

Transcript youtube video Portfolio: Everything you want to know about marketing

Lux Jongen 210597, 15-12-2023

Wessel: Of course. Okay. I'm Wessel. I'm a marketer at Poppodium Nobel in Leiden since last August. Ehm yes. Is a small pop venue with, or at least small, a fairly small pop venue with both concerts and club nights. The two of us here now, three people do the marketing. And very briefly what we do is: make sure the tickets are sold. And of course there's a bit more to that than that one sentence. But, usually, that starts with, well, at least the week starts with looking back over the weekend. We have a logbook where everything from the past weekend is kept. Yes, it's just good to know what all happened, What can we capitalize on? Of course that goes broader than marketing, because if someone faints it's in there too. But anyway, it's just good to know what's going on. We get quite a few e-mails a day, so a lot of time goes into that. Communicating with, it goes from bookers to artists to bands themselves to. Parties that distribute our posters. Uhm, the Leiden city marketing um, you name it all. Yeah. Calendars, online calendars, things like that. Yes.

Lux: And you mainly do the marketing then, right? If I understand correctly. But what does all of that include? Is that mainly just the whole online thing, so the whole social media things you see and for example things like the website? Or is it also communication with, for example, other venues and with the artists and things like that?

Wessel: Basically we have marketing on multiple legs, so to speak. One of them is concert marketing. That starts with our programmers. They confirm a show at some point. Once that's all wrapped up, we get hooked up with: guys this show can go online. Here you either have the contact information of the booker or we get a press kit delivered that should have pictures and text in it. That's not always the case. We then have to make sure we have the complete information. Uhm. If we don't, then we have to go and ask or make that, with the questions, with the booker or with the band. It depends who you're dealing with. Or DJ of course. Then we have to make sure we have images, all the images we need to go online. So that's banners for the website and squares and stuff. But also images for the socials, possibly video. And we get the website all set up. We make sure there's a Facebook event. And a post for the announcement. Other promo. That we want to use in the upcoming time, are often already prepared. Um, so that's really specific at the concert level. Then we also have the marketing for the Nobel itself. So how do we make sure we're just visible in the city, for example, with poster campaigns? In the region. We do advertising, we work with all the other parties in the city and outside, that a little less. But yes, press inquiries go through marketing. Yes, it's quite, it's quite broad in that aspect. We spend most of the time on the concept of marketing. And - and that's already something that. Yes that goes on constantly, because once a show is online, of course you're not done with it. Then you have to make sure that that people constantly know that it's out there, that it's coming up. What date is it? What do the tickets cost? That whole story and making sure they're enticed to buy a ticket.

Lux: Yeah and what do you like the most? Because so you say there's a lot of them, but which of all this do you really think is the coolest thing to do? Or do you not have a preference?

Wessel: That well, it's just. If you do a lot of the same thing it becomes less fun. We fortunately have a lot of varied work, but I find it often. So the things that you don't do as often I like a little bit more. So I sometimes make videos, for example. That's all not so high quality, we just have a template for that. But those are fun things. I thought it was really cool that last year I worked on the ad for the Lowlands newspaper and because I'm going there myself. And then it's just really cool when you see that there. But also nice to work on that. Ehm. But I'm also still working on things like communication in the building. What do we need in terms of styling? I do that together with our manager Tim. And what do we need in terms of signing? Where should that be hung? What are good places for that? What should it look like? Is it clear enough? That sort of thing. To think about that a little bit and be able to improve I really enjoy. That's maybe a little more communication, a little less marketing, but that's also part of it. And of course just going to the concerts and the and the and the dance nights. And I think that's super cool. And of course then we're also expected to shoot some social content and fortunately you can do that very easily with your phone. So yeah, those are those are really nice bonus activities that come with a job like that as well.

Lux: Yes, Yes. And then do you ever have what you say just said when shooting a picture at a concert? When you go to a concert, you take a picture or something. Are there certain requirements that you have to take into account? So for example, whether you always take it standing up or lying down or with flash or not, or whether the quality has to be of a certain level because it seems to me that it should be pretty okay for when it goes on socials, right?

Wessel: Yeah, we never really implemented that. You got it right, but we never really wrote that out. But my colleague Anne, who I do marketing with. We did discuss together what that should roughly look like and we both have that pretty much in our heads, so it always goes, something like that always goes in the stories, so that are that's always standing, nine sixteen. Um, that's the ratio. We always want to catch something of the atmosphere, so pick a moment where the audience is singing along or where everybody is standing with their hands in the air or whatever. We have, you want the artist to get a good shot and preferably just something where he's preferably just something where um, yeah, where the atmosphere of the evening comes out nicely as well. And that could be, that could also be that someone else has made a nice video and tagged us. That we put that through. Yes, um, well, flash and things like that, basically, we don't do that. Doesn't usually make it prettier in a dark room either. We also don't usually stand in front since we are staff. We come into the venue often enough, so then you quickly start to stand in quieter places. And, yes, not really. We don't really have a set of requirements. It's also important that we don't put eighteen videos of one concert online in one evening. I did that once when I was new here. I didn't get thanked for that. But I was very enthusiastic about the show. Putting everything online, that didn't quite go like it. Yeah, was a little too much of a good thing, a little too enthusiastic. So usually when we have a really cool concert, you do two max three, post from a concert.

