

**Overview**

Offbeats Production Studio will hold a whole day music festival in Pittsburgh, Pennsylvania on June 2019. Dubbed the "Pittsburgh Indie Pop Festival," the event will celebrate the thriving music scene of Pittsburgh by bringing in the best local indie and pop artists to perform onstage. The production team has 6 months to prepare for the event.

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| **OFFBEATS PRODUCTION STUDIO SWOT ANALYSIS** | |
| **INTERNAL FACTORS** | **EXTERNAL FACTORS** |
| **STRENGTHS** | **OPPORTUNITIES** |
| - Offbeats Production Studios has facilitated mid-scale music events in New York, Massachusetts, and Minnesota.  - The production team is comprised of experienced professionals in their respective fields, including event and talent management, creative performance, and marketing. | - Pittsburgh musicians are known for being the friendliest and most cooperative with regard to involvements in public events.  - The Pittsburgh Downtown Partnership has offered to help the production studio in acquiring permits and gathering sponsors for the event. |
| **WEAKNESSES** | **THREATS** |
| - The company is understaffed.  - Sharing of leadership duties causes confusion among employees. | - Existing city ordinances and regulations may complicate the process of acquiring the event permit.  - Budget constraints may postpone the event. |

**Goals, Objectives, Strategies, and Tactics**

Definition of Priority Levels

Priority Name Definition

**High** Low Cost, High Impact   
**Normal** Average Cost and Impact  
**Low** High Cost, Low Impact

Definition of Status

**Ongoing**---The activity is on track/on schedule.

**At Risk**---There are issues facing the activity, but can still be resolved.

**On Hold**---A serious issue needs to be resolved before the activity can continue.

**Done**---Accomplished.

**# 1**

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| **Goal:** Create an event program.  **Objective:** Plan program specifics (number of slots and length for each slot, start and end time, emcees) on 1st week of February and finalize program before February 28, 2019.  **Strategy:** Delegate 3 persons to formulate the program. | | | | |
| **Tactics** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| 1. Set deadline for the first draft of the program. | Event Manager | February 9, 2019 | On Hold | High |

**# 2**

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| **Goal:** Acquire talents to perform at the event.  **Objective:** Have at least 10 acts to confirm their slot at the festival within the next 2 months.  **Strategy:** Assign a team of 3 talent scouts to research about and invite the performers. | | | | |
| **Tactics** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| 1. Attend nighttime gigs and shows at the local downtown bars and music venues. | Talent Scouts | January 14 to 25, 2019 | Ongoing | Normal |

**# 3**

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| **Goal:** Find event sponsors.  **Objective:** Obtain 5 major sponsors and 10 minor sponsors in March 2019.  **Strategy:** Coordinate with the Pittsburgh Downtown Partnership in meeting with foundations, corporations, and donors. | | | | |
| **Tactics** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| 1. Meet with Pittsburgh Downtown Partnership to discuss particulars on the collaborative effort. | Marketing Head,  Event Manager | February 10, 2019 | At Risk | Low |