

OPEN CLUB DAY



03.02.2018

www.openclubday.com
[#openclubday](https://twitter.com/openclubday)

ABOUT

Founded in 2012, Live DMA is a European non-governmental network working to support and to promote the conditions of the live music sector. The network is composed of 17 members in 13 countries who represent together more than 2500 live music venues and festivals. In 2017, the European Commission recognized Live DMA as European network and granted, via the Creative Europe program, funding to develop the network's project Live Style Europe. Live Style Europe aims to empower music venues, festivals, and regional and national live music associations by providing them with skills and tools that facilitate the adaption to the evolutions of their environment.

The Open Club Day empowers the live music sector on the local, national and European level.

On the Open Club Day, venues all over Europe open their doors to an **audience that might not be familiar with the venue** (neighbors, the general population of the area, local authorities and policy makers, shopkeepers, etc.). The venues present their different activities that are usually inaccessible to the audience. By that, **the venues can highlight additional activities to music programming** such artist support or educational activities, and show that there are a lot of different **steps and professions necessary when it comes to organizing a concert or a live music event**.

The Open Club Day is also a great opportunity to **increase awareness of the volunteer work accomplished day by day and of the venue's cultural, social and economic impact** on its local and regional environment. Live music clubs and venues contribute to the attractiveness and vibrancy of their cities, they get people together, they make sure that people can access to the artistic programs, they work with local partners, and most of all, they are passionate about their work.

BENEFITS

DIRECT BENEFITS FOR THE CLUBS AND VENUES

- Positive communication campaign (getting rid of negative stereotypes people might cultivate about the venues)
- Increase visibility on the work accomplished inside the venue
- Get the attention of local authorities and policy makers on the issues and difficulties the club is dealing with at the moment, and, on a larger scale, generate their awareness of the issues of the live music sector in general
- Get the attention of the local press and media
- Get more financial and logistical resources to continue the development of the venue's activities regarding the reality of the live music sector.
- Attract new audiences and volunteers

JOIN A POSITIVE EUROPEAN INITIATIVE

The Open Club Day intends to highlight the importance of live music venues and clubs all over Europe. By joining forces, the live music sector can create positive repercussions on a national and local level and have a real impact on the recognition of music venues and clubs being significant contributors to culture. By getting involved in the Live DMA project, venues and clubs can also familiarize with other networking opportunities and benefit from a larger media coverage.

THE EVENT



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DATE

SATURDAY 03.02.2018

Events on Sunday 04.02.2018 will also be included in the program.

LOCATION

Live music venues and clubs all over Europe open their doors on the same day!

INSPIRATION

Venues can choose the format, content and activities and design the Open Club Day as they want. **Some ideas for inspiration:**

- Guided tour through the venue by a staff member or a volunteer
- Participatory activities: assist at a sound check, light installation, catering...
- Organize workshops or educational activities
- Host a concert without hiding the installation/soundcheck to the audience
- Highlight local artists or artists supported by the venue
- Host a small conference session or presentation session gathering the local players of the music sector (festival teams, record shop owners, musicians...)
- Invite partners, potential partners and local creators. Make space for stands where they could present their products or activities (local beer breweries, partner catering service, music magazines, bloggers, graphic designer...)
- Create informal activities on stage (a playzone for kids, a little local creator's market...)
- Create an informal meeting and chill area where the visitors can buy drinks, snacks...



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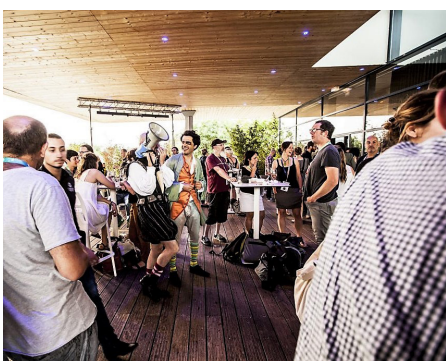
ORGANIZATION

Before the Open Club Day

- Live DMA coordinates the event and provides all the necessary information about the Open Club Day
- A project referent in each national association will provide support to the venues
- The venues need to fill out the registration form and organize their activities

After the Open Club Day

- Live DMA will send out an evaluation form to the venues that have participated
- Press and media coverage will be collected and a press review of the Open Club Day will be published



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COMMUNICATION

Live DMA provides a **communication kit** for the venues participating at the first edition of the European Open Club Day: save the date, press releases, logos, designated visual identity for the Open Club Day (logos, design, and photos)

LIVE DMA WILL TAKE CARE OF THE COMMUNICATION ON THE EU LEVEL

- Communication to European partners and stakeholders of the live music industry
- Press conference might be organized at the Eurosonic festival (Netherlands) in January
- Management of the Open Club Day website
- Management of the Open Club Day facebook and instagram account

NATIONAL ASSOCIATIONS WILL TAKE CARE OF THE COMMUNICATION ON A NATIONAL LEVEL

- Press release to national press + media
- In some countries, the national associations may host a press conference for a general presentation of the OCD, national participants and highlight best actions
- Members take care of the dissemination of the communication kit among their members

LIVE MUSIC VENUES AND CLUBS COMMUNICATE LOCALLY

The venues take care of local and regional communication (press releases, press conference). The venues will focus on their Open Club Day, but it is also important that the venues communicate about the general idea behind the Open Club Day and their involvement in a European movement.

CHANNELS

WEB #openclubday

- Open Club Day website www.openclubday.com that links to all venues that participate
- Open Club Day facebook and instagram accounts
- Articles and agenda entries on the websites of Live DMA, national associations and venues
- Social media platforms (Live DMA, national associations and venues)
- Online advertising, referencing and link building
- Open Club Day episode of Live DMA podcast series

MEDIA

- Press releases
- Press conferences (European level, national level and especially regional/local level)

INTERNAL

- Specific newsletter sending (Live DMA, national federations)
- Newsletter articles (Live DMA, national federations, venues)
- Emailing to partners and stakeholders of the live music sector (Live DMA + national federations)

ACTION PLAN

29th of September	Live DMA sends out info-brochure and a <i>save the date</i> to the national associations
6th of October	National federations inform their members about the Open Club Day (documents provided: save the date + info-brochure)
9th of October	Live DMA sends out communication kit to the national associations. Translation might be necessary.
16th of October	National associations send out the communication kit + registration form to the venues >> REGISTRATION DEADLINE: 1st of December 2017 <<
31st of October	Live DMA and national associations announce the Open Club Day: Press release, save the date, dedicated newsletter, dedicated website, social media platforms
All November	Live DMA and national associations reinforce communication: announce first inscriptions, create a dedicated page on Live DMA website with all the clubs that take part, if possible share announcement made by venues, if possible share articles, podcast Venues fill out the registration form and start communicating about their activities: save the date, newsletter, press release, website, social media platforms
1st of December	REGISTRATION DEADLINE
3rd of December	Live DMA and national federation communicate about the venues participating at the first edition of the Open Club Day (press release, website, social media) Open Club Day website goes online
December + January	Live DMA and national associations reinforce general communication Live DMA might organize a press conference at the Eurosonic festival Venues reinforce local/regional communication
3rd of February	OPEN CLUB DAY
February	Live DMA sends out evaluation form to the venues that participated Press review: Collection of national, regional and local articles and media coverage
Current March	Live DMA: Create a European press review of the OCD
End of March	Live DMA + members send out a final press release with the results of the first edition of the Open Club Day Press release to show the results in PrimaveraPro goes out



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General project referent

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