Lux: Yeah, there are then, because I've heard from people that there are certain times when it's best to post things or not. And about how and where. Do you guys use any of that? Do you know anything about that? Do you do anything with that?

Wessel: Um, well, for the post that we. We usually have quite a lot in a day, so we can't do everything on that. It's very rare that we post one or two things once or twice, for example. And then it's just really tough to do that to take into account those with those optimal times. Because you. Then you have to start posting six things at the same time. That's not convenient. So we spread it out over the day. Anyway if there's an announcement, you can just, that's fixed. That's going to, that has to be live at 11:00, so then you can have nice optimal time at 1:00. But yes, yes, we don't have much use for that. Furthermore, we do a lot with stories and stories are very much about the moment that yes, that has to happen right now. You don't wait for another moment when people might be watching more and maybe more people. So from that point of view we don't take that much into account. But if we really if we have little or you. You know I only have one post today, then we can, we can schedule that so, but.

Lux: Generally not. No. Okay. And did you ever have a blunder or something? Or for example that something had happened in or around the Nobel, say bad. Um, I don't even remember what that's called, but for example, a negative report say about the Nobel, a negative report or something like that about the Nobel and then you had to say again that you had to take care of that and then you had to make something positive out of that. I don't know.

Wessel: Well, we have. When things change people generally have a hard time with it. So we got some bad reactions when we switched to the recycle tokens, for example. Which is, what I think is a very good development. You provide less trash on the ground, you can reuse a lot of things. In this case, it's about cups, but does ensure that cups come back much cleaner. So you need much less intensive cleaning of those things. Um, yeah, the reuse is just much higher on the list in that regard. Which I think is very much of our time and also ties in with Nobel's sustainability wishes or ambitions. But yes, you introduce that and then there are just some people who go, who are going to sit around bitching immensely on socials. Who create fake accounts to avoid commenting under their own name. And those, it doesn't matter how well you phrase it. Then you get a response with: this is bullshit. Those people, who are those, we are not going to win you over and I did learn that here that you should just let that go too.

Lux: Do we do anything with those comments? I can imagine, for example, deciding to delete those comments or something, because then people. Painting less of a bad picture or something. I don't know if we're doing anything with it or if it matters.

Wessel: On the other hand, of course, people are just entitled to have opinions and you should be able to air that if it's not too bad. You can disagree with something, it's okay to say that. It's also not like this really went too far. We were just trying to explain to this person why we made this choice. And that's is. Yes, if that person still doesn't want to accept that after two, two messages then we think okay enough. Yeah, I'm not going to waste any more time on that. Um, we do have. Look, you do have to deal with on social media with, with accounts that under every post say I have tickets for sale and then these are these fake accounts. Yeah look, we come across that. And we have the time for it then. Then we just go through the through the posts and then we delete all those comments. Then those people get blocked and things like that. But with the number of things we post and the number of followers there are, it's just not doable to monitor that all day long. Yeah. Yeah, fortunately it doesn't happen constantly either, but just once in a

while then all of a sudden there's another twenty of those comments from the same person. Oh yes. Then you know enough. Yes. So that but continuing? Yes. Blunders. Or things that go wrong. Well, I once put a show online a day early and that was a nationally announced show. That wasn't very convenient. Yes, but those are also things you have to deal with.

Lux: But you got it online a day early, so it wasn't that the date was wrong in there, right?

Wessel: Well, so the date was wrong in the subject of the email, because they had first agreed to a certain, at least in the very first email. It was a whole mail chain of eighty mails and I get caught up somewhere at number 73. And they still had the in the subject, still that it had to go live on April 1, for example. But so in that whole mail conversation somewhere it was agreed that it would go live a day later. But yeah, that's kind of confusing and especially if you don't adjust that then. Yeah. So I was ready on, thursday night or so with, it had to go live awkward time. I was flipping my whole schedule for it and then I was done, folded my laptop, went out and then I got a call with: this has to go offline now because we're early.

Lux: And does that have huge consequences if you put that online a day early? I don't know.

Wessel: No, not in that regard. I mean. We just did our best and, and it's also not like I made a really stupid mistake. It was just. It was just confusing how it was communicated to us. Yeah, but it doesn't make them happy, but everybody understands that we're not robots either.

Lux: Yeah, okay.

