

EARTH FEST CHALLENGE

Home Learning Enterprise Challenge



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ENTERPRISING
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CONTENTS

- 2. Challenge Brief
- 4. Task 1 - Identify
- 5. Task 2 - Explore
- 6. Task 3 - Generate
- 7. Task 4 - Execute
- 13. Task 5 - Present
- 14. Task 6 - Reflect
- 15. Glossary of Terms
- 16. Appendix i Festival Examples
- 17. Appendix ii Procurement Guidance
- 18. Appendix ii Skills Spotlight



EARTH FEST CHALLENGE



CHALLENGE BRIEF

You work as part of an events management company who have been approached by a local smallholding farmer. She is asking for your help to organise a festival over one large and two smaller, unused fields. You are being given complete creative control over the festival however, the farmer has expressed a real interest in ensuring that the festival is as green/eco-friendly as possible in-keeping with her current organic farming practices.

You must develop an idea for the festival that will generate some extra income for the farmer who is looking to expand the farm. The festival could also potentially bring in more new customers for the farmer, whose current income mostly comes from the sale of organic vegetables, dairy and meat from a stall at the monthly village market.

The festival planning must involve decision-making and ideas on:

- The theme of the festival
- Your green/eco-friendly initiative
- The festival branding, including a logo
- Schedule for the day/days (including timings)
- Budget considerations and ticket-pricing
- How you will market the festival to your audience

CONSIDER

- Layout of the field: where will you place attractions, activities, events, facilities?
- Budgeting: how much will it cost to provide/hire services/products? Will some of the vendors pay to have a presence at your festival? How much will you charge for tickets? How much profit do you expect to make?
- Who is your target market? How will your festival appeal to them? How will you market this event? (Could your eco-friendly initiative attract attendees?)
- How will you pitch your festival idea to the farmer at the end of this process – why should they pick your festival to run on the spare land?

You are tasked with generating these ideas and preparing them for presentation to the farmer who will then decide if they want to offer you the contract to run the event.





ADDITIONAL INFO

Appendices i and ii provide some information to help you research what is involved when setting up and running a festival.

Refer to See Taglines & Trademarks for further information on branding and see our Visual Pitch Guidelines.



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Task 1 – Identify



Look at the Challenge Brief, think about the problem and the main aims. Think about your own interests and strengths—does this challenge give you any ideas or play to your strengths?

What is the problem? What is needed/wanted and by whom?

Who am I? What do I care about? What skills do I have?



Task 2 – Explore

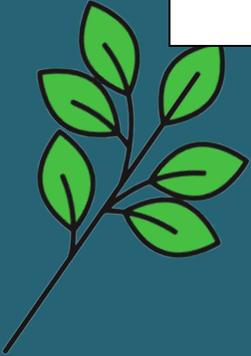
*In this task, you will look at your current level of knowledge of the topic, which will help you to focus on what research is required in order to learn more. Have you ever been to a festival? You can do some online research or ask someone who has. **Appendices i and ii** contain some helpful information.*

What kind of festivals are already out there? How much do they charge to attend? What kind of activities do they have? Do they have eco-initiatives? How will yours be different?

What do I know already?	What do I need to know?	Who/What can help me?



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Task 3 - Generate



You might want to link up online with others to generate ideas for your festival, including potential activities, attractions etc. You should also think of your eco-friendly initiative – what should it be? Start off with lots of ideas—do not necessarily think about the practical aspects at the early stages.

What ideas could you include in your festival? What would attract customers? Do you have anything unique to offer?

Task 4 - Execute



SKILLS

Usually, this would be the stage to think about each team member's individual skills and the roles required to put your idea into practice. You would then assign roles based on these. You may be able to organise this online with your teammates. If you are working alone, try to think of the roles required and the skills associated with each. Where do your strengths lie? Would you be better at one role than another? Perhaps you would be suited to more than one role.

Skills Development Scotland have produced a [Skills Explorer Tool](#) which you can access through their site [My World Of Work](#). This might help you to identify your current skill set. The following page details just some of the likely jobs associated with such a project in real life.

Make note of your skills/qualities/talents that could be useful to you in this challenge



CAREER FOCUS

Here are just some of the roles involved in running events:



Events Manager – Responsible for organising, planning and running promotional, business and social events. Can be employed or often work on a freelance basis. They work with clients to discuss their needs, budgets and timescales. They come up with original ideas for events and negotiate prices for venues and services. Must be organised and good at planning.

Production Manager – Produces the show by organising and overseeing all of the different aspects and staff. They make sure lights, sound, graphics and acts run in order and on time. Must be organised and a good communicator.

Set Designer - Designs how the set looks, how things are laid out on stage, what backdrops/props etc. are needed. Must be creative with artistic flair. Often works with the Lighting Designer.

Lighting Designer - Designs the lights for the set and the audience. Works with lights and software to program how the lights will work during a performance. Must be creative and possess good IT skills. Often works with the Set Designer.

