



ONE YEAR CLOSED CAMPAIGN

Hello to everyone,

Here, Adriana Alcover, from ASACC.

As we explain on the last members meeting we are preparing a communication campaign with the claim: One year closed.

Here you have all the details, your collaboration is so important!

If you have any question, feel free to ask, thank you and take care!!

1. INTRODUCTION

From the Associació de Sales de Concert de Catalunya (ASACC) and in relation to having adhered to the government restrictions since they were imposed a year ago as a result of the pandemic, which caused the closure of concert halls in our country, we have decided to organize a "One year closed" campaign, a space for analyzing the current situation in terms of the re-opening of live music venues for which we value so much, sharing our perspectives in our avenues of work in different European countries and in other Spanish communities.

The campaign will be structured fundamentally on two differentiated axes. On the one hand, through the recording of video capsules by different representatives of associations and rooms at a European level, and on the other, through the organization of a round table.

2. RECORDING VIDEO CAPSULES

Firstly, we will begin by recording a series of video capsules, where representatives of different live venues associations, who are part of LiveDMA and LiveEurope, will explain what steps are being taken in their locations responding to the same question: "What lines of work and solutions are you studying in order to open the live venues as soon as possible?", in order to prepare in the safest way possible for the reopening of venues. that we are looking to gradually reach a point in time of returning to the normality of live music at a European level.

These video capsules will give us a general view of the different proposals and solutions that are being worked on in various parts of the European continent, and at the same time will be of service in launching the campaign through its dissemination in the press and through our networks and those of all European associations to announce the holding of the round table of specialists.

3. ROUND TABLE OF SPECIALISTS

As the second part of the campaign, in ASACC we will hold a round table for analysis and debate which will be carried out by professionals in the sector, with the aim of discuss and evaluate the results and possible solutions, in reference to what the trials could provide which are being carried out by the Trias i Pujol Hospital, that are taking place in the city of Barcelona, in collaboration with

the live music sector of our city, at the same time as a debate on the different routes that are being worked on at the European level.

This round table will take place on April 8 at 12am in Sala Apolo in Barcelona and will be attended in person, with the participation of prominent local medical specialists and epidemiologists, who will be joined by representatives of the music scene, (festivals and live music in our city), this event will be broadcast live via streaming on the Asacc YouTube channel.

The audiovisual material of the debate will be subsequently edited and subtitled for its dissemination at the European level, with the aim of amplifying its message and conclusions and generating a branch of new channels to collaborate and share information, which will enrich the common debate and bring us closer to a verdict in terms of when this sector can return to normality.

We encourage to organize your own round tables in your countries if you think that is interesting to explain your situation and point of view! It will be interesting if the date for the round tables is the same: April 8th.

4. WHAT IS YOUR PART IN THIS PROJECT

If we are sending you this email it is because we think that your point of view and experience as a professional in the sector can be of great value to the campaign, in broadening our knowledge of the current situation. We consider that your opinion can be of great help and bring us a little closer on a path back to normality and the resume of live music.

For this reason we would really value your collaboration, recording a short explanatory video that is part of our campaign with the following characteristics:

CONTENTS

- Videos must be made in your own language. You must add English subtitles yourself before sending the videos, even if your own language is English or in case you chose to do the speech in English for other reasons.

- Participants must answer directly the following question:

"What lines of work and solutions are you studying in order to open the live venues as soon as possible?"

- Finally, before sending the video, participants must add the cover of the campaign + the text of the question + the name of the person and the organization or live venue they represent, and in all cases you should add finally English subtitles.

- In the following link you have an example video as a reference of what we are looking for:

https://drive.google.com/file/d/1RheDlcMamMuzbRIIWzKqXlrf9CFWKB_c/view?usp=sharing

- In the following folder you have the graphic materials with the campaign cover, the text of the question, the fonts to use as subtitles for your presentation or put the subtitles and images for your post on Instagram. You will also find a folder of files with the logos which are files that you can edit to adapt them to your language (File _LogoEDIT.ai):

<https://drive.google.com/drive/folders/101hxXattbrixSP6UCWrfGmDWgIY16gop?usp=sharing>

- And in the latter you must upload the videos once you have them recorded and edited:
https://drive.google.com/drive/folders/1k9EN-0ULJEJwV9Jm_AfozE2MBVou07?usp=sharing

TECHNICAL ASPECTS

- Horizontal plane, as stable as possible. Preferably recorded by someone else.
- Control the sound, it must be clear, without any echo or external noise. Preferably record it with a telephone headset with a microphone.
- The maximum length of the video must be 2 minutes.
- The deadline for submitting the video is Thursday April 1st.

5. CAMPAIGN CALENDAR

We are working on the campaign calendar, for the dissemination of the contents. We will send it to you as soon as possible.

At the moment: the first deadline is for the recording and uploading of videos to the Drive: April 1st. And on April 8th for the organization of the round tables, whichever you want.

These are difficult times for all of us and we believe that it is the moment to make our message heard and to spread it as far as possible.

Thank you very much for your collaboration, we take the opportunity to send you a big hug.

Best regards,

Adriana Alcover

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