Wessel: Yes. Where work is done, mistakes are made.

Lux: Yes, but then does it matter, for example, for the artist or something that it goes online a day early? Or for the venue? Or are there really no things to it except that somebody just had a different date in their head?

Wessel: Well in this case it was a one, a pretty big show. One that we were pretty sure was going to sell out. And one that wanted to announce the tour nationwide at some point. Then if one goes a day early, then yeah. Yes, you are not happy about that. But on the other hand, it's not as if this is a huge disaster and we, we also haven't announced anything further about other shows. We also didn't announce anything further about other shows they were doing or anything like that, so we didn't kick anybody's butt. And yes, it's just a mistake and that's been fixed. Yeah. Yes, you can argue about that for a very long time further, but that's just that. You can't reverse that. We took everything offline and yes, put it back online the next day with a wink.

Lux: Yes, so it has more to do with the ticket sales not doing it yet for example or something.

Wessel: Um yeah, it was also set to that day before. Everything was just live at that time in my mind. You know? Oh yeah.

Lux: Yes. Okay, yeah, No then Um yeah, understandably so.

Wessel: I don't think there were any tickets sold yet or some, but that did not matter.

Lux: And um, do you find it difficult to come up with new lyrics for under the posts sometimes? Or do you always manage to do that?

Wessel: Sometimes it does, sometimes it's very easy. Depends a bit. It mostly depends a lot on the input you get from an artist. As in. We get x number of bio's in weekly from all the different artists that are announced. And some people have in one sentence Heavy rock n roll as a bio. Yes, others have a three-page history about the band and where they were born and who their mother was and you name it all. There's not much use for that either. And others just have the important points listed. And what to expect from the show, which is great, because with that you can, can sell your tickets and then people know where they stand and what kind of show they're going to. And if you have something like that, then it's very easy to or it's often very easy to take a piece of that and put your own spin on it. Yeah. But, making everything up yourself, that's sometimes tricky. Yeah, that.

Lux: Do you sometimes feel like you're repeating yourself, that you write something down and then you think, oh, I think I used this somewhere last week.

Wessel: Yes, I just happened to have that today. Oh, that definitely happens yes. But you know, that's just something. You have something in your head that what you're thinking at that moment. And we do so many posts and things like that, make that. That you, you can never remember, never quite right what was used last time. And then first you have to go back and find what you wrote then, that's just not always convenient in terms of time. On the other hand sometimes, when in doubt about have I done this before? Then you just have to look back. And I had. Today I had written something and it was very familiar.

Lux: And so you had written that down before.

Wessel: Yes, I had used that on Friday.

Lux: Yes yes.

Wessel: Eventually I adjusted that. But anyway, yeah, things like that. That that you that when you write about the same topic, even though different artists, you just kind of fall into repetition. Because. Yeah, I think that's almost inevitable yes.

Lux: And do you. Do you guys ever use trends or come across things? So for example, I did hear that chatGPT is a huge trend now in the marketing world, so to speak. Do you ever do that?

Wessel: I do that sometimes. Yes, definitely.

Lux: Does that work. Good?

Wessel: Yeah, kind of depends. Sometimes it does, other times it doesn't. I use it a lot to translate texts. Like if we get a English text, for example. For a Dutch, Dutch page or you name it, then I don't use Google Translate, I am not a fan of it. And with chat GPT you can give much clearer commands. Then you just show that text and then you say I want a short event text to roll out here in Dutch. A maximum of 200 words in the tone of The Nobel pop venue in Leiden. Kind of that idea. Yes, and then not every time, usually not even something, useful comes out of it, but something that can just help you getting started.

Lux: Yeah, just something that helps you get going, so to speak.

Wessel: Just kind of a brainstorm with you, with yourself or with your computer. So yeah. Those are. And that's pretty handy. It just saves a lot of times when you don't have to come up with something yourself from scratch. Because that's the thing that often takes a long time. You know before you finally have something you can go on. And that's where a program like this can help quite a bit.

Lux: Do you think that for example ChatGPT will become bigger in the marketing industry? Do you think, for example, I think there are also people who only write texts, do you thing jobs in that area will fade away? Or do you think it won't matter since ChatGPT is still not making great texts?

Wessel: Well, it's, look, you never know how fast it can go. I do know that with this whole AI there's all these regulations coming up. That's going to be very restricted to that. Also to protect jobs and things like that. And I don't think anyone who. Look, people who, for example, who are, who don't want to pay to hire a copywriter or whatever, they don't do that anyway. And I don't think this is going to make a difference in that. If you really want to produce a good text, then you just have to have somebody for that, who's good at that. Also because with one of those chatGPT or other AI things. It's also very important how you give your input, what assignments you give to it. If you say write me a text about Lux. I don't know what they come up with. Do you know? That can become a whole book about maybe somebody else. Yeah, whereas if I say, hey, I just need a short bio of Lux who's in Groningen and just very specific. Define what you want to talk about. Yeah that people should too, you need to know that too. And and that's something of which, I think a lot of people are not aware of that and therefore don't use those programs properly. And that's why I don't worry so much about that taking jobs or something.

