



## **Kinetic Newsletter - November 2008**

Hi there ... we hope you're well and just wanted to say thank you for making this incredible journey with me. It has come a long way from the dreams and aspirations of a few to the reality of 2 amazing events.



Ideally, we'd like to use the newsletter as a means of communication between us all and if you have anything to go in the newsletter, please let us know by return.

### **The VISION**

Next year will see the proposed tour taking place. We think smaller events around the country are the way forward at the moment, especially in the current financial climate that we find ourselves. The Emporium will still host our larger events, but building a fan base regionally is definitely a move in the right direction. What we're looking to offer is - if you find a suitable venue and it is successful, there will be financial reward for you too. The amount you'd receive would be based upon the amount of involvement you had in the event, which would include the promotion and advertising.

### **Old Skool vs. UK Hardcore vs. Jungle vs. DnB vs. Techno**

The events cannot always be Old Skool because, we think you can only go so far with Old Skool. Next year, we will need to introduce UK Hardcore as well as the Nu Skool Breaks at our events. Your thoughts on this transition would be appreciated. When we do stage an event at the Emporium ... consider this ...What genres in which arenas?





We need to include the ravers that currently live, breathe and sleep the scene as we once did ... They are the ones that will spend money going out - week in week out.

The Old Skool heads now have commitments such as children, mortgages etc. Their priorities have changed and they cannot and will not go out as often as we'd like. So, for our purposes, we have to move with the times. I'm not saying that we won't do Old Skool ... we're just saying that it won't always be in the main arena at every event.

### **Kinetic Crew**

It has been hard work promoting and advertising The Resurrection and The Next Chapter. Promotion has been full on from April right up until October. We'd personally like to thank everyone for their hard work and we could never have got this far without you.

There has been no real time to re-group and discuss anything. If anything has been bothering anyone, then get in touch and let's talk it through. What we need more than anything else is unity, direction and vision.

Please remember, to keep your eyes open for anyone else that can help in different regions. If you know of anyone that is reliable and like-minded that would like to help us to get a foothold in areas where we don't have a presence, ask them to get in touch. We're always looking for good, reliable, honest people.

Also, this is the time for anyone that cannot do anything for Kinetic because of restrictions with time and commitments to let us know.

### **New Resident DJ and MC**

Kinetic would like to congratulate The Barefoot Raver (Pete) and MC Jay Madden and wishes them both the best of luck.





As a resident DJ or MC, you would be required to actively promote the events ... any help no matter how small is appreciated. You'd be expected to put flyers in the shops, cafes, clothes shops and colleges etc as a minimum.

**Remember, You're not only promoting Kinetic ... You're also promoting yourself !**

### **Opportunities**

**We're also looking for personnel to assist in the following areas.**

#### **Radio**

To establish links with internet radio stations regarding the promotion of Kinetic's events. Arrange for Kinetic to go into the radio station and promote its events which would include interviews, a live mix from the Kinetic residents, competitions and giveaways. The type of radio show doesn't only have to be hardcore. You could also approach Techno, Hard House and DnB radio shows too.

#### **Magazines / PR**

There are several magazines and publications that offer free listings. Magazines have deadline dates for submissions. This role would be suitable for someone that is organised and able to work to deadlines. You would also need to understand the requirements for submitting adverts, artwork and be able to generate press releases. In time, you would be required to negotiate good advertising rates on behalf of the organisation.

#### **Event / Stage Management**

This role would include management of our events. This would include meeting and greeting the DJs in my absence. Possibly managing an arena, making sure only the correct DJs and MCs are performing because the events will be recorded and we don't want an 'open mic' policy at Kinetic's events. This was an issue at The Resurrection, it was controlled better at The Next Chapter, but there is still some way to go to ensure this does not happen.

You'd also be required to ensure we have personnel at our events collecting email addresses and mobile phone numbers from the ravers.





### **eBay**

Ever managed an eBay shop? If you have, get in touch there could be opportunities for you.

### **eForum**

This is an important role because Kinetic now has a presence on Facebook, Don't Stay In (DSI), MySpace, YouTube and Bebo. In addition to those forums, there are many others ... such as Fantasia, Mixmag, USH etc ... It is important for Kinetic to have an updated presence on the web. When updates are issued from Facebook, the forums should all be updated with the latest information. Any links posted to the forums should be checked to ensure that they do actually work. This role is not for a cut and paste robot. You'd ideally love using computers have a good command of the language including spelling and grammar and be willing and able to convey Kinetic's vision wherever you post. If you were ever unsure of a response ... you'd only need to get in touch for support.

### **Coaches / Ticket Agents**

Do you know anyone that can organise coaches for our events? If you do, please ask them to get in touch.

### **Promotion / Advertising**

Promotional staff are needed in Leeds, Liverpool, North Manchester, Wigan & Preston, Birmingham, Nottingham, Oxford, Cambridge, Northampton ... Do you know anyone in these areas ?

### **Skype**

If you have Skype ... Our Skype ID is **kinetic-hq**. Skype to Skype calls are free ... so that is definitely the way to go.

### **Merchandise**

This is in the process of being sorted out.

**Finally, thanks again for your help and support**

**LIVE . LOVE . DANCE**

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