festival's reputation and future prospects.
- Poor customer experiences, such as long wait times or inadequate facilities, may impact the festival's image and potential return attendees.

## Competition Risk

The presence of other festivals or events during the same time period may lead to competition for audience attention and affect ticket sales.

## Sponsorship Risk

Dependence on sponsors for financial support poses a risk if sponsors withdraw or fail to fulfill their commitments.

## Health and Safety Risk

Ensuring proper health and safety measures, including crowd control, emergency response plans, and COVID-19 protocols, is crucial to protect attendees and maintain compliance with regulations.

# Contingency plans for unforeseen circumstances

## Weather Contingency Plan:

- In case of inclement weather, have designated indoor or covered areas where performances can be relocated.
- Provide shelter options, such as tents or marquees, for attendees to seek refuge from rain.
- Keep attendees informed about any changes in the schedule or venue through regular updates on the festival website, social media channels, and onsite announcements.

## Equipment Failure Contingency Plan:

- Maintain backup equipment for critical components, such as sound systems, lighting, and audiovisual equipment, to minimize disruptions during performances.
- Have technical staff and technicians available onsite to quickly address any technical issues and ensure prompt resolution.
- Conduct thorough equipment testing and inspections prior to the festival to identify and rectify any potential issues in advance.

## Staffing Contingency Plan:

- Maintain a pool of backup hosts or event staff who can step in if there are any last-minute cancellations or staffing shortages.
- Clearly document roles, responsibilities, and contact information for all staff members to ensure efficient communication and coordination during the festival.
- Conduct training sessions and briefings to ensure all staff members are familiar with their duties and can handle unforeseen situations.

#### Health and Safety Contingency Plan:

- Develop a comprehensive emergency response plan that includes procedures for medical emergencies, evacuations, and communication protocols.
- Coordinate with local authorities and emergency services to establish clear lines of communication and collaboration in case of emergencies.
- Implement health and safety measures in accordance with local regulations and public health guidelines, considering factors such as crowd management, sanitation, and COVID-19 protocols.

#### Financial Contingency Plan:

- Maintain a contingency fund to address unexpected expenses or revenue shortfalls.
- Explore alternative revenue streams, such as additional sponsorships, partnerships, or merchandise sales, to supplement ticket revenue.
- Regularly review financial performance and adjust budget allocations as needed to mitigate any potential financial risks.

#### Reputation Management Contingency Plan:

- Monitor social media channels and online platforms for feedback and address any negative comments or concerns promptly and professionally.
- Implement a robust customer service strategy to ensure attendees have a positive experience and address any issues or complaints in a timely manner.
- Engage in proactive public relations and marketing activities to maintain a positive brand image and counter any negative publicity.

# Conclusion

The Scandisound Festival presents an exciting opportunity to create a unique and vibrant summer experience in Copenhagen. With its theme of Scandisound, the festival aims to capture the essence of Copenhagen's summer vibe while providing an inclusive and enjoyable atmosphere for families and young adults alike.

Through a carefully curated lineup of emerging artists and DJs, the festival aims to showcase talented musicians and create memorable performances across multiple stages. With the support of strategic partnerships and collaborations with organizations such as Synk Monkz Records and United Tickets, the festival is well-positioned to attract both local and international attendees.

The financial plan demonstrates a positive outlook, projecting a substantial profit based on estimated revenue and calculated costs. The comprehensive marketing and promotion strategies, coupled with a focus on user experience and a strong emphasis on emerging talents, offer significant growth opportunities for the festival.

However, it is important to consider potential risks and uncertainties associated with organizing such an event. Conducting a thorough risk assessment and developing contingency plans for unforeseen circumstances will help mitigate potential challenges and ensure the smooth execution of the festival.

Addressing legal, insurance, and liability considerations is paramount to protect the festival and all stakeholders involved. Adhering to legal compliance, obtaining appropriate insurance coverage, and establishing clear vendor contracts and liability provisions will help safeguard the festival's interests and mitigate potential legal and financial risks.

In conclusion, the Scandisound Festival has the potential to become a reference for summer experiences in Northern Europe, offering a unique blend of music, culture, and community. By effectively executing the outlined business plan, addressing potential risks, and prioritizing the safety and satisfaction of attendees, the festival is poised for success, creating lasting memories and leaving a positive impact on the vibrant festival scene in Copenhagen.