Lux: Yes okay. And then I was also wondering, because of course ChatGPT is kind of a program you use then. But what other programs do you guys use? Because I assume you guys also do things like edit the pictures and write the texts. I was just really wondering. Do you guys work in Word? Do you guys work in Photoshop? I don't know where.

Wessel: Yes. And yes, we have yes and text editing just goes into Word. We have some excel files, that's not that interesting. For video editing we use Premiere, Premiere Pro or Rush. We have two variants. Our posters and and artworks are generally made with InDesign. Or Illustrator I always mix those up. Just a quick peek. Illustrator? Yes. Yes. And. Then we have, photoshop I still sometimes use to just tweak things. I'm not handy with illustrator, my colleague does that. With Photoshop I still kind of know my way around. And I like to do that too sometimes. Canva is just really handy sometimes. Um. Because that works fast. We have it. I still sometimes do an image. For example, if I need to resize an image, I use Paint. Nice and old school. Yeah. Yeah, that. What else do we use? Yes, Online programs like Hootsuite, I do not know if you know it. You can connect all of your social media accounts to it, so then I only have to write one posts and then I say for example put it online at 16.00 o'clock to Instagram. Facebook en Twitter.

Lux: And then it posts everything at the same time?

Wessel: Yes, and I can just in the meantime do something else and then I know that at 16.00 o'clock everything will be posted

Lux: Ah that's quit handy.

Wessel: It is handy but it also has some restrictions, but for a lot of things it is really easy. And also, because for example, you have your inbox and all of those things together, all of these platforms. So you do not have to go separately to Facebook, and separately to Insta and to twitter or X now it's called.

Lux: Yes, and which program? Is there a program you hate? Of which you think ohh no do I have to use this again..

Wessel: Oh yeah, we have a, for sure, sure. We have a narrowcasting system, these are the tvscreens which are hung up in the venue, through which we show bar and marketing content. And that really is a stupid program. I really hate to work with that program. I resigned that to our former intern, and now new colleague. Yeah, that's just a worthless program, it costs lots of time, is really repetitive work, it's unclear. Everything about it is just worthless. So, yeah

Lux: Nice. So yeah, I think our time is almost up. I don't know if you want to add something of which you think you should really know this? Like, oh this is something I really want to share? This is something I do with marketing which you really should know?

Wessel: Well, no not really. At least, if you really want to know what we do you should take a look at our socials and our ticket sales.

Lux: Small promotion?

Wessel: Yes, a little bit

Lux: Hi. Nice that you guys want to do this. Can you maybe introduce yourselves?

Maaïke: Yes, I am. I'm Maaïke, 22 years old. I study Communication and Information Sciences at the University of Groningen. I am in my master. I'm currently doing an internship at Eurosonic Noorderslag as a marketing intern.

Leonie: Okay, I'm Leonie. I'm twenty years old, just barely. I study CMD Communication and Multimedia Design at the Hanze hogeschool in Groningen. I'm in my third year now and it's my first time doing an internship. And I am also a marketing intern just like Maaïke. So we are marketing interns together for this year.

Maaïke: And then maybe useful to mention that we do have two different profiles. So I'm more in the strategic area and Leonie is more in the design area. Those were two profiles.

Lux: So, two different things? Yeah okay. And what exactly do you guys do as marketing interns? What does your day look like? Or your week?

Leonie: It varies a lot, I think.

Maaïke: Yes, it's very diverse. Um. I think the broader picture what we do is we make sure that the information that other departments provide is communicated to the broader public, both internally and externally. I think you have to see it that way. But what our day looks like then, that's very, very different.

Leonie: I think the biggest part is the artist announcements. I think most of the occupation yes,

Maaïke: Most of it indeed.

Lux: That's what you guys have been doing the most?

Leonie: Yes, and now and then separately we have some separate tasks of course. And so that varies from person to person as well. But those announcements? Is that the most important thing I think. I always give that priority when I start a week. Then I think we have another announcement, there is still a lot to be done, so let's get on with that.

Maaïke: That's also because there's a hard deadline for that. Thursday at noon is the announcement that has already been communicated to press and to media. So then you also want to have it ready and then you don't want to arrive at 12.30h saying oh sorry, we were a bit late. So the announcement really did get priority as well.

Lux: And what do these announcements entail?

Maaïke: Well, in the beginning we were mainly adding to the announcement sheet. So the programmers who book those artists and they then have information, so to the name of the artist or where they're coming from, the social media pages and that kind of information. We put that in a big Excel sheet and we put that in Django.

