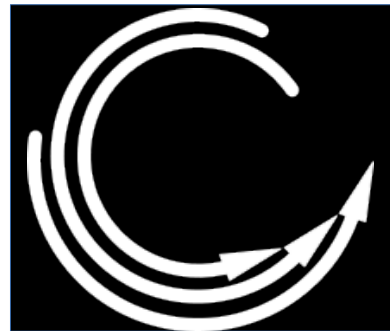


Quid pro quo concert organizing

Or how to keep a group of enthusiast professionals aligned on the same target



7th November 2015

#fscons

Hans de Raad

Great to be here!

- Many thanks to the organization!
 - Already looking for an excuse to visit Goteborg again!



Who am I?

- Company owner
 - OpenNovations
 - Open source, open standards, security
 - Have an idea, find a client
- Event organiser
 - OpenSUSE Conference, Kolab Summit, Observe Hack Make, DrupalJam
 - Business manager of the Bachkoor Holland
- Classical music lover
- Classic car enthusiast



Classical music FTW!



Similarities between music styles



Kinds of concerts

- Sit down and shut up
- Participate



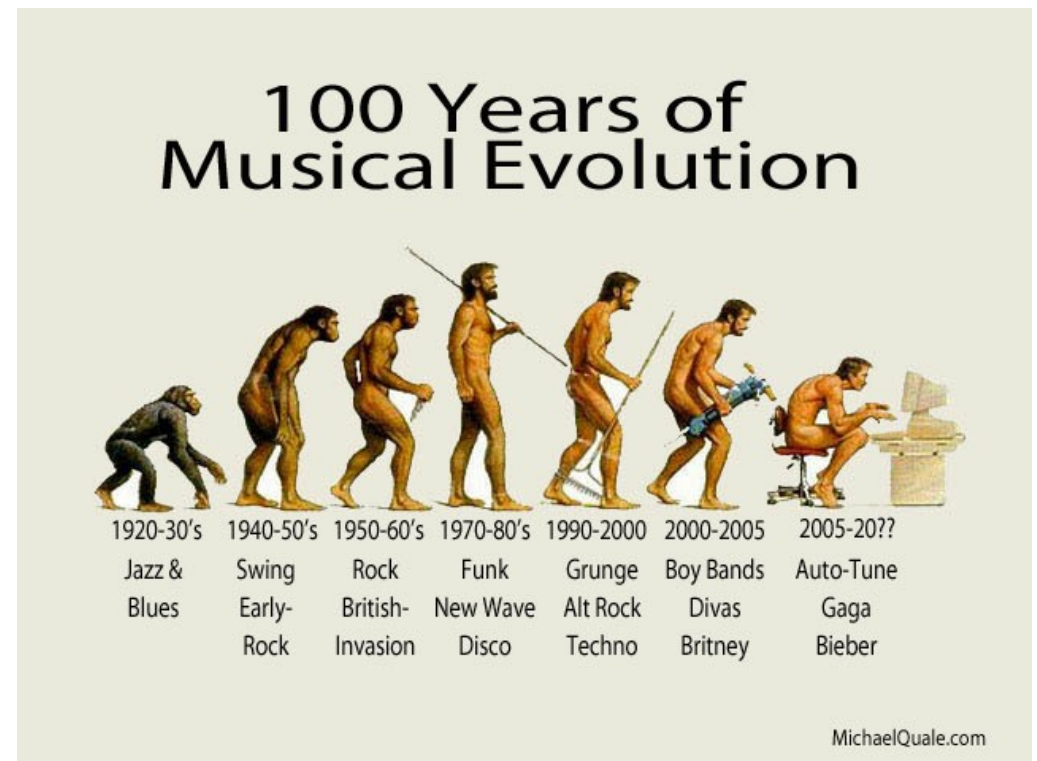
Hackerfestival OHM 2013

Kimiko Ishizaka



Traditional musician career

- Study, conservatory
- Get job in orchestra / choir / ensemble
- Play a lot
- Retire.



New generation of musicians

- Earn their own living
 - Performing, teaching, etc
- Orchestra's and choirs are financially no safe bet anymore
- Even organize their own concerts



The Cast: Oper Macht Spaß



THE CAST

Social media

- Enourmous reach
 - Virals
- Proactively engage
- Issues with copyright
 - Creative Commons



Cologne Calling

- Coalition of the willing!
 - The Cast
 - Kimiko Ishizaka
 - And others!
- Sharing a passion for classical music
 - And a desire to involve more people into their passion!



