

## **Blastbeat Pedagogy**

Blastbeat caters for the diverse social, cultural and educational needs of teenagers by actively engaging them in a unique cross-curricular blended activity based programme both online and off line which actively involves them in all aspects of the Music and Multimedia business.

This facilitates the discovery and development of their own individual and team academic, creative, artistic, social and entrepreneurial strengths and talents.

It represents excellent problem solving and activity based learning opportunities in active case study methods that cater for the eight multiple intelligences.

Blastbeat focuses on many of the Multi-literacy learning tools - including Musical, Mathematical, Spatial, Bodily / Kinesthetic (artists, bands), Interpersonal, Intrapersonal, Literacy, IT / Multi Media etc.

There follows an outline of the learning process.

1. Functions of the key Personnel.
2. Evaluation Procedures.

### **Overall Objectives:**

**After completing this programme the students participating will individually and collectively have had the opportunity to develop the skills and learn how to:**

1. develop a simple Business Plan.
2. work as a team and operate effectively within teams/work groups
3. deal professionally with other people in a business, social and musical context
4. develop key personal/social skills and networking abilities both online and offline
5. make key strategic business decisions.
6. Actively save energy, recycle and reduce their carbon footprint as a company and individually.
7. Work to deadlines both individually and as team members
8. Learn about social entrepreneurship, how to provide a service for the community, how to make a fair profit and then give back something. In essence this programme is about finding the change makers and giving them the tools that need to create social capital. Blastbeat is about encouraging moral capitalism and has a dhamma philosophy.
9. make the appropriate managerial/leadership/people skills required to employ, manage and co-ordinate fellow workers and their activities as well as be able to delegate responsibility and authority as appropriate.

10. implement an effective marketing/sales strategy (more specifically within the music and entertainments business).
11. think creatively when developing sales/marketing techniques, while gaining experience in applying these.
12. operate digital video camera and perform basic editing skills.
13. perform basic market research and analyze results.
14. write and have journalistic reviews published online, conduct journalistic video interviews and learn some appropriate interview techniques.
15. compose and perform original music to a large paying audience.
16. promote, produce, arrange, co-ordinate and manage a live music event.
17. produce art and design for logos, backdrops, web sites, promotional materials.
18. promote and part time manage a band through a national competition.
19. deal with the media and how to use media effectively to promote their work and goals
20. run viral networking campaigns on the web, on social networks and forums etc
21. learnt some of the essentials of health and safety issues in public events
22. prepare and present at a trade show like public presentation of their work at the National Finals of the Blastbeat Music Mini Company Exhibition.

## **2. The Functions of the Key Personnel within the Mini-Company.**

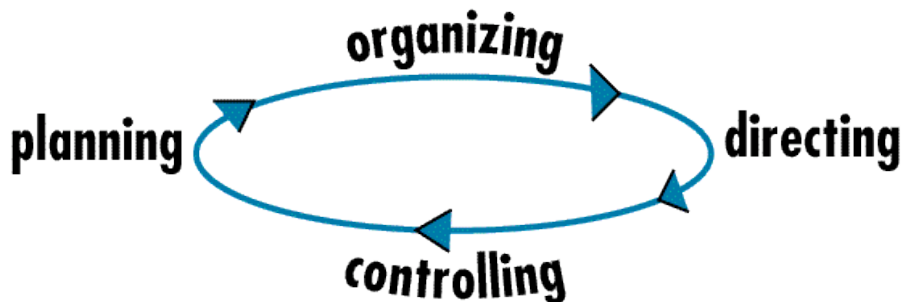
The Core group should contain between 6 and 12 (**full-time**) managers, who will be involved in the mini-company activities on a continuous basis for the whole year.

Please note that each job position does not have to be filled by a separate person e.g. the marketing manager may also be the PR manager or the CEO could also be the sales manager etc.

There should also be a team of students outside of the core group who will be involved on a less regular basis (**part-time**). Similarly, those students already employed in another business function could fill those part-time jobs.

### **The Core Management Team:**

# The Functions of Management



All the managers will create and maintain the internal good working environment of the organization, so that others can work efficiently within it. The manager's job will consist of planning, organizing, directing, and controlling the resources of the organization. These resources include people, jobs or positions, technology, facilities and equipment, materials and supplies, information, and money. Managers will work in a dynamic environment and must anticipate and adapt to challenges.