Lux: What is that?

Maaïke: Yeah, how do you say that?

Leonie: Yeah, it's kind of a database actually artist database where we collect all the also submissions. So not only the artists who come to play or are booked, but actually all the thousands of acts that sign up for shows will be listed there. And then the ones that get announced we pick up and add to it. Yes, and from there from that database it also goes back to the website. And so it's all connected.

Maaïke: Yes, and when that's all up and running, then we're going to create the banners in premiere.

Lux: And then those are the banners for the online, for Facebook?

Leonie: Yeah, it's actually for the artists themselves that they can kind of post a promo about oh I'm playing at ESNS, come check it out. So it's video and pictures.

Maaïke: Yes, I think it also says playing at ESNS 24, and we can post those and they can post those themselves. And we make them in two formats, so in real post format, so square and story format, so they can be shared on Instagram stories as well.

Leonie: Possibly TikTok rules or something. We're not doing anything with TikTok at the moment, but if an artist would like that, that would be possible yes.

Maaïke: And it's animations by the way also nice to mention yet. They are moving images, we make them. Um. And after that? What else is added to the announcements? The press release. We don't do much else with that. Just post and. Yeah, the Spotify.

Leonie: Oh yeah, that's pretty important too.

Lux: So, that will be added too?

Leonie: Yes. Also. But we also have a ESNS Spotify playlist where then all the artists will be listed.

Maaïke: And we have genre playlists. That means so for, for rock music and for pop music, for indie music we have different playlists so we're going to listen to all the songs from artists and then we go. Oh,

that belongs in Indie, that belongs in hip-hop, that belongs there that belongs here. So, we spend time on that, too. And when that's done, then it's published and then the announcements are around. Am I forgetting anything else? I don't think no.

Leonie: This is important I think.

Lux: Yes and why did you guys choose marketing? Is there a reason for that? Or have you just always kind of liked it?

Leonie: Well I didn't necessarily chose it. My studies isn't really about marketing either, so that's kind of funny. I didn't have any experience with it at all, but still a design internship was pretty hard for me to find and then I came across this. I actually applied and then I got into the marketing department, so I actually didn't consciously choose it. But I'm very happy with it, because these are things that I don't learn in my education, for example, and so I'm a little bit more broadly educated anyway.

Maaike: Yes, I did choose it consciously. I had a couple of courses in my education where I made campaigns for a fictional company. And I really found those the most fun subjects. But those were often cultural institutions, though, so not. I like marketing. Not on the profit side, so I don't like that side of marketing, the I just want to make money side. How do I get as much money out of people for myself? I don't like that. I like. But, promoting something cultural and really something for society. I really liked that side of marketing. I'm also very much a festival music fan myself, so I figured out pretty quickly that I really wanted to do an internship at ESNS and now I'm here.

Lux: Yes, and do you still want to continue with this in the future? Do you really want to make your work here?

Maaike: I would love to. I want to at least try.

Lux: Yes. What do you think you can do with this? What directions? Just, really as a marketer or do you think there are other jobs in the field.

Maaike: I think maybe the most logical next step after this internship would be a job as a festival marketer or as a marketer in the music business for a particular artist or for a particular tour that you would be employed for that. But I'm sure there are other possibilities that I just can't think of right now. Yeah, I guess I will see the festival world brings me.

Leonie: I think is enough.

Maaike: I hope so.

Lux: And for you?

Leonie: I find it hard to say. It's also at all because I don't really know what I want yet, so I think designing is really super fun. But I also notice that what I'm doing all the time now with the marketing, that I like that pretty much as well. So yeah, maybe this internship kind of opened the door like Oh, this is actually pretty cool too. But I can't really say anything about it yet.

Lux: Because you don't know yet?

Leonie: No, I just don't know yet.

Lux: Um, let's see here. Yes, I was wondering what programs do you use? To work in? So things like Photoshop. Word, or planning programs that we just mentioned like Premiere?

Leonie: Premiere so for the animations. For the announcements, yeah, that's pretty much yes.

Maaike: Photoshop, Photoshop for, for other. Designs, photos that we use with our logo on it. We use Photoshop for that. We use Monday as a planning program.

Leonie: Actually, the whole marketing team in there. So yeah. We have all different ones in there. It's very, a very big board actually. And then we say well, this has to happen in this week.

Maaike: Yes, and who's going to do that. And you can assign to people who picks up what project and so on. So, that's very convenient yes. I use CM myself, because that's mailing. Mailing system, mailing program to make newsletters in. Because I make those too. Internal newsletters and conference newsletters so for the delegates of the conference. I also make those with the senior marketer. So we do that in CM. You don't use that one?

Leonie: No, I'm not much into newsletters.

Maaike: So that's something I still use then specifically. On and a communication channel Slack, yeah Slack.