Technical Engineers (Sound, Lighting, Graphics) – Operate the sound/lights/graphics during a performance. Must follow the instructions from the Production Manager quickly and be able to calmly fix problems that arise.

Stage Builders – Interpret plans and drawings to build the stage as planned by the designers. Must be strong (staging is heavy!) and be able to read plans as well as being health and safety conscious.

Make notes on jobs roles and associated skills



EVENT PLAN & MARKETING

This is the time to develop your chosen idea into an event plan and think of how you will promote it. How will you pitch it to the farmer so that it is different from other ideas? How could income for the farmer be generated after this event has passed?

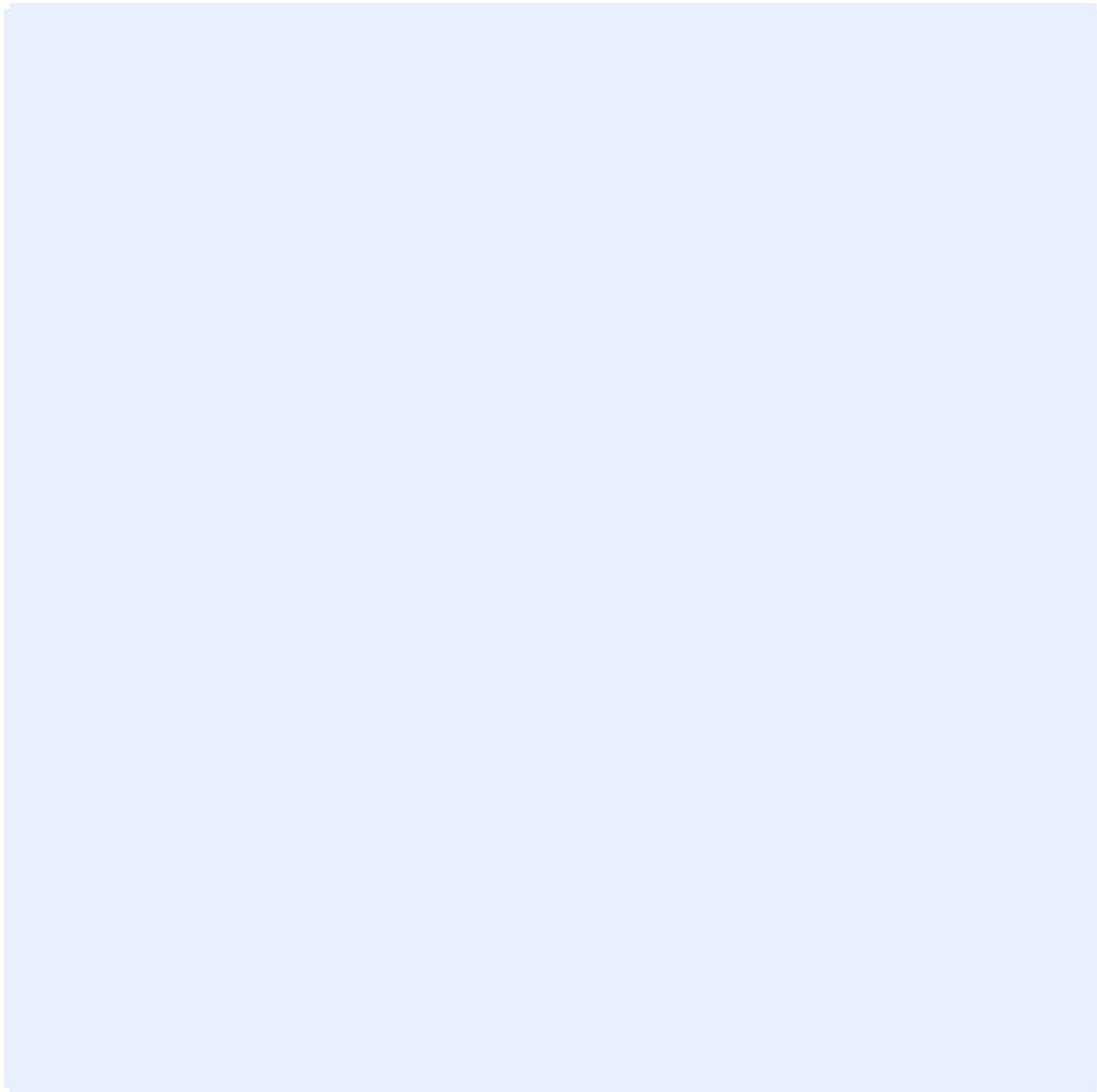
*Think about the realities of putting an idea into practice –the eco-friendly aspect, what your **target market** care about, what form your **marketing campaign** will take?*

*Think about how you would reach your target market: through social media, billboards, tv etc. How will you brand your campaign? Will you have a trademark and tagline? What successful/unusual advertising have you seen/been inspired by? See **Taglines & Trademarks** presentation for further info. Have a look at **Appendix i** for ideas.*



Think about the timeline of your festival. How long will it last? One day? Over a weekend? Schedule in gate opening times, acts, curfews etc.

