MGMT 495.01: Event Management

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Instructor: Thomas Webster
Office: 313 University Theatre
Class Time: 3:00-5:00pm (approx.) Tuesday*+
Office Hours: Call for appointment
Room: GBB-L13
Office Tel: 243-2853
Credits: 3 hours
Req’d Text: Running Theaters
Email: Thomas.Webster@umontana.edu
Bill Graham Presents

* Other classes to be scheduled as guest speakers become available

+ Students are also responsible for overseeing the various events associated with the class

Course Overview:
Welcome to Event Management. I am Thomas Webster and preferred to be called Tom. This course is designed to provide you with some of the basic tools for better understanding the processes involved in the conceptualization, development and production of live-events. Throughout the course we will maintain an emphasis on applying our knowledge to realistic and relevant problems faced by entertainment professionals. It is only when you have experienced applying your knowledge to actual problems that you can readily see your strengths and weaknesses, and perhaps more importantly recognize that no single approach is appropriate for all situations.

ADA Accommodation Statement:
Students with any type of documented disability that may interfere with learning in this class may negotiate a reasonable accommodation with the instructor early in the semester.

Academic Integrity:
Although you are encouraged to discuss course readings, lectures and etc. with one another, all individual-level assignments should reflect independent work. Neither the University of Montana nor I will tolerate academic dishonesty. Therefore, at minimum, if you cheat on an assignment, you will receive an F in this course. Moreover, plagiarism, defined as quoting or paraphrasing passages from other sources and then placing them in your paper(s) without referencing the original source, also constitutes cheating in this course. Additionally, I strongly encourage you to become familiar with the University’s policy on academic integrity/dishonesty.
Course Requirements and Assignments:

1) Book Reports: (10% each = 20% of total):
During the course of the semester you will be asked to write two separate books reports. These reports will provide an overview and critique of the assigned readings. Each report will be no longer than 3 typed pages.

- Double-Spaced
- 1” margins all-around
- Size 12 New Roman Font

2) Individual Report on Assigned Act (20%):
During the latter part of the semester you will be required to develop a comprehensive report on an assigned live-act. This report will include a wide-array of information on the act, including but not limited to, an executive summary indicating why the act makes or does make sense for Missoula, information on the representing agency, management, technical requirements, and a preliminary marketing plan. The plan should be no longer than three pages with unlimited pages for appendices.

3) Individual Mini-Presentations on Assigned Act (5%)
You are responsible for giving a 5 minute (maximum) presentation on your assigned act. The presentations are not meant to be complex but rather informative. Thus, you will not be expected to develop a Powerpoint (or similar) presentation as I will expect you to simply tell the class what you learned in conducting the report.

3. Individual Contribution to Group Performance (20%)
At the end of the semester, individual members of each group will rate the contributions of their peers to the performance of the group for events where the group had primary responsibility as well as events where the group had secondary responsibility.

4. Applied-Experience: Primary and Secondary Responsibilities for Events (35%)
Throughout the course you will work in assigned groups to help conceive, develop and produce a series of live-events (see schedule below). Each event will require different levels of group participation. As such, I will communicate my expectations for your involvement prior to, during and after each event.

Schedule of Grades

<table>
<thead>
<tr>
<th>93-100</th>
<th>90-92</th>
<th>87-89</th>
<th>83-86</th>
<th>80-82</th>
<th>79 or below</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>A-</td>
<td>B+</td>
<td>B</td>
<td>B-</td>
<td>F</td>
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</tbody>
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**** You are expected to attend all classes. Should you miss more than two class sessions without prior authorization from the instructor you will automatically receive an F for the course.
Schedule of Class:

WK 1 (August 29) Syllabus and Discuss Course Basics
Form Groups
Review Roster for Live Events

WK 2 (September 5) Sign up for Live Events/Assign Live Acts/Basic Promoting & Producing Tenets/Contracts & Riders/Artist Research & Negotiating