The job of every manager will involve what is known as the functions of management: planning, organizing, directing, and controlling. These functions are goal-directed, interrelated and interdependent. Planning involves devising a systematic process for attaining the goals of the organization.

It prepares the organization for the future. Organizing involves arranging the necessary resources to carry out the plan. It is the process of creating structure, establishing relationships, and allocating resources to accomplish the goals of the organization. Directing involves the guiding, leading, and overseeing of other team members to achieve organizational goals. Controlling involves verifying that actual performance matches the plan. If performance results do not match the plan, corrective action is taken.

## **There follows details of the full time core management team and their functions:**

### **1. CEO/ Chief Blastbeat MMC Programme Co-ordinator.**

This person will oversee and co-ordinate all the activities within the specific MMC. It will be their job to ensure that everyone is doing their jobs and on time. The CEO will ensure that everything runs smoothly and that any problems are anticipated and issues dealt with before they become a big problem e.g. lazy colleagues not delivering their assignments on time. They CEO will oversee each department within the company, chair the meetings, and be constantly consulted with and involved in the decision making process. All departmental managers will report directly to the CEO.

***Here are some of the key functions of the Blastbeat MMC CEO:***

- Agree the allocation of jobs in the MMC
- Delegate the jobs and assignments to the most competent and willing team members Develop the company business plan.
- Arrange the weekly company meetings.
- Ensure that all assignments are delivered on time
- Intervene when necessary to ensure delivery and achievement of critical milestones.
- Ensure that the finances are kept in order and that payments are made promptly to suppliers.
- Liaise well with the school management and teachers effectively to ensure that they know what's going on and that they have made provision for absences on days of concerts and regional and national finals
- Keep the moral of the MMC strong and positive.
- Ask for help when needed.

## **2. Marketing Manager .**

Work in conjunction with the Sales manager, to make marketing decisions regarding product, place, price, packaging and promotion. The marketing manager will devise the most appropriate marketing strategy based upon market research results and subject to budgetary constraints. He/She will also manage a Field Market research team as well as various other key marketing personnel. Close relationships and liaising with the CEO, PR Manager and Sales Manager is important for this position.

*Here are some of the key activities of a marketing manager:*

- Marketing managers develop the firm's detailed marketing strategy this will include the MMCs strategy for the promotion of their activities like the recruitment of the best bands for the MMC's battle of the bands and the selling of concert tickets and CD's. Special attention should be given to online viral and guerilla marketing.
- With the help of other team members, including sales managers and market research staffers they determine the demand for ticket sales and CD's offered by their MMC and its competitors.
- They identify and quantify potential markets—for example, students, parents, teachers, bands, musicians, local record stores and shops etc.
- Marketing managers develop pricing strategy with an eye towards maximizing the MMC's share of the market and its profits while ensuring that the firm's customers are satisfied.
- In collaboration with sales, product development, and other managers, they monitor sales trends and adjust marketing and sales targets and tactics as a result.
- Marketing managers work with the PR, sales and promotion managers to promote the firm's products and events and to attract potential customers.

## **3. Sales Manager.**

The Sales Manager will work with the Marketing Manager and PR Manager to decide upon promotional, pricing and distributional strategy. He/She will have to manage a field sales team who will go out and sell CD's, ticket sales and any other goods that the MMC have for sale. The sales team can be as many as the MMC wants and it will be a very important part of the success of the MMC as to how they organise themselves in this area.

- They work with the marketing and PR managers to open potential markets—for example, students in their school and surrounding schools, parents, teachers, bands, musicians, local record stores and shops etc.
- Organise a sales team – the more the merrier - of fellow students and even friends family members(not part of the MMC) who can sell in their school, work place, on the street or wherever there are people to sell to.
- Develop sales tactics and strategies that could range from organising marketing surveys that will get people to listen to the CDs on sale, to discounting prices for advance sales, getting on to local radio or press to promote the events or bands on the CD etc.
- Give targets to people to achieve e.g. get every member of the MMC to sell 5 CD's in advance of release and 5 after release.

