## \\ntsmdatlon03a\xbbkk3p$\My Pictures\TTT_Logo.png

## Festival Management (1 Week Course) Date: View Online -- Venue: View Online -- Fee: £5,000

**Overview:**

This unique course is designed to enhance your understanding of the festival and events industry and its role within a wider leisure and business context and how these relate to society as a whole.

The delegate will gain knowledge with regards to the theory and application of key festival management concepts, approaches and techniques to enable the delegate to further enhance or enter a professional career in festival or events management.

The program will also develop an awareness of the social, cultural, economic and political environment in which the festival and events industry operates, and the strategic implications and broader social responsibilities that this environment generates.

We are focused on your employability and will help you to gain the relevant specific skills needed in the industry including, but not limited to: time management, prioritisation, numeracy, communication and leadership.

**Objectives**

* Highlight the importance of Event Management.
* Show the Qualities and Event Management Skills for success.
* Illustrate how to develop a Strategic approach to managing Events.
* Show the importance of identifying and managing the Stakeholders.
* Demonstrate how to prepare and manage the Event budget.
* How to assess and manage the Risk associated with an Event.
* Set appropriate Objectives.
* Improve Time Management.
* Show how to use a range of Event Planning Tools to develop an Event Plan.
* Demonstrate how to use the appropriate methods of monitoring progress.
* How to minimise Problems and Delays with Events.

**How this helps your organisation?**

* Increase efficiency and effectiveness within organisational processes
* Employees attain a deeper theoretical knowledge
* Possess knowledge on the latest international practices
* Effective risk reduction
* Increase the success of your Festivals and Events.
* Maximise the use of resources.
* Ensure that Events are completed successfully, within budget and on time

## How this helps you personally?

* Makes the move into Festival Management easier.
* Improves effectiveness and credibility.
* Have a range of Festival Management tools at your disposal
* Increased knowledge and deeper understanding
* Improved skill set
* Increased confidence
* Increased recognition within the organisation
* Improved work performance and managerial skills
* Career enhancement

**Course Structure**

**Festival Manager**

The Key role of the Festival Manager in the Planning Team  
Outlining Core Roles and Responsibilities  
Team Dynamics  
Task and Festival Timelines  
Maximising Staff and Physical Resources  
Planning and Co-ordinating Team and Suppliers  
Decision Making  
Contingency Planning  
Case Study & Videos

**Planning a Festival**

Managing Festival Planning Schedules  
Feasibility Studies  
Identifying Festival Goals  
Objectives  
Festival Organisational Charts  
Duty Rosters  
Record Keeping Mechanisms  
Recruitment  
Reviewing Festival Contracts and Agreements  
Troubleshooting Festival Co-ordination  
Creation and Presentation of Proposals to Clients  
Case Study & Videos

**Co-ordinating Festivals**

Developing Creative Elements  
Scheduling Entertainment  
Site Planning and Inspection  
Registration and Admission Process  
Festival Security  
Planning Festival Protocol Requirements  
Co-ordinating Festival Speakers with additional Entertainment for maximum effect  
Identifying Appropriate Food and Beverage Menus  
Festival Contingency Planning  
Case Study & Videos

**Documentation for Planning**

Festival Contracts and Agreements  
Troubleshooting Festival Co-ordination  
SWOT Analysis  
Creation and Presentation of Proposals to Clients.  
Case Study & Videos

**Principles of Festival Marketing**

Needs and Motivations of Festival Customers  
The Market Research Process  
Effectively Collect and Analyse Market Data  
Reporting the findings to the Team and Client  
Elements of the Marketing Mix (Product, Price, Promotion and Place)  
The Pricing Process and How to Establish a Pricing Plan for your Market  
Target Marketing Channels, Promote and Develop a Website and Direct Marketing Strategy  
Case Study & Videos

**How to market the Festival**

Planning the Festival Proposal Strategy  
Preparing the Festival Proposal  
Sending Invitations  
Budgeting and Buying Advertising  
Publicising the Festival  
Organising Contests  
Merchandising  
Packaging and Sales Promotion  
Formulating a Public Relations Strategy  
Conducting Market Research  
Methods of Measuring Marketing Activity  
Case Study & Videos

**Health & Safety**

Health & Safety Principles within Festival Management  
Insurance integration  
Fire & Health hazard regulations  
Security  
Licencing, Permits & Council regulations

**Managing Risk**

Budgeting  
Forecasting Expenditure  
Compiling and Understanding Festival Contracts  
Managing Health and Safety  
Festival Risk Assessment  
Copyright and Trademark Considerations  
Festival Ethical Practice  
Case Study & Videos

**Course Dates:** Weekly

**Venue:** View Online

**Address:** Radisson Hotel

**Fee:** £5,000