

Research on the Construction of Commercial Operation and Management Mode of Jiangxi Outdoor Music Festival

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Abstract: This article mainly explores the Jiangxi Province Outdoor Music Festival, the way its commercial operations and management models are constructed. The main contents are three levels, namely, the industrial model and living environment of the outdoor music festival, the commercial operation and management mode of the innovative outdoor music festival, and the attention to the details and atmosphere of the outdoor music festival. The purpose is to provide reference for relevant personnel to promote the stable development of domestic music festivals.

1. Introduction

Combining with the domestic market, we can find that people's pursuit of spirituality presents a diversified trend, but there are many contradictions between business and culture. Taking music festivals as an example, copyright issues often occur during operations and are advertised without the consent of the song owner. In order to adapt to the development needs of the rule of law society, the music festival needs to adjust the business application mode and build a new business management model, which can become an important platform for communication culture.

2. Conform to the Industrial Model and Living Environment of Outdoor Music Festival

2.1. Cultivating professionals

In the process of holding an outdoor music festival, whether it is the planning of the early stage or the joint commercial advertisement, or even the connection, selection and venue determination of the performance team in the later stage, it must be fine. Therefore, all processes are highly complex and must be attended by professionals. For the Jiangxi Provincial Grassland Music Festival, it chose Jiangxi Meisheng Culture Communication Co., Ltd. to plan and operate, and to combine the local scenery features to package the music festival. For the choice of commercial advertising, you can choose well-known advertising owners, such as Sprite, Fanta, etc., to ensure that the essence of advertising products and the nature of the music festival. During the period, if there is no professional talent, many jobs will not only achieve the desired results, but it is even difficult to take the first step. Therefore, in order to build a business operation model and management model in line with the Jiangxi Provincial Outdoor Music Festival, we must pay attention to the talent training work. In other words, the organizing committee should select talents with comprehensive ability and build a talent team based on actual needs, and then conduct training and education according to the music festival to meet the needs of various jobs and facilitate the outdoor music festival. Industrial model and living environment [1].

2.2. Guaranteed reasonable positioning

In China, the outdoor music festival has gone through more than ten years, so the model is relatively mature. In contrast, Jiangxi Province has also held several outdoor music festivals, such as the Strawberry Music Festival and the Grass Music Festival. The effect of each festival is very good, mainly because the target audience is more reasonable. For example, in the process of holding the grassland music festival, it is not only to build the brand of Jiangxi Province outdoor music festival, but also to create a musical dream for many "post-80s" and "post-90s". As everyone knows,

the people who participate in the music festival have a heart of beating music, and at the same time, they can realize their own musical dreams in the process of being on the same stage as the idols. Therefore, this target is positioned as the “post-80s” and “post-90s” groups. On this basis, it can provide guidance for many subsequent work, ensure the degree of youthfulness of the program, and also provide reference for the invitation of the band. In addition, under the premise of ensuring reasonable positioning, it can also conform to the industrial mode and living environment of the outdoor music festival, fully respect the important position of consumers, and then optimize the overall image of the music festival, laying the foundation for building a business operation mode and management mode.

3. The Commercial Operation and Management Mode of the Innovative Outdoor Music Festival

3.1. Emphasis on innovation planning

For outdoor music festivals, innovation, promotion, planning and execution must be the focus of success. Among them, innovation is the premise of all work, only to meet the needs of innovation can highlight the characteristics, and then attract more music lovers. Take the Jiangxi Provincial Grassland Music Festival as an example. It breaks the single mode of the previous concerts, realizes the integration of the characteristics of the scenic spots, and integrates the surrounding tourism resources into the annual festival activities. In the process of planning and publicity, the Jiangxi Provincial Grassland Music Festival has gained recognition from the industry and consumers through its real entertainment experience and three-dimensional marketing model. After planning, in addition to the main stage area of the festival, the Jiangxi Provincial Grassland Festival also set up three outdoor camping areas, a Cosplay interactive area, and a youth creative market. Among them, the Cosplay interactive area mainly uses the League of Legends and Love Live as the theme, which can attract many “post-80s” and “post-90s” people. It can be found that the planning of the Jiangxi Provincial Grassland Music Festival is completely based on the target orientation, combined with the hobbies and life characteristics of this group, to determine the direction and content of the planning, to ensure that the final effect has a strong ideal degree [2]. .

3.2. Strengthening media propaganda

In the development of the new era, new media has become the main propaganda method for many activities. Among them, the outdoor music festival can also pay attention to the role of the media during the promotion period, and expand the influence and effect of the publicity. For example, in the publicity process of the Jiangxi Provincial Grassland Music Festival, in addition to making full use of important platforms such as Weibo and WeChat, it also promoted its own characteristics and fares through Dahe ticketing, and gradually formed a three-dimensional publicity mode. .According to this, many college students in Jiangxi Province actively participated in the registration after obtaining information, and became an important supporter of the Jiangxi Provincial Grassland Music Festival. Among them, Nanchang Institute of Technology, Jiangxi University of Science and Technology, Jiangxi Foreign Languages and Foreign Trade College, Nanchang Institute of Technology, Jiangxi Normal University and other colleges and universities, students organize their own registration work. Finally, after the sea election, the rematch, the finals of the competition, the finals of the division, etc., the “Nine Strong” idols were selected. After modeling positioning, training, etc., you can be on the same stage with the idols in the Jiangxi Provincial Grass Music Festival. The emergence of such effects is inseparable from the vigorous publicity of the media, deepening the understanding of the target audience's activities, so that they can actively participate in it and become part of the Jiangxi Provincial Grassland Music Festival.

