

MUM 2703
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CORPORATE EVENT REPERTOIRE ASSIGNMENT

Assignment Date: 11/24/04

Due Date: 12/1/04

Setup: You have decided to create a corporate event band.

Gig: American Express has hired you for an event on 1/22/05. The party planner wants the following sequence and music for the evening:

6:00 PM – 7:00 PM – very quite instrumental dinner music (12 songs)

7:30 PM – 8:30 PM – adult contemporary vocal and instrumental music (15 songs)

9:00 PM – 11:00 PM – Dance music. (30 songs)

The party is for 300 guests at the Biltmore Hotel in Coral Gables. The guests range in age from 25 to 78 years old. The guests represent a cross-section of the Miami population:

120 Latinos

86 Anglos

48 African Americans

46 European, Asian and other

Please select a repertoire that will satisfy this audience and assure you of being paid and hired for other jobs.

Notes: You will need to breakdown the Latin, rock, R&B and other music need by percentages based on population. Some music is universal. You decide those songs.

This kind of party will typically pay between \$3,000 and \$10,000 for the band. The leader would keep at least 50% of the fee.

You can get some ideas by visiting www.drcalle.com/mum2030.html and clicking on the numerical order song list.

Please list the songs in this manner using an Excel file.

Song title | Artist | Style | Length |

Have fun,
PC

PS This ties to the PA budget assignment.

