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### BMGT 275.01: Venue Management

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**The University of Montana**  
**School of Business Administration (Fall 2017)**  
**MGMT 275: Venue Management**  
**Course Syllabus**

**Instructors:** Tom Webster  
**Class Time:** 11:00-12:20 Tues. /Thurs.  
**Room:** GBB-106  
**Credits:** 3 hours

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

**Text:** "Running Theaters" Duncan Webb

**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/Internet Marketing
- 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 white 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, Wilma, Top Hat 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 Instructors 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 instructor 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 (Aug. 31)</b>	<b>Introduction, Syllabus review and Discuss Course Basics/ Hand out Duncan Webb book</b>
<b>WK 2 (September 5)</b>	<b>Industry Terminology Contracts, Riders, Booking and and Venue Basics: Webster/</b>
<b>(September 7)</b>	<b>Dennison Theatre tour with emphasis on venue production and safety featuring Torg Torgerson, Tech. Director- Dennison Theatre</b>
<b>WK 3 (September 12)</b>	<b>Continuing Contracts, Riders, and Budgets- Webster</b>
<b>(September 14)</b>	<b>Event and Venue Security and Audience Safety featuring Ben Gladwin, U of MT Office of Public Safety</b>
<b>WK 4 (September 19)</b>	<b>Venue Safety and OSHA standards featuring Dave Glowacki- Asst. General Manager, Performing Arts Center at Kent State Tuscarawas</b>
<b>(September 21)</b>	<b>Event and Venue Security/Audience Safety featuring Ben Gladwin, U of MT Office of Public Safety</b>
<b>WK 5 (September 26)</b>	<b>Operating and Managing the non-profit, world-wide Missoula Childrens Theatre featuring Mike McGill- Executive Director</b>
<b>(September 28)</b>	<b>Venue management zones/Revenue Streams/Various Venue Types/ Group Venue Assignments- Webster</b>

<b>WK 6 (Oct. 3)</b>	<b>Agency operations/Booking Performing Arts featuring Gary McAvey- Columbia Artist Management Inc.</b>
<b>(Oct. 5)</b>	<b>Sports Management and Facility Operations- Matt Ellis, Executive VP/GM The Missoula Osprey/Ogren Park Missoula</b>
<b>WK 7 (October 10)</b>	<b>Duncan Webb Book Reports due/ Discussion with the Author Duncan Webb, Webb Consulting, New York, NY</b>
<b>(October 12)</b>	<b>Trouble Shooting/Crisis Management for various Festivals and Venues Webster</b>
<b>WK 8 (October 17)</b>	<b>Artist Research with Pollstar/Lefsetz Letter/Industry History and Trends- Webster</b>
<b>(October 19)</b>	<b>Sports Management/Facility Operations featuring Matt Ellis, Executive VP/GM- Missoula Osprey and Ogren Field</b>
<b>WK 9 (October 24)</b>	<b>Venue Ticketing</b>
<b>WK 9 (October 26)</b>	<b>TBD</b>
<b>WK 10 (October 31)</b>	<b>Booking, Promoting and Producing Major Festivals- Tim Goodridge- Magic City Urban Festival, Billings, MT</b>
<b>(Nov. 2)</b>	<b>TBD</b>
<b>WK 11 (November 7)</b>	<b>Festival Production and Procurement/Promotion and Publicity- Ken Deans, Coachella and Stagecoach Fests/ Maria Brunner, Insight Mgmt.</b>
<b>(November 9)</b>	<b>TBD</b>
<b>WK 12 (November 14)</b>	<b>Booking and Operating Venues/Social Media featuring Ryan Torres/Dan Torti- Logjam Productions. (Former UMEM Students)</b>

(November 16)	TBD
WK 13 (November 21)	Field Project
(November 23)	Thanksgiving- No Class
WK 14 (Nov. 28)	Fundraising/Promoting/Booking and Producing for Non-Profit Organizations featuring John Driscoll, Executive Director- Missoula Symphony
(Nov. 30)	In-class Group Venue Project workshop
WK 15 (December 5)	TBD
(December 7)	Final Project Presentations regarding Group Event Projects- Webster/Morelli
WK 16 (December 12)	Continuing Group Presentations/ Final Class wrap up- Webster/Morelli

**Please Note: This syllabus/schedule is subject to change depending on guest speaker availability, additional events, and other extenuating circumstances. All days announced TBD will be flexible depending on guest lecturers. Thank You**