

Promoter & Event Training

Non Accredited

Session 1 (2 hours)

Introduction / Being a promoter / Roles and responsibilities.

- Looking at what a promoter does.
- Arranging responsibilities within the group with members looking at what skills they currently have and what they can offer as well as looking at exploring what responsibilities they would like to take on.
- What makes a good event? Students to look at factors what make a show 'memorable' taking into account own experiences and what they would like their event to do.
- Types of events: Students to look at different events e.g. comedy, music, festivals, dance, drama. Comparing the different requirements for each.

Session 2 (2 hours)

Selecting a show / venue / budget.

- Students to be introduced to the process of choosing artists and venues and the factors that need to be taken into consideration - Size, Repertoire, Cost, Target audience, Date & time, what else is happening in the region and when etc.
- Students to be introduced to producing a budget sheet for the event which may influence choice of venue, performer and ticket price.
- Contracts. Students to look at sample contracts – their content and importance.

Session 3 (2 hours)

Producing tickets and publicity.

- Students to look at different forms of event promotion including posters, radio, press, emails, TV, web.
- Students to look at who their event is aiming to attract and how best to inform them.
- Students to be introduced to free promotion and working with the media to maximize publicity.

- Students to be introduced to writing press releases for the event.
- Students to decide on ticket design and distribution – satellite sales points etc.
- Students to decide on ticket pricing, pricing brackets, reserved or unreserved seating etc.

Session 4 (2 hours)

Legal requirements and responsibilities / Health & Safety / Promotion

- Students to look at the licensing act and how it affects their event.
- Students to learn about other legal factors to be taken into consideration including sound levels and fly posting.
- Students to look at health and safety issues including risk assessment and disabled access.

Session 5 (2 hours)

Before the show.

- Students to look at aspects that are required before the show including tech specs, riders, crew, staffing, refreshments, facilities, parking and timetables.
- Students to be introduced to the basics of event lighting and sound and the technical language used.
- Students to look at the layout of the room they are using and the setting up of additional areas e.g. bar, box office, merchandising, cloak room.
- On the night scenarios: Students to look at things to do on the night, things that can go wrong and things to plan for.

Session 6 (Full day)

Staging the event.

- Show day including get in, tech, staffing, announcements, get out.

Session 7 (2 hours)

Review and reflect on the event as well as all the areas covered during the course.