Cologne Drupal community

- How does open source tie into this?
 - Passion
 - Personal ambition
 - Used to organize things
- Happen to also be professional musicians



And some Dutch help

- Liaison to local orga's
 - Venue
 - Promotion
 - Etc.



Target audience

- “Serious” music lovers
- New and young audience
- And everyone else

A large, stylized number '42' rendered in a vibrant blue color with a 3D effect. The numbers have a glowing, radiating light effect emanating from their centers, giving them a metallic or futuristic appearance. The '4' and '2' are connected at the top.

A “wholesale” approach

- Provide an entire evening out
 - Experiences sell.
- Not passive but active
 - Engage in performances (yes, even sing along)
- Food, drinks and music used to work together quite well



Some more similarities



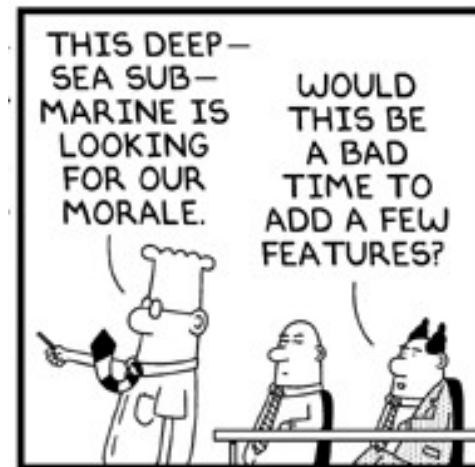
What do you need?

- Scope / ambition
- Commitment
- A venue
- A date
- Promotion
- Funding
- Tools
- A proces



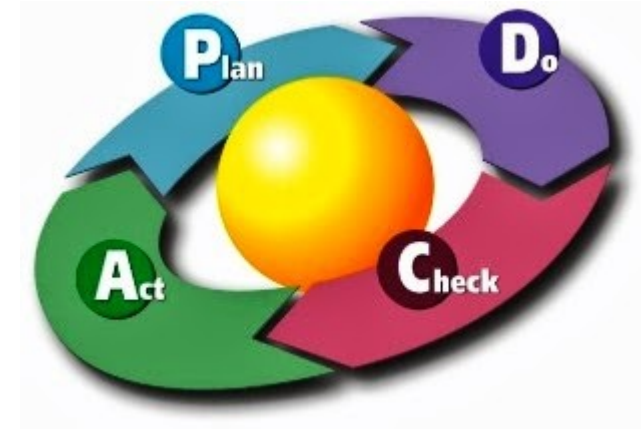
Scope / ambition

- What do you want / need to achieve
 - Audience attendees?
 - Sponsorships?
 - Publicity



Commitment

- Coalition of the willing
 - Keep something in it for everyone
- Shared values and shared targets
- Agile approach
 - Individuals and interactions over processes and tools
 - Responding to change over following a plan



Venue

- Requirements
 - Size (seats)
 - Acoustics
 - (echooooooooo)
 - Atmosphere
 - Logistics



Venue: Logistics

- Instruments can be heavy



Venue: Accessibility

- Be inclusive



Date

- Easier said than done
 - Other concerts
 - Other festivities
 - National/regional holidays
 - Personal engagements
 - Etc, etc.



Promotion

- There is no such thing as bad publicity
- But you should have a plan
 - Social media
 - Radio / television
 - Newspapers
 - Music schools
 - Museums
 - Etc, etc, etc.



Funding / money

- Fundraising
 - Crowdfunding
 - State / government funds
- Ticket sales
- (personal) sponsors
- **THIS TAKES TIME!**



dreamstime.com

Tools

- Website
 - Promotion
 - Ticket sales
 - Newsletters
- Communication
 - Mailgroups
 - Videoconf



Process

- Time boxed activities
 - Almost agile/scrum
- Adapt when necessary
 - Circumstances can change
- Have a principal project lead
 - And a backup
 - One === none



Collaborate

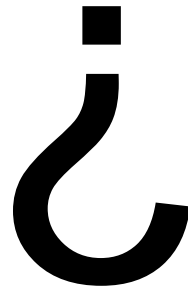
- Find partners in crime
 - Co-align with music schools
 - Get local support
- Integrate the new concept with existing concerts
 - Practice makes perfect
 - 3 R's
- Try to have others promote your message
 - And do so like wise (network effect)



And then



Questions?



Thank you for coming!

Hans de Raad

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