Complete this 8 mark question and bring to Miss Lihou for marking.

Brief: Smile Kitty

“Smile Kitty is a metal band just starting out. They formed six months ago and have been playing gigs in local pubs to build interest. Although they started off playing covers they have been writing their own songs and now feel they have some strong material. They are trying to build a bigger fan base and get noticed.”

Exam Question:

Smile Kitty is considering hiring a large, well-known venue for a showcase gig in the hope of attracting industry professionals as well as more fans. Evaluate the opportunities and challenges of this idea for the band.