3.3. Reasonably formulating fares

In fact, in addition to paying attention to the content of the festival, the band, etc., most of the audience is also very concerned about the fare. Therefore, in order to build a business operation

mode and management mode, the Jiangxi Outdoor Music Festival needs to rationally formulate fares to meet the basic needs of more groups. For example, in the planning of the Jiangxi Provincial Grassland Music Festival, it is divided into group purchase fares, student fares, sunset red fares, packages, and ordinary fares. Among them, based on the ordinary fare, set to 150 yuan per day, the student ticket can be 25% off, the sunset red ticket price is 50% off. Among them, the group purchase ticket is based on 5 people and the price is 510 yuan. For the package, the Jiangxi Provincial Grass Music Festival can be combined with the needs of different exhibition areas and the specific number of days of the festival. In general, in the process of formulating fares, it is necessary to combine the income situation of the target people and the local consumption level to ensure that the needs of most groups can be met and the economic benefits of the organizers are ensured. It should be noted that in addition to the target group, non-target groups will participate in the outdoor music festival, so it should also be considered in the pricing process, such as the sunset red fare mentioned in this article, optimize the outdoor music festival. The image is conducive to building a new business operation model and management model.

4. Pay Attention to the Details and Atmosphere of the Outdoor Music Festival

4.1. Official website content

After identifying a lot of information about the outdoor music festival, you need to design your own official website in the portal, and link the website as part of the promotion work. In the process of designing the official website, it is necessary to highlight the key content, and use the color reasonably, highlighting the atmosphere of the music festival, etc., in order to attract the attention of the target group. For example, in the process of designing the official website of Jiangxi Province Grassland Music Festival, the purple color is used as the main color, which not only can cover the music festival with a mysterious veil, but also achieve the attraction of “post-80s” and “post-90s”. In addition, the Jiangxi Provincial Grassland Music Festival has also applied for official blogs, forums, podcasts, Weibo and other accounts to facilitate interaction and communication with the target group. At the same time, it is also possible to present behind-the-scenes footage and event hosting process from time to time, and it is also convenient for netizens to select the favorite band by voting to enhance the participation of netizens. Based on the official website, the band can publicize through photocopying, etc., while communicating with fans, it also realizes the invisible in the invisible, fully exerting the value of the official website, and facilitating the grasp of the details and atmosphere of the outdoor music festival. The purpose of building a business operation model and management model.

4.2. List of performances

In order to achieve the main goal of building a business operation mode and management mode, the outdoor music festival needs to pay close attention to the performance list, which will affect the overall effect of the music festival in the core competitiveness. In the Jiangxi Provincial Grassland Music Festival, combined with the preferences of “80s” and “90s”, I invited a good sister to read, escape plans, and ManTo bands. After the determination, it is necessary to discuss the songs of the performances together, so as to ensure that the reading characteristics and the psychology of the audience and fans can be satisfied. It should be noted that in the process of selecting a performance list, it should be measured from multiple angles, including genre, characteristics, price, experience and other factors. For example, at the previous Hot Wave Festival, SHE's performance was criticized by netizens, mainly because it was not a band and belonged to a pop singer. Therefore, the organizer must combine the characteristics of the festival to achieve the choice of the band [3].

4.3. Improve facilities

In the process of holding an outdoor music festival, in order to realize the reasonable construction of the business operation mode and management mode, the organizer should also improve the on-site infrastructure. Take the Jiangxi Provincial Grassland Music Festival as an

example. The venue is located in the suburbs, so there are problems such as inconvenient transportation and inconvenience in eating and drinking. To this end, the organizer should negotiate with the government departments to plan a number of transportation routes to meet the travel needs of different groups of people. At the same time, it is also necessary to build a temporary food street, mainly based on local specialties, to ensure that people can get spiritual food and meet the material food. Based on this, the perfection of the commercial operation mode and management mode of the Jiangxi Provincial Grassland Music Festival can be improved, which is of great significance for long-term development.

5. Conclusion

This paper takes the Jiangxi Provincial Grassland Music Festival as an example, and analyzes the corresponding business application mode and management mode. The study found that in order to adapt to the development trend of the society and at the same time show the culture and characteristics of the festival itself, it is necessary to start from multiple angles to achieve a reasonable grasp of the details and atmosphere of the scene. In this way, it can attract more target people and actively participate in the activities of the festival to realize the essential purpose of cultural communication and cultural innovation.

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