

# ***Club Promotion/ Event management***

## **COURSE OUTLINE**

The Club Promotion/ Event management course involves people in the skills needed to run a successful club night or party. Participants try their hand at flyer design, marketing, sponsorship deals, logistics, talent booking and budget control.

This course is OCN LR accredited for 3 credits (30 hours of learning) at levels 1 & 2

### **Course Breakdown:**

**Lesson 1:** What is an event? Why do we put on an event?

**Lesson 2:** Defining the target audience.

**Lesson 3:** Presenting the event.

**Lesson 4:** Finding a suitable venue.

**Lesson 5:** Visiting the venue.

**Lesson 6:** Designing a flyer using QuarkXpress software (part 1).

**Lesson 7:** Designing a flyer using Photoshop software (part 2).

**Lesson 8:** Artist and event management.

**Lesson 9:** The event.

**Lesson 10:** OCN LR test and appraisal.

## Learning Outcomes: The learners will be able to . . .

### Lesson 1 – 4:

- 1: understand the reasons for putting on an event
- 2: research promotional techniques used locally and nationally
- 3: understand the presentation options available
- 4: understand the importance of size and style in choosing a venue
- 5: devise a production budget

### Lesson 5 – 8:

- 1: understand how to qualify the characteristics and suitability of the venue
- 2: collate information and work out a suitable target audience
- 3: understand the key features that make up a good flyer
- 4: choose a suitable image for a flyer

### Lesson 9 and 10:

- 1: prepare for the event – confirm artists, check final promotion
- 2: understand the nature of artist management and hospitality
- 3: analyse and appraise the event