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## Festival Management (2 Week Course) Date: View Online -- Venue: View Online -- Fee: £9,000

**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

**Corporate Festival Management**

Corporate Festivals Integration  
Organising local and Global Corporate Festivals  
Corporate Festival Types  
Festivals as Corporate Motivators  
Managing Important Corporate Festivals  
Developing Corporate Festivals  
Organising Corporate Hospitality  
Negotiating Festival Investment Returns  
Managing Festival Costs  
Case Study & Videos

**Organising Conferences**

Preparing a Conference Action Plan  
Choosing Conference Sites and Locations  
Working to a Budget  
Developing Marketing Strategies  
Identifying Legal Requirements  
Evaluating Effectiveness of Festivals  
Case Study & Videos

**Fundraising Festivals**

Key Drivers   
Establish a Budget and Earning Target for the Festival  
Developing the Festival Goals and Objectives  
Sourcing and Working with Volunteers  
Preparing an Festival Action Plan   
Choosing Sites and Locations  
Working to a Budget  
Generating Sponsorship Support  
Case Study & Videos

**Sports Festival Management**

Festival Media Marketing and Management  
Festival Sponsorship  
Managing Hospitality  
Operating Strategy  
Organising Staff  
Admissions Management  
Compliance and Protocol Procedures  
Planning Award Ceremonies  
Case Study & Videos

**Celebrity Festivals**

Organising Celebrity Festivals, Concerts and Launches  
Television Related Festivals  
Award Ceremonies  
Fashion Shows  
National Festivals  
Galas  
Special Themed Festivals  
Internet Festival Launches  
Dealing with Celebrity Agents  
Handling Celebrity Wish Lists  
Fireworks Displays  
Case Study & Videos

**Government, Civic, and Political Festivals**

Planning for Major Social and Political Festivals  
Festival Sponsorship  
Managing VIP's  
Developing Major Political Festivals  
Case Study & Videos

**Festival Sponsorship**

Determining Potential Sponsorship  
Assessing Selling Points of the Festival  
Determining Sponsorship Fulfilment Responsibilities  
Research and Set Sponsorship Pricing based on Market Factors and Festival Exposure  
Case Study & Videos

**Exhibition Management**

Researching Markets; Resourcing the Exhibition  
Effective Marketing Strategies  
Key Promotional Planning  
Audience Communication.  
Case Study & Videos

**Festival Evaluation & Reporting**

Different Types of Evaluation Techniques  
Understanding Options to Evaluate the Effectiveness of an Festival  
Determine How to Evaluate Speakers and Suppliers  
Tabulating and Reporting on the Festival's Success to the Client.  
Case Study & Videos

**Eco-friendly Festivals**

The Importance Of Making your Festivals Environmentally Friendly  
Benefits to your Company  
Benefits to your Clients  
Benefits to the Environment  
Environmental Standards & Eco-friendly Credentials  
Carbon-Neutral Festivals  
Types of Eco-friendly Festivals/Suppliers  
Eco-friendly Weddings, Eco-Friendly Conferences  
Eco-Friendly Caterers  
Case Study & Videos

**PR Techniques & Principles**

Sponsorship  
Internal PR functions  
Corporate Image  
Press and Broadcast Media Relations  
Client Relationships  
Internal PR  
Commissioning and Briefing Photographers  
Supplying Material to the Press/Getting Material onto TV and Radio  
Organising Seminars  
Exhibitions and Conferences  
Audio/Visual Aids  
Writing Skills (Press Releases, Writing Feature Articles for the Press, In-house Journals and Newsletters)  
Crisis Management  
Corporate Advertising  
Brochures and Printing  
Case Study & Videos

**Wedding Planning**

Planning a Wedding  
Timelines and Itinerary  
Wedding Legalities  
Budgets  
Wedding Ceremony  
Reception, Venue Sourcing  
Supplier Sourcing Logistics  
Creating & Marketing Wedding Planning Consultancy  
Case Study & Videos

**Presentation Skills**

Preparation and Research  
Speech Content  
Subject Matter and Objectives  
Speech Delivery and Variety  
Body Language  
Presentation Aids e.g. Visuals, etc.; Management of Locations and Audiences; Presentation Structure  
Case Study & Videos

**Course Dates:** Weekly

**Venue:** View Online

**Address:** Radisson Hotel

**Fee:** £9,000