



JOIN OUR SUCCESSFUL BAND
EVENT MANAGER INFO PACK

HELLO, IS IT ME YOU'RE LOOKING FOR?



IMAGINE HAVING A CAREER THAT OFFERS YOU:

- Flexibility
- A generous percentage of ticket sales and private booking fees
- The ability to fit work in around other freelance, part time or full-time roles
- Financial and emotional rewards
- Immersion in music from 60s-current day
- A chance to hone your hosting, DJing or event managing skills if you wish
- The opportunity to be part of a popular, original, expanding brand
- The exciting prospect to grow your own small business while enjoying full support

Becoming an Event Manager with Sounds Familiar Signature Ltd can offer you all these things and more.

INTRODUCTION

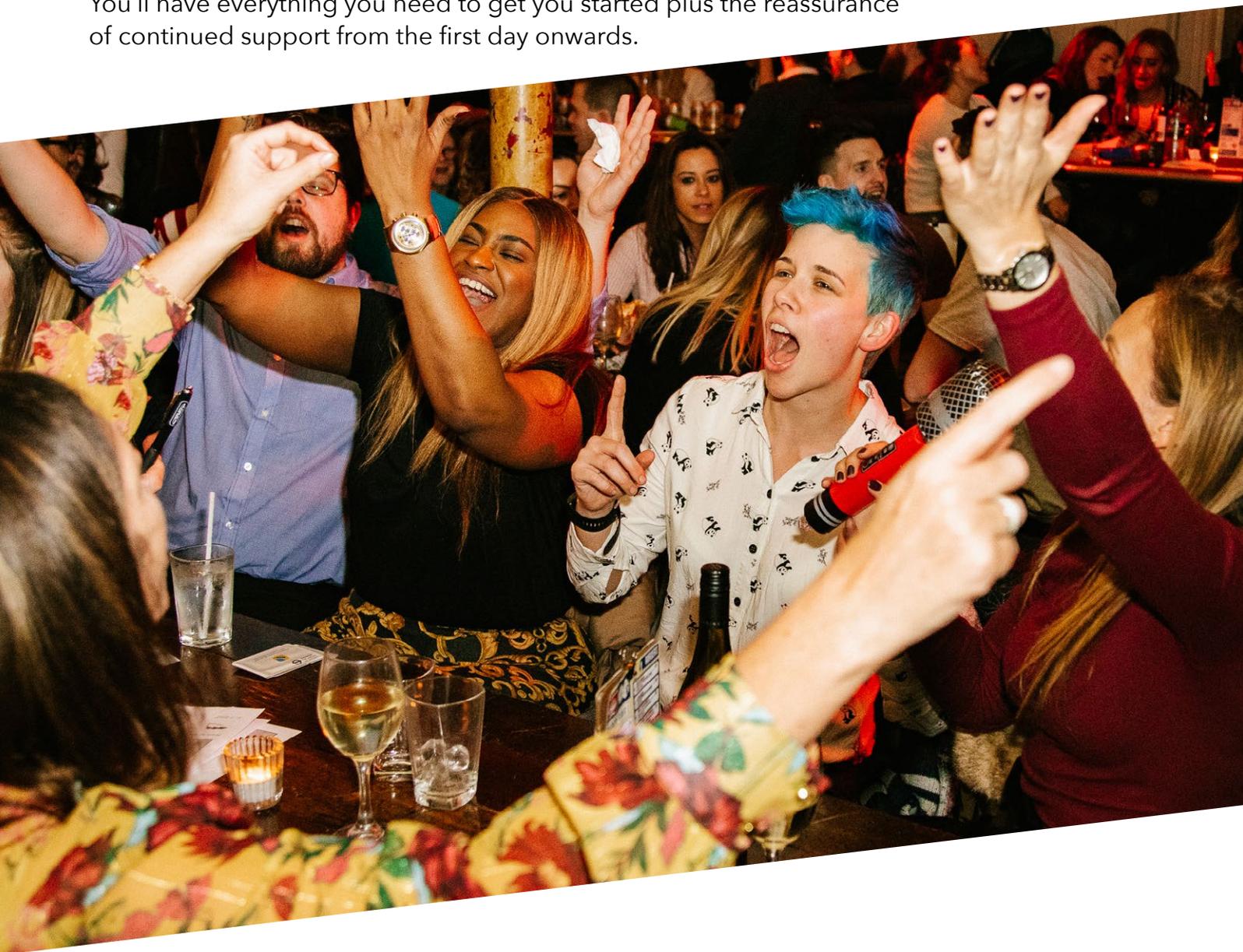
Sounds Familiar provides monthly Music Quiz events and brunches in bars and venues.

Forget what you think you know about Quizzes! Sounds Familiar is a ticketed, quality event with over 100 tracks from the 60s to the current day across multiple different music rounds. It's original, inclusive, joyful and unlike anything else out there.

