

# A MAN ABOUT A DOG LTD

FESTIVAL  
PEOPLE

BARKING PARK





# THE LICENSEE

Festival PEOPLE is owned by A Man About A Dog / U Live part of an international working group, Vivendi Village. A global leader in culture, entertainment, media and

A Man About A Dog (AMAAD) have been holding unique events in unusual locations since 2011 pioneering the daytime music event format in London developing ground-breaking spaces such as Tobacco Dock and Printworks. They have **successfully** and **safely** catered for approximately **1 million customers** over the years delivering over 1000 electronic music events.

U Live events are situated in rolling greenland, pristine world heritage sites and destination tourism hotspots, catering to truly diverse audiences aged 16-54, across a wide spectrum of sounds from Dance to Pop, Jazz and R&B, and culture forms ranging from dining to theatre and wellness. Experts in live event formats and highly versatile, U-Live work to consistently high standards and pride themselves on attention to detail.



# THE LICENSEE

We are **consistent**, keep our promises, and exceed industry standards. Working across genres and demographics, we are **knowledgeable, respectful, original** and **innovative**, producing our shows from the ground up, transforming spaces to create unforgettable experiences to share with everyone.

## Event highlights:

Love Supreme Festival

Kite Festival of Ideas and Music

Innervisions @ Royal Albert Hall

Sundown Festival

Tobacco Dock music events

COGO at Wembley Arena

Nocturne Event Series

ION Festival, Albania

Junction 2 Festival

Printworks music events

Queen Elizabeth Park

The Long Road Festival



# ETHOS

## COMMUNITY

A **genuine celebration of people**, festival PEOPLE will reflect youth culture and new trends in music, fashion, gamification and communication. Implementing creative ways to bring people together with audience participation encouraged on multiple layers will **foster a sense of belonging and respect for each other** and the event. Utilising technology to enable audiences to **connect** with each other.

Supporting local community groups and initiatives in the London boroughs around us, and the global music community as a whole, instigating discussions and ideas around the culture we operate in.

## DIVERSITY

Creating events that are accessible to everyone, with intersectional programming that works towards equal representation in terms of race and gender.

## CHARITY

Leveraging our reach and audience to support local, national and international charities across a range of specialities. £16k raised in 2020 via digital events.

## SUSTAINABILITY

Developing and continually evaluating policies that lower Co2 emissions and reduce plastic waste across our events operations.



# THE TEAM

## PAUL JACK

**Executive Director  
AMAAD/U Live**

Owner / Founder of AMAAD working within the events industry for over 20 years across a multitude of different projects and venues including various large scale festivals. Executive director at U-live working across the groups event portfolio.

## WILL HAROLD

**Executive Director  
AMAAD/U Live**

Owner / Founder of AMAAD Will leads the talent bookings and creative departments across the group. He sits on the U-Live executive board and has worked in the music industry for more than two decades.

## SLAMMIN' EVENTS

**Site and Event Operations**

Over 15 years delivering events up to 50,000. Clients include the Alexandra Palace Fireworks Display and the Commonwealth Games.

Extensive experience of delivering events in city parks and of working closely with the local authorities and directly with the local community to understand and minimise the impact of their events on the people who work and live nearby.



# THE TEAM

## ANNA PLANT

### Event Project Manager

With 10 years producing outdoor events including Edinburgh Festival Carnival and a Masters in Arts and Cultural Management, Anna joins the team fresh from 5 successful years leading on Falkirk Councils' Outdoor Event's Programme.

## NICKI MITCHARD

### Production Manager

Creative and green field production expert Nicki has a wealth of experience in creating and coordinating unique experiences for festival goers in a safe and well thought out environment.

## ALEX BEATTIE

### Senior Operations Manager

Music event specialist Alex has 20 years experience operating every type of event from small to large scale festivals covering full event management, event development, security, safety, logistics, production, and licensing.





# TESTIMONIAL

“London is a city of creative energy constantly reinventing itself courtesy of the dynamic creative industries rooted here. Established promoters like AMAAD contribute to the rich fabric of the city innovating events and experiences for Londoners and visitors alike and helping to put London’s music scene on an international platform. Their endeavours create the memory makers and goosebump moments that contribute to our attractiveness and the global standing of our annual calendar of events.”

*- Georgina Warren, London and Partners*



The background image shows a vibrant festival scene. In the upper left, a white sign with the word 'TERRACE' and a left-pointing arrow is visible. The scene is filled with people, including three women in the foreground who are smiling and dancing. They are wearing festival-appropriate clothing like crop tops and skirts. The background features a large, open-air structure with a grid-like roof and string lights, suggesting an outdoor festival setting. The overall atmosphere is bright and energetic.

# THE EVENT

A creative, bold and inclusive event, truly spanning the full spectrum of electronic music whilst utilising cutting edge technologies to create memorable moments for an engaged and invested audience. The added layer of participation and interaction will be developed and refined each year, come in many different forms and will flow throughout the audience journey.

Festival PEOPLE will be a unique addition to London's events calendar, sensibly growing over the next 5 years to establish itself as a forward-thinking event with an invested audience.

We intend to incrementally grow the capacity as we develop our operational knowledge of the specifics of Barking Park and the immediate area alongside LBBD and key stakeholders. Our proposed plan is:

- 2023 - one day event with a max capacity of 15,000
- 2024 - one day event with a max capacity of 20,000
- 2025, 2026, and 2027 plans (including the move to a two-day event) to be agreed alongside LBBD. It is our intention to use a maximum of 2 days annually between May and September.





# MUSIC

Festival PEOPLE represents the soundtrack of the next generation, with a lineup that reflects their spotify and tik tok consumption. Expect a mix of the newest rising stars and the biggest headline artists, freeform programming and challenging the status quo. Festival People will showcase acts that are hot and popping and have musical fluidity based on what young people are listening to across multiple electronic genres. Expect house, pop, disco, dub, soul, drum and bass, garage, bassline, reggaeton and more.

Example artists being approached for year one (2023) are Arielle Free, Charlie Tee (Radio One), Falva D, Girls Don't Sync, Jess Bays, Ms Banks, Tita Lau, Kurupt FM , Wilkinson , James Hype, Yung Filly.



THANK YOU

