

ONLINE CONCERT!

Problem solvers, the pandemic has brought many changes to the labor market. Many people have lost their jobs, however, new possibilities have opened up. Musicians are among the professionals who were faced with a serious challenge. There were almost no concerts during the epidemic. In order to adapt to the newly created situation, some musicians held online concerts.

NOW WE COME TO YOUR ASSIGNMENT – you need to plan and organize an online concert of your band.

Question 1 – **IDEAS!**

How would you organize the concert in order to attract people to watch you in real time?

Question 2 – **SPONSORSHIP:**

Would you look for sponsors for your online concert? Who would they be and how would you attract them?

Question 3 – **EARNINGS**

How much would the “code” for watching the concert cost? When forming the price, bear in mind that online concerts also have costs. What are these costs? Assess them carefully, but don't forget that you need to cover all costs and make a profit.

Question 4 – **MARKETING:**

In order to have a well-attended concert, you need to advertise it. Create a marketing campaign that will include the visual component, the main message, slogan, etc. On what social and traditional media would you advertise and why?

STEP INTO THE SHOES OF PROFESSIONAL PROMOTERS AND SHOWCASE YOUR SKILLS.

* This problem was created in cooperation with a renowned local music company. You will help them solve it. Other companies can send their problems to **brainfinity@institut.edu.rs** and seek help from our excellent problem solvers.