WK 3 (September 12) Artist Development and Key Decision Points- Special Guest: Huey Lewis

WK 4 (September 19) Hand in Book Report for Running Theaters
Discuss Book, “Running Theaters” by Duncan Webb

WK 5 (September 26) Event Production with emphasis on:
Sound/Lights/Rigging/Event Advancing/Workplace Safety
Guest Lecturer’s Pat Nelson: Technical Director-UT/Jay Straw: Owner- Hi- Tech Audio & Lighting/Jason McDaniel-Technical Director/Scene Shop Manager- Montana Theatre

WK 6 (October 2/3) October 2- Special Session featuring Andrew Copping- Live Nation: 6-8pm
October 3- Panel Discussion featuring various guest speakers: 3-5pm
October 4- Special Class with speakers TBA: 12 noon- 4pm

WK 7 (October 10) Rolling Stones Concert Discussion/Public Safety- Guest Lecturer Jim Lemke: Office of Public Safety- U of M

WK 8 (October 17) Festival and Special Event Booking/Promoting/Producing-Guest Lecturer Tom Garnsey: Vootie Productions

WK 9 (October 24) Hand in Book Report for Bill Graham Presents
Discuss Book, “Bill Graham Presents”

WK 10 (October 31) Visual Marketing & Design/Emphasis on Graphic & Visual Design- Guest Lecturer’s Bob Zingmark: Zingmark Creative; Catherine Dixon- Scenic Artist

WK 11 (November 7) Non- Profit Promoting/Producing/Fund-Raising- Guest Lecturer John Driscoll: Missoula Symphony

WK 12 (November 14) Music Retail/Non-Profit/ Community Promotions- Guest Lecturer Bruce Micklus- Owner of Rockin’ Rudy’s/Co-founder: Missoula Blues and Jazz Society
WK 13 (November 21)  Field project
WK14 (November 28)  Hand in Individual Reports on Assigned Act
                      Oral Presentations of Assigned Act
WK 15 (December 5)   Oral Presentations of Assigned Act
                      Group Evaluations
                      Last Class

Please Note: This syllabus and schedule is subject to change depending on guest speaker availability, additional events, and other extenuating circumstances.

Roster of Live Events

September 16th: Crimestoppers’ Concert: Bellamy Brothers and Brewer Shipley-UT
September 21st:  Guy Clark / Dale Keys Concert- UT
September 30th:  Prairie Home Companion Concert- Adams Center
September 30th/
October 1st:      Missoula Symphony-UT
October 21st:    Health Habits Body Building Competition- UT
November 9th:    Greg Brown Concert- UT
November 11th:   Banff Film Festival- UT
November 12th:   Nneena Freelon Concert-UT
November 26th:   Habitat for Humanity Benefit of Handel’s Messiah- UT
November 28th:   UM Percussion/Steel Band Ensemble- UT
December 2nd/3rd: Missoula Symphony- UT
Individual Artist List:
John Hiatt
Death Cab for Cutie
Bill Frisell
David Grisman Quintet
Robert Earl Keen
Wilco
Yo La Tengo
Emmylou Harris
Richard Thompson
Soul Asylum
Buddy Guy
Dirty Pretty Things
Tragically Hip
Arctic Monkeys
Supergrass
Blue Mann Group
Lyle Lovett
Cracker
Ziggy Marley
The Neville Brothers
Wolfmother
Dwight Yoakam

Steve Earle
Pat Metheny
Cake
Hot Tuna
Raconteurs
Social Distortion
Cross Canadian Ragweed
John Prine
BoDeans
Los Lobos
Taj Mahal
John Mayall & the Bluesbreakers
Strokes
My Morning Jacket
New York Dolls
North Mississippi Allstars
Sam Bush
Keane
Cowboy Junkies
Riders in the Sky
Al Green
Gov’t Mule
Buzzcocks