By coming on board as a Sounds Familiar Event Manager you'll have the opportunity to be part of a popular and expanding brand, managing monthly events and private hire bookings in regional areas.

The Quiz is curated, produced and edited by us on a monthly basis and converted into easily downloadable audio files.

We provide full training, step by step guides, promo materials, planners and assets. You'll have everything you need to get you started plus the reassurance of continued support from the first day onwards.



ABOUT US & BACKGROUND

Sounds Familiar Music Quiz was established in 2007 and is the brainchild of Alistair Scott, a former stand-up comedian and London based DJ.

Al landed the idea of starting something new by taking the music round of a pub quiz and creating a full, standalone event by creating a format where teams simply name the track and the artist of songs across differently themed rounds.

To keep the flow of the quiz from stalling when teams marked each other's sheets, the format included providing crew to pick up and mark the answer sheets and compile the scores. At the end of the quiz the scores are tallied with prizes being awarded for Best Team Name, Loser, and third, second and first place.

Al hosted Sounds Familiar in a Central London bar and soon established a rapidly growing following. He branched out to other London venues and Private and Corporate Hire requests soon began coming in. Al left his job in Advertising to run Sounds Familiar Ltd full time.

After a number of years of taking friends along to Sounds Familiar Music Quiz, London based DJ Ali Rose Rees left her job in Radio in 2016 to work full time with Al. Ali also runs Sounds Familiar Signature Ltd. overseeing expansion of the brand across the UK and Hong Kong.

Sounds Familiar has enjoyed a huge array of client bookings, from names such as Spotify, Channel 4 and PRS for Music. We have also sold out the Camden Roundhouse, played in Ibiza and performed at festivals including Isle of Wight and Glastonbury.

Our aim has always been to reach as many people as possible but we can't do this without help. By working closely with Event Managers together we'll be able to put on Sounds Familiar in towns and cities across the whole of the UK.

Crucially it also offers Event Managers the chance to be their own business while enjoying the support of an established, quality brand who have been creating and running successful Music Quiz events for over 15 years.

It's impossible not to feel the joy at Sounds Familiar, we want that joy to reach as many people as possible.



Alistair Scott



WHY IT WORKS

Although there are hundreds of evening activities on offer, it's hard to find an original event which offers such a variety in a simple and successful format.

Typical trivia nights are a good way of getting people together but can often be dry. Sounds Familiar leans heavily into the social rather than competitive aspect of Quizzing. Research proves that music is of great benefit to both mental and physical well-being and now more than ever it's important for people to make space in their busy schedules for a good dose of fun.

With more venues and bars still feeling the effects from the pandemic, we have an original, energising event tied in with a strong brand. The prospect of increased revenue and increased visibility appeals to venues wanting something fresh in their monthly programming.

The range of music and themes we include in each monthly Quiz creates Sounds Familiar's unique personality. Attendees tell their friends and colleagues etc. It's a classic snowball effect. A simple format creates an unforgettable experience. That's why we have been running for over 16 years and our clients book us over and over again.

As an after work mid-week event, a Friday pre-club warm up, a belting brunch get together or a fun, edgy team building activity, Sounds Familiar ticks all the boxes as a perfectly positioned event.



HOW IT WORKS

THE QUIZZES

- We create, edit and produce a new quiz each month
- Every round features at least 12 well known songs
- Our Quiz Kit includes sheets and visuals detailing the instructions and rounds
- The Quiz Kit is transferred digitally each month along with assets and guide script
- Our iconic full colour perforated Quiz Booklets and branded pens are also provided

TICKETING

- Tickets are centralised through the Sounds Familiar website and our ticket agent
- Managers will be able to easily track sales, number of teams, lead booker names etc
- The more events you manage and sales made, the higher your earning potential

PROMOTING

- We will supply a Marketing Launch plan for each new venue.
- We will support you with assets such as images, trailers, print and digital artwork
- We will create a mailing list for your region which will go out twice a month
- All events will be listed on our main website

PRIZES

We embrace our silly low cost giveaways which emphasises the Sounds Familiar personality. The swankier the prize, the less fun the Quiz!

Among our prizes are:

- A Box of Celebrations (Kool & The Gang's favourite chocolates)
- A Box of Heroes (David Bowie's favourite chocolates)
- A Chocolate Orange (that bloke out of Take That's favourite chocolate)
- Board games, cardboard cut outs and the slowly deflating Sounds Familiar Trophy
- A Pot Noodle for the Losers which always gets a huge cheer when it's introduced!

We provide a guide and set you up with a link with our suppliers if required.

Don't forget, we'll be on hand to support you as you get started and grow your regional Sounds Familiar Events.



VENUE CRITERIA

Sounds Familiar Music Quiz isn't a sedate Sunday evening trivia quiz. It's a loud, fun and sometimes raucous event that can last up to 3 hours.

It's best positioned as a mid-week evening event (Weds-Fri) or weekend brunch party.