Leonie: Uhm do we use anymore? I still use word a lot.

Maaike: Oh, and of course. Jango or Jango? I actually don't know how it's pronounced. The, the database it's the artists database and then Backstage it's to send everything that's in that database to the website. Yes, that's also software that we use.

Leonie: I'm just thinking what else, Spotify is that a program. You can think of it as a program.

Lux: Do you guys already know these programs? From school or something? Or did you guys really just learn how Photoshop works during this internship, for example?

Leonie: Well, it's kind of funny. I'm doing a design course and then you would think about Photoshop. That probably would be in the course but no, no no, I really did get to know Photoshop better through this and I like it. At first I always thought well I'll do it in InDesign or some other Adobe program. But now I think yes I can do it with Photoshop and all that artist stuff anyway. But I never heard about those artist programs before?

Maaike: No.

Lux: Which one do you mean?

Maaike: Django? Backstage? Slack, Monday, All that sort of thing. No idea about that. And yes, I do use some other Adobe programs myself Illustrator, InDesign and then of course Photoshop and Premiere. Sometimes After Effects as well, so really the whole package. But that's maybe also the difference so between design and Maaike.

Maaike: Yeah, absolutely, because in my training there's zero focus on those Adobe programs. So Photoshop something or the whole design aspect, we don't do anything with that. But because I did see the hang of it say that you did need the basic knowledge for this internship and for marketing at all. A lot of the marketing world is done in Photoshop so, I did take a course at USWA for this internship. That's the cultural center of the university where you can do everything with theater, dance, culture, design, all you can do workshops. Yeah that's really fun! And they also offered a nine-week course for InDesign, Illustrator and Photoshop. While saying this, it was a bit of a vague course, but it did help me. At least I really knew the basics, so that made a difference. That does make a big difference if you've never worked with those programs before. And so now all of a sudden you have to start making those banners, that's kind of heavy. I'm glad I did that.

Leonie: Yes, I understand. You can be a bit of a barrier I think to use such a program.

Maaike: Yes, absolutely.

Leonie: But fortunately our internship supervisors are a bit more handy. Not very handy either. Sorry, but they can also help us with some things, so that's nice that you don't all sit together and think like, yes, which button am I going to press again and what does it do?

Lux: Yeah, and which of the programs? Or if you guys have a program like, that you find most annoying, that you think no, do I have to work with this program again now?

Maaike: Photoshop

Lux: Photoshop?

Leonie: Photoshop. Yes, I think yes

Lux: And why is that? Because you don't know it that well? Or because it's just complicated? Or because it's doesn't really work?

Maaïke: Well, partly because I don't know it that well of course. But also there are a hundred ways to do one thing and it just all works differently. And that thing, also has for me the feeling that every time an update had happened, that the button is somewhere else. And then if you want to move a picture without it losing the shape then you have to press control or control alt, then control shift again. Then every time it changes.

Leonie: Yeah and also for example, then what I have, If you're in premiere and you want to do something, it doesn't work the same as in Photoshop. So if you want to scale a picture and it has to keep the same ratio, then in premiere you can do that with shift. But then in Photoshop you have to do that with alt and control or something? That's pretty exhausting and I think photoshop you can do super much with it. Really, really. I don't even know yet, I think I now know 1/100 or something. And I think that also makes it difficult because you have so many options that you don't really know at all. And then you can be overwhelmed by all the buttons and pull-down menus that are there.

Maaïke: Yes, especially that. Behind everything is another menu with additional options. It's just a lot. Yes yes, I think that's the threshold as well.

Lux: Are there other things then? Because this is a program you don't like to work with that much. But are there other things in your internship that you just find very difficult? Or that you struggle with a little bit, so to speak.

Maaïke: What I sometimes struggle with is. Well, I do a lot of things with the newsletter and posting things on social media. And I feel like. Of course, it also has to do with experience, but the other marketers can shake a nice title or a nice caption or something, a nice pun out of their sleeve like that. And that bit of creativity, I still miss that. Sometimes, I find that a little frustrating. If I want to come up with something nice I just have to think about it for a long time or it just doesn't come. I find that, sometimes I do get a little frustrated with that, but of course that also has to do with experience. I mean, how long have we been here? Four months? Yes, five months. That's coming. It will. It will come. But it is sometimes. I kind of think that is a bummer sometimes.

Leonie: Yes, I do have to get used to the business, so, at all, the forty-hour work week I find really tough. And I also think the things of oh yes, this suddenly has to be finished this afternoon, so this has to be finished this afternoon, so then you have to work on it now. You have one hour or so that's that. I just always make a schedule for the day or for the week and there are quite a few things that come up in between that make you think on Friday oh yes, shit, this and this and this and this and this all still have to be done. So yes, I think those are the two biggest stumbling blocks for me.

