

## Module Specification

### Summary Information

<b>Module Code</b>	5607MCIPA
<b>Formal Module Title</b>	Managing Live Events
<b>Career</b>	Undergraduate
<b>Credits</b>	15
<b>Academic level</b>	FHEQ Level 5
<b>Module Pass Mark</b>	40

### Learning Methods

Learning Method Type	Hours
Lecture	22
Tutorial	4
Workshop	22

### Module Offering(s)

Start Month	Duration
September	28 Weeks

### Aims and Outcomes

<b>Aims</b>	This module aims to equip students with the requisite skills, competencies and knowledge to effectively plan and deliver creative industry and performing arts events and projects
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that account for all stakeholder and audience needs.

## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Identify the human resource requirements and associated legal implications related to the management and delivery of an event or project.
MLO2	Design a constructive evaluation plan related to the planning and delivery of an event or project.
MLO3	Identify, analyse, and assess audience requirements related to an event or project.

## Module Content

### Outline Syllabus

Communication plans; stakeholders, staff, audience, public

Performance monitoring and evaluation - documentation, monitoring, benchmarking.

Site location and design; accommodation, ticketing.

Programming

Crowd Management plans

Human Resource requirements

### Module Overview

This module will equip students with the requisite skills, competencies, and knowledge to effectively plan and deliver creative industry and performing arts events and projects that account for all stakeholder and audience needs.

This module will be delivered utilising a range of teaching and learning strategies to include:

- Lectures to introduce key issues and concepts
- Workshops, and a range of innovative classroom and online methods, incorporating application

of concepts to different situations, utilising group activities where appropriate

- Site Visits
- Engagement with sector professionals
- Self-directed study.

Students will submit a coursework portfolio in the form of an Event Management Plan or Tour Management Plan and Itinerary that accounts for all stakeholder and audience needs

### Additional Information

Topics may include but are not limited to:

- Physical and Human Resources
- Benchmarking, Monitoring and Evaluation
- Audience, Customer and Stakeholder Needs
- Event Management Structures and Responsibilities
- Communications & Control
- Event Cancellation Procedures
- Major Incident and Evacuation
- Safeguarding
- Audience and Customer Health & Wellbeing.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3