This is a guide for venues wishing to host Sounds Familiar on a regular, monthly basis. However, we will be happy to consider prospective bars which don't meet the full criteria for whatever reason.

- A seated capacity between 70-100*
- Known in the area for putting on events (such as comedy, DJ nights, live music etc)
- Tech-set up including a PA system, powerful speakers, mixer and microphone
- Projector and screens or monitors (HDMI connection)
- Marketing presence such as mailing database, social media accounts etc
- Willing to partner with Sounds Familiar on promo, add our listings to their website etc
- PRS License

*We advise building up to a larger capacity venue rather than starting too high

While we will always conduct our own research into new venues where possible, we see this area as ultimately falling under the responsibility of the Event Manager. We will provide you with all the necessary information to give to prospective venues as well as what you need to look for when finding or researching the perfect bar to launch Sounds Familiar in.

We will forward on any enquiries from bars in your region and we will be on hand to support you when you are dealing with new venues.



PRIVATE BOOKINGS

You can increase your monthly earning potential through private bookings with a generous commission on converted enquiries in your region.

All Private Hire enquiries will be directed to the Sounds Familiar Bookings Team who will work closely with the Event Manager from enquiry stage to post-event communication. If you have bookings that clash, we can send trusted teams to help with hosting and DJing. We will be on hand to support you.

Even if you're not involved in running a specific private booking (ie - if you're away when the booking happens), you will still benefit from a commission for the enquiry simply coming from your region!



WHO WE ARE LOOKING FOR

You don't need to have an Encyclopedic music knowledge or a degree in DJing to become an Event Manager. What you do need however is (in no particular order)

- A reliable, responsible and trustworthy personality
- Common sense, confidence when dealing with the public and venue managers
- Strong and transparent communication skills
- Organised and willing to put in some preparation time for events
- Ability to work as a team, Sounds Familiar spreads joy, no dictators please!
- Proactive and problem-solving outlook
- Confidence in managing bookings, assigning crew and dealing with their payments
- A passion and good knowledge of pop music from 60s-00s, we want you to enjoy it!
- Laptop with audio playback software
- Some Social Media awareness, the more you promote the higher the earning
- Hosting/Performing or Hobbyist DJing experience preferred but not vital
- Some event or floor managing exposure is useful but not essential
- Driving license/own transport is useful but not essential



WHATS INCLUDED - THE BUSINESS PART

1-2-1 training

Complete 'How To' Guide

Residency Revenue and ticket template to keep easy track of ticket sales

Invoice template if required.

Contract covering interests of both parties including Copyright and Intellectual Property

WHAT'S INCLUDED - THE QUIZZY PART

A new monthly quiz in easily downloadable MP3s

Full Colour Quiz Booklets

Sounds Familiar branded pens

New monthly visuals

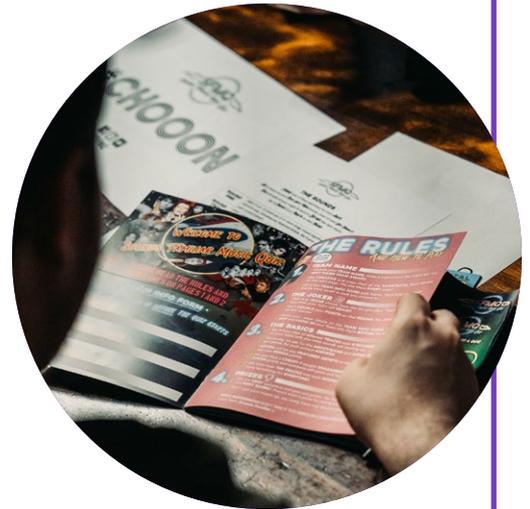
Quiz score sheet template.

Printable Quiz Round Sheets

Answers and script guide for each new Quiz

Place name templates

Residency Revenue and ticket template to keep easy track of ticket sales



WHAT'S INCLUDED - MARKETING

A full marketing guide, launch planner and brand guidelines

Hero images, videos and other marketing assets

Listings on main Sounds Familiar website and socials

Regionally dedicated mailing lists

Personalised email address

THE PAYMENT PART

Tickets are sold centrally via Sounds Familiar site and ticketing partner.

You will receive a notification whenever a ticket is sold for an event in your region.

We let you know the amount to invoice us for each month.

You will be responsible for paying DJs/Hosts/Crew which is why we suggest doubling up as a Host, DJ or crew (one person can do both) so you earn more!

By adding more venues in your region, your earnings will increase. The more public events you run the more scope there is for private bookings.

Our commission rates are up to 50% on public events and up to 50% on private bookings from your region, depending on your level of involvement.

INTERESTED?

If you like the sound of becoming a Sounds Familiar Event Manager, we would love to hear from you!

Email us on info@soundsfamiliar.co and we can book in a chat or meeting and give you more info on how it all works!

www.soundsfamiliar.co

www.instagram.com/soundsfamiliarmusicquiz/

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