

Liverpool John Moores University

Title: Live Performance and Event Management
Status: Definitive
Code: **5505MMET** (123695)
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Teri Howson-Griffiths	

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 60
Total Learning Hours: 200 **Private Study:** 140

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Workshop	36

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	report	Operational plan for a specific venue, tour, event or festival including: <ul style="list-style-type: none">• Planning and logistical requirements• Resource requirements and costs• Legal arrangements• HR recruitment & management plan• Performance monitoring & evaluation plan• Identification of audience needs; Programming	100	

Aims

The module provides students with an ability to identify and apply the relevant techniques and methods required for effective management of operations and resources in relation to Venues, Touring, Events and Festivals

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and analyse planning and logistical requirements relating to a specific venue, tour, event or festival.
- 2 Evaluate resource requirements and costs relating to a specific venue, tour, event or festival.
- 3 Identify and analyse legal issues relating to a specific venue, tour, event or festival.
- 4 Evaluate human resource requirements relating to a specific venue, tour, event or festival in order to produce a detailed HR recruitment and management plan.
- 5 Discuss and evaluate performance monitoring and evaluation procedures relating to a specific venue, tour, event or festival.
- 6 Identify and analyse audience needs in order to effectively plan content for a venue, tour, event or festival.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Operational plan	1	2	3	4	5	6
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Outline Syllabus

Logistics – scheduling; locations; transport; accommodation; crowd control; ticketing;

Resources – Equipment; premises

Legal – licensing; health and safety, collection agencies, insurances

Staffing - HR requirements, recruitment and management

Performance monitoring and evaluation - documentation, monitoring; benchmarking

Identify Audience Needs; Programming

Learning Activities

The module will be delivered utilising a range of teaching and learning strategies to include:

- Lectures to introduce key issues and concepts
- Workshops incorporating application of concepts to different situations, utilising
- group activities where appropriate
- Visits to venues

- Individual study in line with guidance and directions from tutors

Notes

MODULE LEADER IS JOHN REYNOLDS (J.Reynolds@lipa.ac.uk)