#### **4. PR Manager.**

This person will be in charge of organising the MMC's (Music Mini-Company's) media campaign

- i.e. communicating events and activities to local press/radio, writing press releases etc. chasing local media of coverage of the MMC's activities and events etc.
- The PR Manager will work with the Marketing and Sales Manager and will be in overall charge of sourcing and securing local sponsorship for the MMC's activities.
- The PR manager is also in charge of the overall good relationships between the company and the outside world. This includes the management of the school, the teachers, fellow students, the Principle and parents of the team members.
- The PR manager should establish and maintain the best possible relations with the above key people as any bad relations with Teachers or management can be fatal for the MMC and its ability to function well as these key people can effectively stop all MMC activities or make them very difficult. Conversely the management, teachers and parents can and should be of enormous help.

#### **5. Finance Manager.**

They will be required to handle all the management accounts, as well as draw up the appropriate end of year accounts. They will develop budgets for the business plan and the year and manage cash flow. He/She will ensure credit terms are met and that all remaining creditors at the end of the year are paid in full. He or she will open a bank account for the company and present monthly management accounts to the CEO and management team.

#### **6. Production and event Promotion Manager.**

He/She will essentially be in charge of and responsible for all MMC output produced i.e. CDs, School Concerts etc.

- He/She will manage the battle of the bands event production to include finding the best concert venue and lights and sound system( PA) for the MMC battle of the bands event.
- Pricing the costs of the event is a critical responsibility
- All concert crew, artists, bands, and designers will report directly to the production manager on the day of gigs.
- He / she should ensure that the event team know what they are to do and when.
- All security issues and critical timings of get in times to the venue/ event, sound checks, times on stage and cerfew.
- Health and safety issues are the ultimate responsibility of the production manager and security have to be briefed before the event.
- He/ She will also carefully monitor and control the flow of stock to ensure that there is stock for sale at events and that there is no short fall and will order in stock when necessary after consultation and agreement with the marketing and sales managers and the CEO.
- The production manager will work closely with the marketing manager to ensure his / her activities complies with the marketing and sales strategy and objectives.

#### **7. A&R Manager (Talent Scout).**

- He/she/they will be responsible for scouting the various different bands in the school and locality.
- This will involve listening to demo's, my space , blastspace sites etc
- going to gigs and making good contact with the good bands and telling them about Blastbeat.
- checking out bands web sites and My Space / BeBo postings etc that they may have.
- Getting recommendations form people other bands etc
- Putting up posters in other schools and getting flyers done.
- Meeting with bands and musicians in order to decide which bands should be included in the line up for the Battle of the Bands competition.
- Bring the winning band intok the recoding studio
- Make sure that all the recording and live performance agreements are signed by the artists prior to recording and gigs.
- Chase the bands for photos, biogs and get them to do PR for the gigs too
- Get the bands to start a blastspace account on [www.blastspace.com](http://www.blastspace.com)

#### **8. Core Video Crew (Minimum 4 Full-Time members)**

This will include on the team people to operate digital cameras, sound and lighting equipment and they will, together with a local director, video and edit all of the ups and downs, trials and tribulations of the setting up and running a Mini Music Co over nine months.

They also will record a video of the Blastbeat Battle of the Bands event and record interviews with the bands and key organisers. The Music Mini Co could also earn some payment for footage broadcast by Blastbeat TV.

### **9. Core Web Team**

The Web-design team will be required to develop the school music mini co website which will be connected to the main 'Blastbeat' website. The web design team will constantly be uploading new features and updating the site to include the latest news, events, and merchandise etc.

### **10. Head Journalist/Editor.**

Blastbeat could have pages of Content in local and regional news papers and maybe one of the music magazine would agree to get involved and print the best reviews or articles written by the MMC journalists. Good content will be published on the main web site. This will see many young writers given the opportunity to write and have published their reviews of gigs, CDs and also topics that are of interesting to the students. Journalist should work in close consultation with the web team for uploading content onto the school web-page. Also work in close consultation with the PR manager for press releases etc.

**11. Ecology Manager:** responsibility for implementing a carbon neutral policy to gain carbon credits for the company to offset against their live music event carbon footprint

**There will be awards at the years end for the best in each of these categories**

**There follows details of the subordinate part-time team and their functions:**

Please note that if necessary, some of these jobs can be carried out by people already involved in a full-time capacity e.g. the production manager may also be the event manager and the promoter.

### **Promoter / Event Manager**

The Promoter will be a person who has good communication, negotiation and organisational skills to take up that function. They will be employed to agree how things will run for the live shows with the production manager and to advertise and promote the bands involved in the school concert.

The promoter will work closely with the marketing department and the sales team to promote the concerts.

