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### BMGT 275.01: Special Topics - Venue Management

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**The University of Montana**  
**School of Business Administration (Fall 2014)**  
**MGMT 275: Venue Management**  
**Course Syllabus**

**Instructors:** Webster  
**Class Time:** 11:10-12:30 Tues. /Thurs.  
**Room:** GBB-106  
**Credits:** 3 hours

**Office:** Dennison Theatre  
**Office Hours:** Call for  
appointment  
**Office Tel:** 243-2853 (Tom)

**Text:** “Running Theaters”

**Email:**

[Thomas.webster@umontana.edu](mailto:Thomas.webster@umontana.edu)

**Course Overview:**

Welcome to Venue Management 275. I am the Dennison Theatre Director and Adjunct Professor Tom Webster. 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 and successfully managing various entertainment venues. Throughout the semester we will cover numerous aspects of successfully promoting and producing events in various types of venues. Among the details are:

- Promotion and Production
- Talent Research and Procurement/ Artist Agencies
- Budgeting/ Excel Spreadsheets
- Crowd Safety
- Concessions/Merchandising/Revenue Streams
- Ticketing
- Entertainment History and Current Industry Trending

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.

**School of Business Administration/Mission Statement**

The faculty and staff of the School of Business Administration at The University of Montana – Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.

**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 we 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, we strongly encourage you to become familiar with the University's policy on academic integrity/dishonesty.

**Orange Cards**

Each student is required to purchase an orange card from the Book Store. This purchase covers all classroom texts and material, free access to proprietary industry publications such as Pollstar, Celebrity Access and Venues Today, and helps defray the costs associated with bringing in guest instructors. We will discuss this further in class.

**Course Requirements and Assignments:**

**1) Book Report: (15% of total):**

During the course of the semester you will be asked to write a book report. This report will provide an overview and critique of the assigned reading, *Running Theatres* by Duncan Webb. The report will be no longer than 3 (undergrad) - 5 (graduate) typed pages. Announcements on the criteria will be made in class.

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

**2) Group Participation in Event Center Project (25%)**

Throughout the semester all students will participate in an assigned group to research and discuss a hypothetical Event Venue to be built in the Missoula area or the market of the groups choice. The groups will research the viability and potential for a venue and will develop ideas, plans and potential revenue and usage viability on the Event Center. There will be no right or wrong venue but each group will utilize all the information disseminated in the class and our guest lecturer's to create a template for the venue and we will discuss the results during the semester.

**3) Individual Contribution to Class (20%)**

At the end of the semester students will be rated on the contributions they make to a productive conversation within the classroom, particularly with guest lecturers. In short, we value insightful commentary and inquiry, but are not interested in superfluous contributions. We encourage all students to read and research the entertainment industry using all media sources and current industry experts and periodicals such as the Lefsetz Letter, Pollstar, Allmusic, Celebrity Access, etc. Many of the resources can be accessed in the Entertainment Management offices in Gallagher LL35B. In addition, all students will be required to work at or attend an event in the Dennison Theatre for hands on experience.

**5) Class Attendance (20%)**

You are required to attend all classes unless you receive prior and documented approval from the instructor. For each class that you miss unexcused you will drop 1/2 letter grade. However, missing six or more classes unexcused will result in you failing the course. Please note if you are ill or have a legitimate excuse, contact or email your Instructor for an excused absence.

**6) Class Exams (20%)**

Periodically throughout the Semester the students will be given quizzes covering classroom instruction and information from the various guest speakers. Unless the student has an excused absence these will not be made up.

Please note: Texting, using your laptops or phones to surf Facebook or the internet, video gaming etc. will not be tolerated in the classroom. Your instructors and guest speakers commit time, travel and energy to teach and they should be accorded due respect. Thank you.