Maaïke: Yes, it is different from studying so to speak. Where the study often has a little bit more how do you say that structure is, With like a weekly planning, like this week you go do that, you work on those assignments, that week, then you do this and this and this. You have here. Because obviously you also depend a lot on other people who have to supply things. I mean marketing, collects a lot of things and information from other departments and they are also busy and sometimes they deliver something on the border of the deadline and then you have to be able to switch quickly. You have to get used to that, because the structure that you have at school is less common here.

Leonie: Yes, it makes sense with an event like this. I think it does. Well, I think that always happens, but maybe in the festival industry that is just a little bit more present.

Maaïke: Always, always chaos, organized chaos. But until now nothing of which I thought, well, now I really can't make it, now I really can't make it. No, that comes one way or another it will work out anyway.

Leonie: And I also think that our internship supervisors help with that. They say if you don't finish it or you have to finish this now, then we'll make sure we won't bother you now or something like that.

Maaïke: Or they look is they can take something from you.

Lux: That's kind of nice.

Leonie: That I think that helps too. That they. Yes, sometimes there is a bit of pressure behind it, but they can also take that pressure off again. So I think they handle that well.

Lux: And Maaïke, you just started about finding it hard sometimes to be a little creative. Well, I know a trend in the marketing world is using chat, GPT or AI. So do you ever do that?

Maaïke: Sure. Yes, those. Do I consult it often.

Lux: And then do you use the answer that rolls out of the AI or do you use that as a stepping stone?

Maaïke: Often as a stepping stone, because I still find that chatGPT really does come up with good things if you give the good, if you give good input, but the wording of some things, then I sometimes think well this is either extremely informal or extremely formal. It's never exactly right, it's always. ChatGPT thinks a little bit in extremes for my feeling. So then you're always fine-tuning yourself a little bit. So I do use it as a stepping stone.

Lux: And do you guys think that? Because I've also heard people talk about it of a chatbot that's going to take over jobs. Do you guys think it soon could be happening that. So that, for example, writers' jobs disappear because the chatGPT can take it over. Or do you think it's not good enough there yet?

Leonie: Not soon anyway, I think.

Maaike: I don't think so at all.

Leonie: I wonder about that indeed. And the thing with AI is that it's all human input.

Maaike: Yes, that. You always need input from a human. So if you take those humans away then that AI falls away too.

Leonie: I do think that computers are getting smarter and smarter so they can write better and better and better generate pictures as well. As a result of which there could possibly be fewer jobs. But jobs will also come back. And if you can work really good with AI, that again creates super many opportunities. So I think it's a little bit double. There might be. Yes, photographers, for example. AI can take pretty good pictures, but everybody knows that on photoshop you say make this a purple butterfly and it does that and it does that pretty well. So it may be that because of that photographers are less, yes, that because of that is a lesser job opportunity. But it also creates another thing. I think that's very double. We did also do a course on it during ESNS with the whole marketing team on AI and how do you use that? And I think it does help as well. We experienced that ourselves with an assignment we did for research. Yeah then. Yes, you have to check it all of course, but the global is already there.

Maaike: Yes, it's not necessarily to give, the core message of that course was you don't use chatGPT to get your work done, but to help you.

Leonie: Yes, yes, to speed it up a little bit or something.

Maaike: Yeah, so you can work more efficiently. So well, that research that Leonie just mentioned, that was, we had to give an overview of all the pop venues by country in Europe. Well, that's quite a job if you have to go and look that up yourself per country. Yes. And how do you do that too, because you can never check it yourself. So what we did, we went and used chatGPT: list all the pop venues or the most important pop venues of Hungary, Estonia, Germany. And then it came up with a very thick list. And the heads up of this is until 2022, so it may be that some have closed by now. So we had to look everything up.

Leonie: But that was also necessary I must say.

Maaike: Yes, some were no longer correct indeed.

Lux: No, but it does make a difference that you don't have to look everything up, you just have to check.

Leonie: Yes definitely.

Maaike: Yeah exactly. So we were kind of quick, pretty quick with that. Yeah, yeah.

Leonie: So I think about AI. It's always difficult, but I think it can go two ways. Positive and also negative for some people.

Lux: Yeah and then whole other question. In your time as a marketing intern. Have you ever made a big blunder by any chance?

Maaike: Well, I was just saying I create and send newsletters. We're having a Christmas party next Monday, December 18, and I had to make a nice invitation for that. And I made one, and I got it, I was instructed to send one to all employees and not to the people who rent our office space. Then it still ended up with the tenants and then I had to send them an e-mail saying, hey, you are not invited. Yes, that one really upset me. Yes, this was a bit awkward. I didn't want to be the Grinch. That's it. Kind of went against my Christmas principles, but yeah. Yeah, it happens.

Lux: Yes, bummer that they did not leave it like that.

