

BA (Hons) Management of the Creative Industries and the Performing Arts

Interview Guidelines

2024 Entry

Congratulations on getting through to the interview stage.

The majority of these will take place between January and April. If you live in the UK, we will automatically invite you to the first available interview date here. If you live overseas, we will automatically invite you to an online interview. If you live overseas and would prefer to travel here to attend an in-person interview, please email international@lipa.ac.uk

We understand how nerve-wracking attending interviews can be. Whether your event is in person or online, we will do all we can to help you feel at your ease throughout. A top tip is to read these guidelines through straight away and then a few times more before your interview and to not leave anything until the last minute. This should help you feel much calmer on the day.

Our guidelines are split into the following sections:

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Before the interview

Whether you interview in person or online, at your interview we want to discover what excites you about the performing and creative arts industry. To help us with this, we ask that each applicant prepare an informal talk, of no more than 5 minutes, during which you will explain to us why you hope to join us on the Management degree at LIPA.

The interview and talk is an opportunity for you, the applicant, to tell us about any experiences you have had, in or around the performing arts, creative industries or entertainment sector.

You may have had these experiences as a performer, organiser, or just as an enthusiastic fan; it doesn't matter how you show your enthusiasm, what matters is that you bring a real commitment to wanting to work hard, and learn from, the experiences and teaching that our degree programme will offer you.

What we are looking for is evidence of your passion, creativity and ambition to succeed in the management of the creative industries and performing arts.

We do not presume that applicants already know about the Management of Music, Entertainment, Theatre and Events, but we need to know that you are fully committed to learning about, and getting practically involved in, these subject areas.

Tips for your five-minute talk

- What to cover: You could tell us about any practical projects or events you've been involved with. These could be gigs, festivals, theatrical shows or dance performances, a club night, a business venture or a school event you helped to manage. If you've not been involved in a practical project perhaps you've been writing a blog or producing a podcast about your local music scene; writing online reviews for theatrical shows, gigs, TV shows and games; keeping up with the latest industry developments by reading books, websites and trade publications; collecting vinyl records or regularly attending festivals, shows and events. These, and similar activities, can help show us the depth of your interest and how serious you are about the music, theatre and entertainment business.
- Have you got items you can show us that will add colour and context to your talk? Photos, marketing material, plans, working documents, event programmes and even old ticket stubs can all be used to engage the listener and prompt discussion.
- Consider using 'prompt cards' or having a running order of items and issues you want to discuss. These can be handy if you're feeling a bit nervous and can remind you of the key points you want to get across.
- Take your time, don't rush. Perhaps have a drink of water alongside you - and feel free to pause, sip it and gather your thoughts during your talk.

In-person interview guidelines

What to expect on the day

You will be allocated an interview date. Each event will follow the same structure. We may alter timings on the day depending upon how many candidates there are. You should still anticipate being with us for a maximum of approximately three hours.

Registration (15 minutes)

Please arrive at the time indicated in your invitation and use our entrance on Pilgrim Street, where you will be met by our Admissions staff.

Course talk (45 minutes)

Dave Wibberley, Head of Management here, will give a short introduction to the degree programme, describing what we do and how we do it and what life as a Management student is like.

Building tour (45 minutes)

This is a short tour of our building and facilities. You are not being assessed during this. We include it in the event to help give you a better insight into LIPA and our facilities.

Small group Interview (up to 60 minutes in total)

Our interview process is a lot like a 'get to know each other' business style conversation.

These conversations usually involve yourself and three or four other applicants, sitting together, in a group, along with a Management Lecturer and a current third year student. Each of the Applicants will present their own five-minute talk, and after each talk, the rest of the group will be encouraged to ask questions.

Occasionally these interviews happen as a one to one, but that is rare; primarily because we want to see how you, and the other applicants, relate to each other. In a collaborative institution like LIPA, an ability to respectfully connect with each other, listen to each other and support each other is very important.

At the end of the interview there will be plenty of time for you to ask the Management Lecturer and the Final Year student any questions you may have regarding LIPA, the Management Degree and what it's like being a student in Liverpool.

Online Interview guidelines

What to expect on the day

Our online interviews will take place on MS Teams. You will be allocated an interview time and date, typically with a minimum of two weeks' notice. Times are GMT or BST as appropriate. You will receive the joining link approximately 24 hours prior to the interview.

The format of the online interview will be, as far as is possible, the same as that for an 'in-person' interview.

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Occasionally these interviews happen as a one to one, but that is rare; primarily because we want to see how you, and the other applicants, relate to each other.

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Your interview will be led by one of our Management staff and is very much a two-way process, so as well as us finding out more about you, you can also learn more about us and how we teach Management here.

Just as we would at an in-person event, we will be encouraging you to talk about what attracts you to our course and to share your long-term career aspirations. At the end of the interview, you'll have plenty of time to ask any questions you have. You may also wish to chat with a current student to hear about their experiences of studying here and of Liverpool. If you'd like to do this, please get in touch using the contact details listed at the end of these guidelines.

Tips for taking part

- You will need a good internet connection and access to MS Teams, which is the video conferencing platform we will be using.
- You should ideally use a PC or Mac running MS Teams. The device you use will need to have a screen, microphone and a webcam. If you have any concerns about your equipment for taking part in the online interview, please get in touch using the contact details at the end of these guidelines.
- On the day, please ensure you are in a quiet room, where you will not be disturbed during the interview event.
- Please ensure you are in a well-lit space so you can be clearly seen and heard during your virtual interview.
- Test your camera and microphone before your virtual interview and clean the camera lens.
- Make sure your device is fully charged and/or is plugged into a power source.

Useful information for all candidates

When will you hear from us after the interview?

We need time to reflect on the candidates we've seen, so we do not tell you the outcome of your interview on the day itself. We don't like to keep you waiting though, so we always aim to communicate our decision to you within three working weeks.

Unfortunately, due to the high volume of applications we receive, if you are not successful we are unable to offer feedback.

Do you have an access need related to a disability that may require specialist arrangements?

If you think you will require any type of support for your audition, please contact our Student Disability Officer, at student.support@lipa.ac.uk

Any questions?

If you have any questions or concerns about any aspect of the interview, please get in touch using the contact details below.

Contact us

For applicants from within the UK please email our Admissions Team:
admissions@lipa.ac.uk

For applicants from outside of the UK, please email our International Team,
international@lipa.ac.uk

You can also reach us by phone by calling +44 (0)151 330 3000 and asking for either the Admissions or International Teams as appropriate.

We wish you the best of luck and look forward to meeting you.

Dave Wibberley
Head of Management