**Schedule of Grades**

93-100 A      90-92 A-      87-89 B+      83-86 B      80-82 B- 79 to 70 C 69 or below = F

## **Schedule For Class:**

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<b>WK 1 (August 26)</b>	<b>Introduction, Syllabus review and Discuss Course Basics/ Hand out course Materials.</b>
<b>(August 28)</b>	<b>Contracts, Riders, Booking and Industry Terminology, and Venue Basics; start assigning Group Venue Projects - Webster</b>
<b>WK 2 (September 2)</b>	<b>More Contracts, Riders and Venue Basics, Talent Procurement; also start assigning Group Venue Projects- Webster</b>
<b>(September 4)</b>	<b>Dennison Theatre venue tour with emphasis on productions and safety featuring Layne McKay, Tech. Director- DT</b>
<b>WK 3 (September 9)</b>	<b>Discussion on CIC/Pollstar, an International Music Industry Conference and Trade Publication featuring Shari Rice, Pollstar</b>
<b>(September 11)</b>	<b>Event and Venue Security and Audience Safety featuring Ben Gladwin, U of MT Office of Public Safety</b>
<b>WK 4 (September 16)</b>	<b>Researching various venues including clubs, theatres, arenas and amphitheatres. Students will bring information regarding their favorite venue to explain why it is special to attend events at the facility. Webster</b>
<b>(September 18)</b>	<b>Operating a multi-use facility/Directing Festivals featuring Mike Steinberg-Roxy Theatre/International Wildlife Film</b>
<b>WK 5 (September 23)</b>	<b>Current Events/ Class Workshop/ Industry Trends- Webster</b>
<b>(September 25)</b>	<b>Promoting and Producing the Lights All Night Festival, a Major EDM Festival featuring Scott Osburn, Highland Entertainment- Dallas, TX</b>

- WK 6 (September 30) Talent Buying and Event/Festival Production Featuring Bryan Knaff- Talent Buyers Network, Las Vegas, NV and Eric Manegord- Zonar Industries- Seattle, WA**
- (October 2) Open Class Workshop and Current Events, Webster**
- WK 7 (October 7) Duncan Webb Book Reports due/ Discussion with the Author Duncan Webb, Webb Consulting, New York, NY**
- (October 9) Artist Development, Venue/Talent Marketing and the relationship between Artists' Tour and Venue featuring Maria Brunner- Insight Mgmt., Phoenix AZ**
- WK 8 (October 14) Trouble Shooting and Contingency Planning for various Festivals and Venues, Webster**
- (October 16) Operating a Multi- Use Sports Complex featuring Matt Ellis- Missoula Osprey**
- WK 9 (October 21) Managing a Major Market Venue featuring Danny Spitzer, Bren Events Center, Cal State Irvine- Irvine, CA**
- WK 9 (October 23) Continued discussion and group participation in hypothetical Event Venue**
- WK 10 (October 28) Current Events/Class Discussion on student Event Venue**
- (October 30) Ticketing/ Arena Production-Kelsi Plante and Brad Murphy- Adams Event Center- U of M**
- WK 11 (November 4) Election Day- No Class**
- (November 6) Creating, Booking, Promoting and Producing Major Festivals featuring**

**Tim Goodrich, Founder/ Director- Magic City Urban Festival, Billings, MT**

- WK 12 (November 11)      Veteran's Day- No Class**
- (November 13)      Promoting and Producing locally featuring Dan Torti, UM Productions, and Nick Checotah, Top Hat**
- WK 13 (November 18)      Event and Venue Production featuring Jeff Kicklighter, Jam Productions- Chicago, IL**
- (November 20)      Fundraising, Promoting and Producing Events for Non-Profit Organizations featuring John Driscoll, Executive Director- Missoula Symphony**
- WK 14 (November 25)      Field Project**
- (November 27)      Thanksgiving- no class**
- (December 2)      Class discussions regarding Group Event Center Projects, Webster**
- (December 4)      Final class- Continue discussions regarding Group Event Project and course wrap-up. This is the last Class as there is no Final Exam.**

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