



# Paper 1 Case Study - Before One PLC (BON)

## 3. Understand the case study

**TEACHERS' VERSION**

Based on the case study published by the IBO for May 2023 exams.

# Before One PLC (BON)



Some basic questions:

- Where in BON located?
- In which sector does BON operate?
- What type of organisation is BON?
- How many permanent employees work at BON?
- How many music festivals do they organise?

# Before One PLC (BON)



## Answers

- Where in BON located? It's a European company
- In which sector does BON operate? Tertiary sector as it organises music events
- What type of organisation is BON? Publicly held company (Public Limited Company)
- How many permanent employees work at BON? 60 permanent employees
- How many music festivals do they organise? Five music festivals per year

# Watch: Music festivals and their challenges



# Activity: Music Festivals and the external environment



## NOTE FOR TEACHERS:

### Objective:

Students will analyze various impacts on the music festival industry by conducting a STEEPLE analysis based on provided newspaper articles. They will work in groups to present their findings, focusing on Social, Technological, Economic, Environmental, Political, Legal, and Ethical factors.

***See attached pdf for articles' summaries and possible answers***

## Activity: Music Festivals and the external environment



### NOTE FOR TEACHERS:

#### Task Instructions:

In groups, read the provided newspaper articles about music festivals. Conduct a STEEPLE analysis to identify and discuss the various factors affecting music festivals. Each group will focus on different STEEPLE factors present in the articles.

Present your analysis to the class, highlighting key insights and impacts on the music festival industry.

*See attached pdf for articles' summaries and possible answers*



## Activity: Articles for the activity

- Source 1

Source: <https://www.viberate.com/reports/festival-report-2022/>

Extract from Vibrate - Post Pandemic Festival Report 2022

- Source 2

Source: <https://ethnomusicologyreview.ucla.edu/journal/volume/24/piece/1101>

Extract from Impact and Hope for the Live Music Industry

By Jeff Apruzzese, Paul G. Barretta, and Terrance Tompkins

- Source 3: <https://festivalinsider.com/articles/how-inflation-is-changing-the-festival-industry>

Source: Festival Insider

How Inflation is Changing the Festival Industry?

Melisa Yuriar



## Activity: Articles for the activity

- Source 4:

<https://www.insidehook.com/music/live-nation-security-concerns-concerts>

Does Live Nation Have a Security Problem?

A new investigation reaches alarming conclusions

BY [TOBIAS CARROLL](#) August 21, 2022 1:08 pm

- Source: 5

<https://www.enelgreenpower.com/media/news/2023/09/sustainable-music-initiatives>

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## Are you ready for the quizzes?

- Do the quiz “Understand the case study”
- You need 70% to pass!
- Then you are ready to move on to the next chapter of the case study

