MERCURY

Performing Arts Event Management Training Program

17 – 21 May 2027
Kigali (Rwanda)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15371_1063398 **Date:** 17 – 21 May 2027 **Location:** Kigali (Rwanda) **Fees:** 5300 Euro

Introduction:

Performing Arts Event Management requires a blend of creativity and practical skills. As a facilitator and manager of the event, your responsibilities extend to all participants, from performers to investors. This course equips you with the business acumen to steer creative talents and projects toward successful fruition.

This Performing Arts Event Management program, which is crafted explicitly for those involved in performing arts events, is suitable for individuals aiming to execute events at varying scales, from intimate community theater to grand opera productions.

Targeted Groups:

- Aspiring Event Managers.
- Performing Arts Professionals.
- Theatre and Performance Students.
- Cultural Organizations Staff.
- Event Coordinators.
- Production Assistants.
- Arts Administrators.
- Venue Managers.
- Marketing and Promotion Specialists.
- Freelance Event Planners.

Course Objectives:

At the end of this Performing Arts Event Management course, participants will be able to:

- Understand the multifaceted nature of performing arts events.
- Acknowledge the influence of financial and legislative aspects on performing arts events.
- Develop the ability to effectively manage, oversee, and assess a performing arts event.

Targeted Competencies:

Participants competencies in this Performing Arts Event Management training will:

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- Event Planning and Coordination.
- Budget Management and Financial Planning.
- Venue Selection and Logistics.
- Marketing and Promotion Strategies.
- Artist and Performer Management.
- Audience Engagement and Experience.
- Risk Assessment and Management.
- Legal and Contractual Knowledge.
- Technology Integration and Stage Management.
- Team Leadership and Collaboration.

Specialized Training for Event Managers:

This Performing Arts Event Management program segment delves into the specific training required for event managers to handle the intricacies of performance art events. From the initial stages of event design to post-event analysis, trainees will gain hands-on experience applying research methods for arts and event management, ensuring that every event meets and exceeds expectations.

This Performing Arts Event Management training will help participants understand the critical components of successful event management and be prepared to embark on a rewarding career in arts and event management. Whether you aspire to become an event manager, enhance your existing skills, or contribute to the vibrant world of performing arts events, this comprehensive training program is an invaluable stepping stone.

Course Content:

Unit 1: Event Logistics Essentials for Art Events:

- Venue selection and setup for art events.
- Catering options that cater to diverse artistic gatherings.
- Transportation logistics for performers and attendees.
- Merchandising opportunities within performing arts events.
- Utilization of presentation technology to enhance the event experience.

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Unit 2: The Essentials of Performing Arts Event Management:

- Conceptualizing art event themes and ideas.
- Coordinate various tasks within the event management process.
- Deciding upon and implementing a coherent theme.
- Defining the event budget with precision and foresight.
- Assembling an efficient event management team.
- Structuring the event timeline for maximal impact.
- Engaging speakers, performers, and sponsors effectively.
- Digital presence: event websites and other online engagement strategies.
- Preparing for uncertainties with a robust contingency plan.
- Ensuring culmination and control of the event from start to finish.

Unit 3: Research Methods and Best Practices in Event Management Training:

- Communicating roles and responsibilities with clarity.
- Budget planning and management for performing arts events.
- Staffing solutions tailored for art event management.
- Harnessing event technology and infrastructure innovatively.
- Marketing and advertising strategies for art events.
- Navigating supplier costs efficiently.
- Designing a creative and immersive event experience using experiential aspects.

Unit 4: Day-of-event Logistics Tools for Performance Art Events:

- Implementing check-in software to streamline attendee entry.
- Special dietary restrictions management tools.
- Effective use of communication devices during the event.
- Proactive equipment testing to prevent technical disruptions.
- Training volunteers and staff for seamless event execution.
- Establishing comprehensive backup plans.

Unit 5: Post-event Follow-up and Research Methods:

- Gathering feedback through post-event surveys.
- Compiling event planning notes for future reference and improvement.