He/She will be required to organise and prepare the venue for the school battle of the bands concert. He/She will manage the front of house team to include the box office, membership / data base collectors, internal stewards and security, bands the MC and MMC staff and instruct and co-ordinate them, to ensure the smooth running of the concert .

### **Art & Design Team.**

The Art and Design team will develop the artwork / graphics for the album sleeve, posters, flyers etc as well as design and decorate the stage for the school concert, making sure to conform to health, fire and safety regulations

### **Photographer(s).**

They will be employed to take photos throughout the year of the Bands on stage at the Music Events, Mini-Co Staff at work. At the end of the year, the Photographer should be able to present a photo gallery of all the key moments in the progress and evolution of the music mini co.

### **Lighting and Sound Engineers.( helpers/ trainees).**

Each of the gigs or events will require professional lighting and sound engineers to provide the high level of quality that is demanded by Blast events. There is the potential for those who are interested in these areas to have some hands on experience of helping and learning from the professionals that will be employed to run the Battle of the Bands and the regional and national finals and exhibitions. We would encourage and ask the professionals that are doing the events to run a one-hour workshop for those that are interested before each event and then to allow the people who attend to watch and learn as they do their work.

### **Security/ Safety officer(s).**

**Health and Security are of PRIMARY and overriding importance to the organising and staging of any event.** Thus there is room for those interested to learn what are the health and safety requirements necessary for each event.

**At least** one person from each Mini Co should be made responsible for this vital role. They should make sure to know what is required for all matters of Health Fire and Safety around the Events being staged and ensure that the Mini Co conforms to those requirements. It will be advisable that at any concert or event that there is at least some professional/qualified security people present. These professionals may be aided by Students / Stewarts as per the requirements of each venue and the insurers.

### **There follows a list of part time jobs for the class or team.**

Sales Assistants.

Marketing Assistants.

Talent Scouts.

Support Journalists/Content Creators/Reporters.

Promotion Assistants.

PR assistants.

Production assistants. (Stage, lights and load in and out)

Additional support Video Crew.

Additional support Web-team.

Master of Ceremonies (MC's) for the night of concerts.

## 1. Appendix C: Testimonials

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“Blastbeat has proven itself to be one of the most successful enterprise programmes that we have in schools in Ireland... Everyone from the students to the teaching staff, families and general public received Blastbeat very well.”

“...Blastbeat has an excellent pedagogy and represents best practices in its approach and application... Students develop a wide range of skills including entrepreneurial, interpersonal and organizational skills and do so in the context of interacting with the real business world and local community... “

“I am happy to recommend and support the Blastbeat Programme on behalf of the Department of Education...”

*- Michael O'Leary, Transition Year National Co-ordinator, Ireland*

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“Students loved the excitement of Blastbeat TV...Because they loved everything they did, they worked very hard while playing hard and enjoying themselves immensely... It's a wonderful opportunity for Post-16”

*- Asst Principal, Sacred Heart College, Omagh, UK*

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“It is a programme that breaks down barriers and enables young people to have fun in a safe and welcoming environment...”

“The most impressive argument for the programme is that this environment is created by the young people themselves. “

“It encourages self belief and provides an alternative to the culture of drugs and alcohol”

“I believe Blastbeat will be a huge success as it aims to fill the cultural void that exists for young people today. It offers young people something to do in their free time. “

“It promotes local music and gives young artists a platform from which to be heard...”

*-Jason O'Neill, Student, Former Blastbeat M.D. St. Malachy's College, Belfast UK*

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“As a CEO, Media Editor and a Website Designer I have learned a lot along the way, e.g. how to develop a Business Strategy, Multimedia Strategy, how to run a company fairly and efficiently...”

*-Niall McCauley, Student Blastbeat CEO, St Columbas School, Ireland*

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“It has been one of my main reasons for getting up every morning at 7 to be at school on time...”

“I am not a very academic person, so school doesn’t hold much of an attraction for me, but this project has taught me new skills and helped me to meet new people.”

“This was a huge opportunity for me to become more actively involved in the Music industry...”

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“It has been of huge benefit to all of us in Transition Year, and we have got more out of it than we could have imagined...”

*- Joint Blastbeat CEO’s*

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“I've always wanted to become independent but never had the resources to get the foundations lain down...you have been such a help... You've been a guiding light, please don't stop shining.”

*- Band Member, Steer Clear*