

_FOCUS GROUP



A MONTHLY WORKSHOP SLASH PERFORMANCE SERIES

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EMMEFF PEARL CREATIVE STUDIO
FOCUS GROUP
CONCEPT PRESENTATION
DESIGNED FOR THE FALSTAFF
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_ROOT CONCEPT



EMMEFF PEARL CREATIVE STUDIO PRESENTS

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SATURDAY NIGHT LIVE MEETS MASTERCLASS MEETS COLORS. FOCUS GROUP IS THE THIRD PROGRAM FROM EMMEFF PEARL, AND IS A WORKSHOP SLASH PERFORMANCE SERIES DESIGNED TO PROVIDE THE AUDIENCE WITH AN ONGOING EXPERIENCE THAT FOCUSES ON THEIR PERSONAL DEVELOPMENT.

UPON PURCHASING A TICKET, A GUEST WOULD EXPERIENCE A THREE-PART WORKSHOP THAT IS BRIDGED TOGETHER AND BOOKENDED BY A CURATION OF INTIMATE AND STRIPPED DOWN MUSIC PERFORMANCES.

THE ENTIRETY OF THIS EXPERIENCE WOULD BE PROFESSIONALLY FILMED AND RECORDED IN ORDER TO PRODUCE CONTENT AROUND THE WORKSHOPS AND PERFORMANCES. GUESTS WOULD HAVE THE OPPORTUNITY TO ALSO BE INVOLVED IN THE PRODUCTION VIA ENGAGING IN THE WORKSHOP.

THE DESIRED OUTCOME IS TO CREATE A NEW SERIES THAT BRINGS MULTIPLE ORGANIZATIONS TOGETHER IN ORDER TO PROVIDE THE EL PASO COMMUNITY OF YOUNG PROFESSIONALS A REFRESHING RESOURCE OF IN-PERSON SELF-DEVELOPMENT PROGRAMS.



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_TANGIBLE WORKSHOPS



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THE ENTIRE EVENT IS CENTERED AROUND A SELF-DEVELOPMENT WORKSHOP. EACH WORKSHOP IS BROKEN UP INTO THREE PARTS IN ORDER TO COVER THREE DIFFERENT AREAS OF THE CENTRAL TOPIC.

THE CENTRAL TOPIC IS INTENDED TO ALWAYS BE TANGIBLE. A HANDS-ON STEP-BY-STEP PROCESS THAT THE GUEST CAN LEARN AND IMPLEMENT INTO THEIR LIFE. THIS TANGIBLE KNOWLEDGE GIVES THE GUEST A NEW SKILL, BUT ALSO INTRODUCES THEM TO A SPECIFIC UNDERLYING SOFT SKILL.

SOFT SKILLS INCLUDE IDEA MANAGEMENT, EMOTIONAL MATURITY, AND OTHER CONCEPTS THAT CAN'T NECESSARILY BE OBJECTIVELY TAUGHT. A STEP-BY-STEP PROCESS ISN'T SO CLEARLY DEFINED. NONETHELESS, THESE SOFT SKILLS WILL BE PAIRED WITH THE MORE TANGIBLE SKILL TO CREATE A COMPLETE EXPERIENCE OF SELF-DEVELOPMENT.

MONTH BY MONTH, REGULAR GUESTS WILL BEGIN TO NOTICE THAT EVEN THE DIFFERENT EVENTS ARE TIED TOGETHER TO DIVE EVEN DEEPER INTO THE SOFT SKILL THAT IS BEING FOCUSED ON. MULTIPLE EVENTS WOULD BE THEN GROUPED TOGETHER IN HINDSIGHT RESULTING IN A CAPSULE OF EDUCATIONAL WORKSHOPS.



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_ISOLATED PERFORMANCE



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EACH MONTHLY WORKSHOP WILL ALSO BE PAIRED WITH A MUSIC PERFORMANCE COMPONENT. THE EVENT WILL INCLUDE SIX TOTAL MUSICIANS. EACH WILL PERFORM TWO SONGS. ALMOST ALWAYS SOLO, BUT MAY INCLUDE ONE EXTRA MUSICIAN IF THEY ARE ONLY A VOCALIST.

THE EVENT WILL KICK OFF WITH ONE MUSICIAN. THEN, TWO MUSICIANS (TWO SONGS EACH) WILL SERVE AS THE FIRST INTERLUDE OF THE WORKSHOP. THIS WILL REPEAT FOR THE SECOND INTERLUDE. THEN, ONE FINAL MUSICIAN WILL CLOSE OFF THE EVENT WITH TWO FINAL SONGS.

USUALLY, THE MUSICIANS WILL ALWAYS PERFORM IN FRONT OF A SPOTLIGHT CREATING A SILHOUETTE EFFECT IN THE FINAL PRODUCTIONS OF THE EVENT.

THE MUSIC IS INTENDED TO SMOOTH OUT THE PACING OF THE WORKSHOP IN ORDER TO HELP THE GUESTS DIGEST WHAT THEY ARE LEARNING THROUGHOUT THE EVENT.



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_LOGISTICAL BLUEPRINTS



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- THREE-PART WORKSHOP WITH EACH PART FLOATING AROUND 30-45 MINUTES
- A TRUSTED INSTRUCTOR WOULD BE BOOKED TO LEAD THE LESSON PLAN
- SIX TOTAL MUSICIANS PERFORMING TWO SONGS EACH (12 SONGS TOTAL)
- EMMEFF PEARL CREATIVE STUDIO + FRIENDS WOULD FILM THE EVENT
- GENUINE REFERENCE STUDIOS WOULD RECORD THE AUDIO OF THE EVENT
- EVENT ALLOWS FOR 50 PAID GUESTS TO FULLY ENJOY THE EXPERIENCE
- FOOD AND DRINK SPONSORS WOULD ASSIST WITH THE HOSPITALITY
- GUESTS WOULD ALSO LEAVE WITH A GOODIE BAG FROM ALL PARTIES



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_OBSERVABLE DELIVERABLES



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- 1 FULL-LENGTH VIDEO OF THE ENTIRE EVENT
- 3 LONG-FORM VIDEOS OF EACH PART OF THE WORKSHOP
- 12 INDIVIDUAL VIDEOS OF THE SONGS PERFORMED
- A COLLECTION OF BEHIND-THE-SCENES CONTENT
- 1 PHOTO GALLERY OF THE EVENT
- 1 PHOTO GALLERY OF THE PERFORMERS
- A COLLECTION OF PHYSICAL AND DIGITAL POSTERS



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THANK YOU FOR YOUR TIME AND CONSIDERATION.



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