Use this space to sketch the layout of your festival fields (1 large and 2 small, connected by farm lanes). What facilities/entertainment etc. do you need and where should they be placed?



Make notes/sketches on branding/marketing/advertising.



FINANCES

This is the time to think about what it would cost to run such an event and what your potential income could be.

*Which things will you have to hire/purchase? **Appendix ii** has some guidance.*

You will also have to decide on pricing: how much will your tickets cost? What other ways are there of generating income? (selling food/souvenirs/parking/camping/other activities?)

*Estimate your profit by subtracting what you spend from what you make
(income – expenses = profit)*

Make notes on costs and potential income.



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Task 5 – Present

This is time to prepare your pitch for the farmer so that they will choose you to host the festival on their land. Keep in mind the purpose of your pitch and what you were asked to focus on. Your pitch should contain details of the following:

PITCH		
<p>Festival details (timings, acts/services)</p> <p>Click or tap here to enter text.</p>	<p>Finances (income, expenses, profit)</p> <p>Click or tap here to enter text.</p>	
<p>Research</p> <p>Click or tap here to enter text.</p>	<p>Marketing Campaign</p> <p>Click or tap here to enter text.</p>	
<p>Target Market</p> <p>Click or tap here to enter text.</p>	<p>Skills Learned</p> <p>Click or tap here to enter text.</p>	<p>Lessons Learned</p> <p>Click or tap here to enter text.</p>



Task 6 - Reflect



Measure your success! Carefully think about the following questions:

What went well?
What would you do differently next time?
What skills have you developed?
What have you learned about yourself and how will this help you in the future?



Glossary of Terms

Advertising Calling the public's attention to a product/service especially by announcements in the press, through social media, on posters/billboards etc.

Logo A way for businesses to help people identify their products and tell them apart from others. Usually an image but can be a name, symbol or even a smell!

Marketing Campaign A marketing campaign is an approach taken to promote goods or services through different types of media, eg. tv adverts, print, online platforms. They can be designed for different aims eg. to raise awareness, to increase sales, to reduce the impact of negative news etc.

Marketing Strategy A comprehensive plan of the marketing goals based on market research.

Pitch A presentation of an idea, covering all of the critical aspects, with a view to securing (financial) support.

Procurement The process of acquiring goods/services/supplies in order to ensure that the buyer gets the best possible price when properties such as time, location, quality, quantity, sustainability, carbon footprint etc. are compared.

Slogan Memorable phrase or motto that accompanies a logo and appeals to customers.

Tagline Same as slogan.

Target Market A particular segment of the market (potential customers) at which a marketing campaign is focussed (this could be based on age, sex, demographics etc.)

Trademark Same as logo.



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Appendix i – Festival Examples

For inspiration, you could research some festivals which already exist. You might see some aspects of a festival that you had not thought about.

Just be careful not to copy these ideas, make sure your festival is unique – that’s the secret to attracting customers!

These are just some of the festivals which take place in Scotland, you may know of some local ones too. You can take inspiration from galas, events and concerts you have been to.

Due to the global pandemic, these festivals have all been cancelled or postponed for this year. You may have to look at past events for further details.

The inclusion of these websites does not imply any endorsement of these festivals, acts, services, websites or organisations; it remains the responsibility of teachers/parents to ensure students use appropriate websites they verify as being safe and appropriate for student use.

[The Skinny Article, Apr 2019, “The Future’s Bright: Scottish Festivals on Sustainability”](#)

[Belladrum Tartan Heart Festival, Inverness](#)

[Edinburgh Fringe Festival](#)

[Edinburgh Jazz & Blues Festival](#)

[Glasgow Mela](#)

[Orkney Folk Festival](#)

[Solas Festival](#)



Appendix ii – Procurement Guidance

When making a purchase, you would normally have the option of what exactly you want to buy and where to buy it from. You might consider price, delivery, quality, function etc.

Organising and running an event is no different!

You want to get the most from your budget. You will always want to cover your costs (wages for staff, hiring services, purchase of goods etc.) For this project, the farmer wants you to make a profit and build a potential new customer base, while maintaining an eco-friendly/green focus.

Consider where to source supplies, facilities etc. Normally, you would compare aspects like: price, availability, quality, quantity and you will need to bear in mind the eco-focus too (this is more important to some suppliers than others).

Below are some services you should consider when planning your festival. There are also some website links that may give you guide prices for relevant goods/services. These sites have been chosen because you can see their prices easily online. You **MUST NOT** contact any of these companies, as doing so will waste valuable employee time. Where costs are unavailable, give an estimate.

The inclusion of these websites does not imply any endorsement of these websites, services or organisations; it remains the responsibility of teachers/parents to ensure students use appropriate websites they verify as being safe and appropriate for student use.

Entertainers

Catering

Marquees

Outdoor Furniture Hire

Portaloos

Staff



Appendix iii - Skills Spotlight



Through participation in this challenge, you will have used this skill set:

Communication

Empathy

Creativity

Organisation

Initiative

Problem Solving

Confidence

Presentation

