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BMGT 275.01: Venue Management

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The University of Montana
School of Business Administration (Fall 2015)
MGMT 275: Venue Management
Course Syllabus

Instructor: Tom Webster
Class Time: 11:10-12:30 Tues. /Thurs.
Room: GBB-L09
Credits: 3 hours

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

Text: “Running Theaters”

Email:

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.

Blue Cards

Each student is required to purchase a blue 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 read and 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 research and 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 or any local venue 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.

Each Student will sign up for the Lefsetz Letter, which addresses the core issues of the Music Business: downloading, copy protection, pricing and the music itself. The letter is written by Bob Lefsetz, an American music industry analyst and critic.

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:

WK 1 (Sept. 1)	Introduction, Syllabus review and Discuss Course Basics/ Hand out course Materials.
(Sept. 3)	Contracts, Riders, Booking and Industry Terminology, and Venue Basics; start assigning Group Venue Projects - Webster
WK 2 (September 8)	Dennison Theatre tour with emphasis on venue production and safety Featuring Layne Mckay, Tech. Director- DT
(September 10)	Continuing Contracts, Riders, Industry Terminology and Venue Basic/Start assigning Group Venue Projects- Webster
WK 3 (September 15)	Creating, Promoting and Producing the Lights All Night, a major EDM Festival featuring Scott Osburn, President of Highland Ent., Dallas TX and a U of M Business School alum
(September 17)	Event and Venue Security and Audience Safety featuring Ben Gladwin, U of MT Office of Public Safety
WK 4 (September 22)	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
(September 24)	Event/Festival Production Featuring Eric Manegold, Zonar Industries- Seattle, WA, Dan Foreman, and Olivia Shjeflo

- WK 5 (September 29)** **Artist Research with Pollstar/Current Events/ Class Workshop/ Industry Trends/Lefsetz Letter- Webster**
- (Oct. 1)** **Operating a multi-use facility/Producing Festivals featuring Mike Steinberg, Roxy Theatre/International Wildlife Film Fest- Missoula**
- WK 6 (Oct. 6)** **Promoting and Publicizing Concerts and Festivals featuring John Soss, Jam Productions- Chicago, IL**
- (Oct. 8)** **Open Class Workshop and Current Events, Webster**
- WK 7 (October 13)** **Duncan Webb Book Reports due/ Discussion with the Author Duncan Webb, Webb Consulting, New York, NY**
- (October 15)** **Trouble Shooting/Crisis Management for various Festivals and Venues Webster**
- WK 8 (October 20)** **Managing a Major Market Venue and Event Safety featuring Danny Spitzer, Bren Events Center- Cal State Irvine/Mark Camillo**
- (October 22)** **Operating a Multi- Use Sports Complex featuring Matt Ellis- Missoula Osprey**
- WK 9 (October 27)** **Current Entertainment Industry discussion/Venue Workshop- Webster**
- WK 9 (October 29)** **Agencies and Talent Buying featuring Troy Blakely- APA, Los Angeles, CA**
- WK 10 (Nov. 3)** **Current Events/Class Discussion on student Event Venue**
- (Nov. 5)** **Ticketing/ Arena Production-Kelsi Plante and Brad Murphy- Adams Event Center- U of M**
- WK 11 (November 10)** **Public Safety and OSHA featuring Dave Glowacki, Kent State- Ohio**

- (November 12) Creating, Booking, Promoting and Producing Major Festivals featuring Tim Goodrich, Founder/ Director- Magic City Urban Festival/Last Best Country Fest- Billings, MT**
- WK 12 (November 17) Booking and Operating Venues featuring Nick Checota and Dan Torti, Wilma/Top Hat- Missoula, MT**
- (November 19) Artist Development, Venue/Talent Marketing/Venue and Artist Tour Relationships featuring Maria Brunner, Insight Management- Scottsdale, AZ**
- WK 13 (November 24) Field Project**
- (November 26) Thanksgiving- No Class**
- WK 14 (Dec.1) Fundraising/Promoting/Booking and Producing for Non-Profit Organizations featuring John Driscoll, Executive Director- Missoula Symphony**
- (Dec. 3) In-class Group Venue Project workshop**
- (December 8) Class presentations for the Group Event Center Projects, Webster/Morelli**
- (December 10) Final class- Continue presentations regarding Group Event Projects, and course wrap-up. Webster/Morelli**

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