Maaike: Yeah.

Leonie: Yes exactly. Couple of people extra.

Maaike: Ah, well, that can happen.

Leonie: Exactly.

Maaike: It's not that big of a deal, but I did feel awkward about it.

Lux: I understand. And you Leonie?

Leonie: Well, I guess during those banners making that. We're like. I calculated around thousand of those things the other day, and every once in a while you do get a little tired. So I made quite a few spelling mistakes in those things from time to time and then my intern supervisor said something about it to me.

Lux: But eh, those were already online? Or yes?

Leonie: They had already been sent to the artist, so yes. So that kind of thing just, from extra double-checking and ,that especially just some spelling mistakes because I just want to fast. Because I think yes it has to be finished then , for example and it's already Tuesday. Ehm. But on the other hand I also think yes, I am also just an intern.

Maaike: And everyone makes mistakes.

Leonie: Yes, yes, but that was. At one point I did make quite a few of them. Then I thought okay, now I have to focus on those things a little bit better, otherwise I can.

Maaike: Just focus.

Leonie: Yes, exactly.

Maaike: But our blunders. It could be much worse, I think. Especially in what our internship supervisor said once. Who also had an announcement of a concert, was at another other job, and he had the announcement wrong date so the whole concert had to be moved to another date because he had put the wrong date on it.

Lux: This could not be fixed?

Maaike: No. Well, when you're already sending it out to thousands of people. That was it, it was the quickest to move the concert instead of sending another email. Well, you can have blunders like that, too.

Leonie: So until now we're doing pretty well.

Maaike: Yes exactly. Or what, that Pinkpop did once that they had published a full lineup with the same name or something, that it had no names on it or something, unknown, anonymous, something like that.

Lux: Oh yeah, that yeah.

Maaike: Yes, it could be much worse.

Lux: Yeah, definitely. Yeah. And what are you guys going to do from now on? What does the future of the internship look like? What are you guys going to do? What should you guys do from now on? Or in the festival week itself?

Leonie: Actually, that's not quite known yet. That's what whole marketing team is busy with a little bit.

Maaike: No, but I think mainly during the day we are of course in the office. And whether that then, that can be at our own office or here at the Oosterpoort, that's still the question. So then we are. We start the day then anyway with an evaluation with the marketing team. Or how did the previous day go? What are we going to do today? What do we need to pay attention to? Who's going where? Things like that. After that, I guess it's picking up office work, seeing if there's anything else in terms of mailings to do or that. That piece is still fairly unknown.

Leonie: Administrative? Jeez administrative. Little things I think during the day.

Maaike: And I think mostly in the evening we also, look, we've also obviously participated in the big festival and everything, so we absolutely get to walk around ourselves. See for ourselves. If there's an artist playing on that night that you'd like to see, we can really go there. But bring your phone, take pictures, take videos.

Leonie: Videos for recaps on the socials for example.

Maaïke: Or for the story or something. And another thing we're going to do is that Foxpop, also kind of fun to tell. It's kind of like a street interview with random people that you talk to and then you push a microphone under their nose and then you ask them. A familiar example on TikTok now: how expensive is your outfit or so? Or what music, what music are you listening to right now? Things like that. We will then do that with the question: Who wins the Pop Prize?

Leonie: Of course, that's the pretty much the biggest prize there is.

Maaïke: Yeah, the highlight of Noorderslag.

Leonie: Yes, that's one thing planned in the coming period anyway.

Maaïke: And that picture then has to be edited. That's something Leonie is probably going to be working on. So that's already one thing and there are probably more things coming up.

Leonie: Yeah there is going to be some announcements. Which I cannot say anything about, that has to happen in the upcoming period as well of course.

Maaïke: Yes, and they are also busy with the conference. They're still booking and confirming and making announcements for that so there are things for that as well. Yeah, and it's getting more and more. The closer we get to the festival, the more we're going to communicate with press and with media. So that that's becoming a fuller picture or so, so we are getting busier with that. So yeah, there's a busy time coming up, but a lot of fun.

Lux: Are you looking forward to it as well?

Maaïke: Yes, absolutely.

Leonie: Yes definitely!

Maaïke: Yes, because we worked on it. It's really something. Even though we're a very small part of something so big, but you still have, it's your input in this festival?

Leonie: Yes, and I think also marketing teams this year is pretty small compared to other years we did pretty well with a relatively small team. Yeah. And that's also kind of a good feeling. So I do feel confident about the next or the last month. Actually I think. Yeah, almost.

Lux: Okay. So? Do you guys have anything else to add? I think the time is pretty much up. So if you guys still have something to add, something you'd really like to share?

Leonie: Buy your ticket! Buy the Wednesday. We are almost sold out. And no, I have nothing else to do with anything like that.

Maaïke: No, don't think so.

Lux: Okay