

## Summer Ball

### F&R UPDATE

11/01/18

#### Planning

The Summer Ball Working Group meet regularly through bi-weekly meetings to update representatives from key departments within Imperial College Union and discuss ideas within the planning stage.

#### Timeline

Fortnightly working group meetings	Dec 2017
Flash sale tickets go on sale	Jan 2018
Tier 1 (Super Early Bird) tickets go on sale	Jan 2018
Tier 2 (Early Bird) tickets go on sale	Feb 2018
Fireworks & funfair rides booked	Feb 2018
Risk assessment updated	Mar 2018
Proposal for 2019 Summer Ball submitted	Mar 2018
Tier 3 (Final Tickets) go on sale	Mar 2018
Headline act booked and announced	April 2018
Weekly working group meetings	May 2018
Decision on Summer Ball budget for 2019	May 2018
Stock ordered	Jun 2018
Event day	Jun 2018

#### Managing Risk

The Summer Ball Working Group have experienced representatives with a depth of knowledge about previous Summer Balls, to help support the planning and implementation stage. The Ball itself is an established event with a strong record of success. We will be utilising last year's Summer Ball evaluation from 2017 to guide and improve planning for 2018. To improve upon last year's Summer Ball, we will be seeking support from an external and independent Health and Safety Advisor to provide expert guidance and reassurance.

#### Theme

The theme has been finalised after voting closed on Sunday 7<sup>th</sup> January with 126 student votes in total. The Summer Ball for 2018 will be themed as Roaring 20's.

#### Budget

The Summer Ball 2018 budget is currently under review after receiving the 2017 Summer Ball breakdown. It is intended to be completed and submitted to SMG and OT panel for approval by Friday 19<sup>th</sup> January.

## Tickets

A new strategy has been outlined for selling tickets, with more emphasis on driving ticket sales with the use of FOMO<sup>1</sup> and the intention to sell more of the Tier 2 priced tickets. Tickets will remain the same price as last year.

### Gross ticket figures

Flash Sale Ball & After Party- £31.50

Tier 1 (Earlybird) Ball & After Party – £39.50

Tier 1 (Earlybird) Ball - £33

Tier 2 Ball & After Party - £44.50

Tier 2 Ball - £38

Tier 3 Ball & After Party – £49.50

Tier 3 Ball – £43

On Monday 15<sup>th</sup> January there was a 24 hour flash sale for 100 Ball and After Party tickets. Flash sale tickets sold out within 19 minutes.

It was the intention for Tier 1 tickets (Super Early Bird) to go on sale on Tuesday 16<sup>th</sup> January. However, Tier 1 tickets went on sale on Monday 15<sup>th</sup> January at 2pm, due to flash sale tickets selling out within 19 minutes. Ticket numbers are restricted to 250 Ball and After Party tickets, and 100 Ball only tickets. The strategy is for the tickets to sell out quickly because there is limited availability, therefore, creating hype for the event as students will see the second allocation of tickets sell out rapidly. Previously allocations were left to sell uncapped within sale periods, therefore, not highlighting the supply and demand for each price tier.

Tier 2 (Early Bird) tickets will go on sale on Saturday 17<sup>th</sup> February. If Tier 1 tickets sell out beforehand, then the date will be moved forward to compensate for this. Ticket numbers will be restricted to 550 Ball and After Party tickets, and 180 Ball only tickets. Reviewing last year's sales, Tier 2 tickets are the most lucrative in terms of the amount bought by students during this price range. Therefore, limiting numbers available during the Flash Sale and Tier 1 (Super Early Bird) tickets encourages students to buy the Tier 2 (Early Bird), as they will have already seen two ticket allocations sell out.

Tier 3 tickets will go on sale on Saturday 24<sup>th</sup> March and will remain open during the Easter holidays for when students return from their break. Final ticket numbers will include 250 Tier 3 Ball and After Party tickets, and 270 Ball tickets. Date for final ticket purchases in the Tier 3 bracket is still to be finalised. We are a month ahead of schedule, as previous flash sale tickets did not go on sale until Wednesday 22<sup>nd</sup> February 2017.

## Next steps

Submit budget for approval to SMG and OT panel – Friday 19<sup>th</sup> January

Enquire and shortlist headline act for approval by Commercial Services – Thursday 1<sup>st</sup> March

Select and brief an external specialist Health and Safety Consultant to review the planning and delivery of the Summer Ball – Thursday 15<sup>th</sup> March

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<sup>1</sup> FOMO – Fear of missing out

Implement and monitor the marketing strategy – Thursday 15<sup>th</sup> February

Schedule meetings with Drama Society regarding theme, props and budget spend - Thursday 1<sup>st</sup> February

Secure sponsorship opportunities and support for the ball – Monday 2<sup>nd</sup> April