**Event Management can include:**

* **Event Concept & Design**
* **Live Sound Technology**
* **Administration & Entrepreneurship**
* **Event Logistics & Services**
* **Financial Management & Funding**
* **Events & The Environment and Digital Media.**

**Music Business (relating to event management) can include:**

* **Artist Development & Management**
* **Marketing & Media**
* **Music Publishing and Cultural Perspectives**

Wiki defines event management as **“the application of project management to the creation and development of large scale events. It involves studying the brand, identifying the target audience, devising the event concept, planning the logistics, and coordinating the technical aspects before actually launching the event”**…which is also very accurate.

Many ‘non event types’ think that designing and producing an event is easy, isn’t it? Just find a venue, come up with a good theme, get some food and drink, book a band, and send the invites out on time.

Unfortunately, like many things that seem simple creating a successful event requires a lot of hard work and a diverse range of skills and experiences from project planning to budgets.

The UK’s event industry is a vital contributor to the UK economy. In 2016/17, spending on events in the UK alone was £39.1 billion, contributing a massive 35% to the UK’s visitor economy. It is also the 16th largest employer in the UK for example.

And of course, the UK event industry is important for making those connections vital not only to the economy, but also to communities – whether international, national and local, between businesses and their clients, businesses and other businesses, service users with service providers or connecting sectors, such as charity, health and education, with other sectors.

* **Book the venue** on a date suitable for all parties including performers.
* **Set up marketing channels** such as event pages, invitations, and posters.
* **Set a timeline** for the day of the gig, including when the performers and any staff need to arrive.
* **Plan security and door staff** to handle on-the-day ticket sales, and so on. (Ask the venue if you are expected to provide staff.)
* **Follow health and safety** protocol. The venue will be able to help with this, but you should alert performers, staff, and attendees.
* **Sort out your pricing and ticketing**. Ticketing is made much easier by using a platform such as Eventbrite. You can create multiple ticket categories and set the maximum capacity so you don’t have to worry about overselling.
* **Check if there are any curfew or license concerns**. Set a firm time you have to finish. Create a running order. Performers may be tempted to overrun, so warn them that this isn’t possible.

Event Manager (planning, organizing)

Tia – including running order!

Promoter/Marketing (branding) Print promotion/Digital Promotion

Abi (promotion & ticketing)

Tom (promotion & ticketing)

Faith?

Health and Safety Manager/Insurance/Contracts (law)

Logistics/Facilities/Security

Adam (health and safety)

Isaac (contracts)

(inc. tickets & programmes) Front of House

Millie (front of house)

Lucy (programme & photography)

Stage Manager (equipment & tech)

Niall

Ben

Sound & Lighting Manager

Ellis (sound)

Meg (lighting)

Aspects of event management include:

* Concept/theme
* Venue (date and time)
* Audience
* Budget
* Logistics/organisation/schedule
* Sounds & Lighting (equipment)
* Promotion/marketing/branding
* Health and Safety/Contracts/Law