

MODULE CODE:	SBTY7005
TITLE:	Live Music and Event Management
DATED:	07/12/2016
LEVEL:	7
CREDITS:	20
JACS CODE:	W375

INTRODUCTION

A compact module providing a critical analysis and evaluation of the mechanics, income streams and associated costs of the live music, culture and event industry. The module will focus on managing individual live music concerts, UK and international touring, festivals, corporate and brand sponsored events, merchandising and the impact of digital technologies on live events, audience and fan engagement. Students will hear first-hand accounts of case studies from recent and current artists as well as festival owners, live agents, promoters and new media developers for music merchandising and audience engagement. A practical assessment will challenge students to host a live music event on site at Tileyard Studios.

AIM(S)

- To develop an in depth critical evaluation of the diverse project management skills, techniques and tools required to successfully plan and execute live music, entertainment, creative cultural and corporate events.
- To evaluate and determine the decision-making processes, strategies and deployments of live music event marketing, tours, showcases and festivals.
- To critically explore and analyse live event budgeting, health and safety, planning, execution and delivery both for domestic events and international touring.
- To analyse the impact of new digital technology on the planning, marketing and execution of live events.
- The reinforcement of conceptual understanding of events through the group planning, delivery and execution of a live music event and the reflective analysis of processes, dynamic change, marketing strategy, floor management and post event reporting.

LEARNING OUTCOMES

- critically evaluate and respond to a range of business models, theories and strategies applied by contemporary music and entertainment practitioners in relation to commercial practice;
- develop and present detailed, innovative and sustainable professional strategies and best practice for the exploitation of music and media intellectual property and skills.

INDICATIVE CONTENT

- The analysis and evaluation of different types of live events including international touring and the procedures and planning required to successfully deliver them.
- A detailed study of event financing, budgeting and project management.
- The impact of new technology on the planning, marketing and experiential delivery of activities and information before, during and after live events.
- The group activity of planning, marketing, executing and reflecting on the outcomes of a live music event held at Tileyard Studios.
- Practical and Legal requirements inherent in the successful planning and execution of live events and festivals.

LEARNING AND TEACHING STRATEGY

The module will provide a comprehensive analysis of the types of live music and cultural events focusing on showcases, individual concerts, tours, festivals and branded / corporate events. Through lectures, case studies and practical group exercises the module will detail all aspects of event planning, financing, budgeting, marketing and execution. Throughout the module, case studies will be used to illustrate alternative approaches and elicit critical responses and students will be supported in the development of their group strategies with peer to peer feedback and personal tutoring.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 60% Portfolio (5 elements)

Assemble a portfolio of letters, formal documentation and license applications for a 2 day music festival on a UK countryside plot with a total capacity of 3,000 people. The portfolio should include a minimum of 8-10 different materials with explanations.

Assessment Component 2 – 40% Portfolio (3 elements)

Assemble a portfolio marketing floor management of group live event staged at Tileyard studios.

Activity type	Percentage
Written exam	0
Coursework	100
Practical	0
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes
	No
If yes please provide brief details (no more than 100 words):	
The module provides students with the practical and analytical skills necessary to organise a live music event. It prepares students to use innovative and systematic thinking to plan the sustainable delivery of music events. This includes both environmental impact and resource sustainability.	

BIBLIOGRAPHY

Essential

Bowdin, G. et al (2006) Events Management, Oxford: Butterworth-Heinemann.

Yeoman, Ian (2004) Festival and events management: an international arts and culture perspective, Oxford: Elsevier Butterworth-Heinemann

Further reading

Berridge, G. (2006) Events Design and Experience, Taylor & Francis.

Finch, G.G. (2016) Events Management: Meetings, Expositions, Events and Conventions: An Introduction to the Industry, Global Edition

Florida, R.L. (2014) The Rise of the Creative Class, Revisited. New Yoork: Basic Books

Lahee, Henry Charles (2009) Annals of Music in America: A chronological record of significant musical events, The Gutenberg Project

O'Toole, W. (2010) Event Feasibility and Development, Taylor & Francis.

Razaq, R. et al (2008) Events Management, Sage Publications.

Tum, Julia, Philippa Norton & J. Nevan Wright (2011) Management of Event Operations, Oxford: Elsevier

Roberts, K. (2004) The Leisure Industries, Basingstoke: Palgrave Macmillan
Westerbeek, H. (2006) Managing Sports Facilities and Major Events, London: Routledge

Stancavage, Sharon (2004) A Mega Gig, Staging Rental Operations, Vol. 3 (6), pp 38-40

Yeoman, I. (2003) Festival and Events Management, Butterworth Heinemann.

Journals

Marketing, Intelligence and Planning (ABI Inform)

Journal of Business Research (Business Source Complete)

Journal of Venue and Events Management (SPORTDiscus with Full Text)

International Journal of Event and Festival Management (ProQuest ABI/INFORM Collection)

International Journal of Project Management (Elsevier SD Freedom Collection)

Project Management Journal (Business Source Complete)

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Websites

You can download a free copy of the Event Safety Guide here:

<http://www.hse.gov.uk/pubns/price d/hsg195.PDF>

HSE website suggests that you can access their latest advice at: [http://www.hse.gov.uk/event - safety/faqs.htm](http://www.hse.gov.uk/event-safety/faqs.htm)

For dance and club events, the Home Office issued a guidance document in 2002, 'Safer Clubbing: Guidance for licensing authorities, club managers and promoters,' which now seems to be out of print.

You can access it here:

[http://www.camden.gov.uk/ccm/content/business/business-regulations/licensing -and- permits/file-storage/safer-clubbing-guide.en](http://www.camden.gov.uk/ccm/content/business/business-regulations/licensing-and-permits/file-storage/safer-clubbing-guide.en)