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# **BUSINESS OPPORTUNITIES AND SKILLS DEVELOPMENT FOR ACTORS**

Module III

## **EVENT CREATION AND MANAGEMENT**

Developed by DAH Theatre (Serbia)

The logo for 'Stardust' features the word 'Stardust' in a large, bold, black font. Each letter is filled with a pattern of small stars in yellow, pink, and blue. Below the main text, the words 'Performing Arts Entrepreneurs' are written in a smaller, bold, black font. The entire logo is set against a background of several blue swooshing lines and scattered stars in yellow, pink, and blue.

**Stardust**  
Performing Arts Entrepreneurs

# Watch and discuss

In order to become a great event planner, one should take conscious effort and understanding of all areas that are important.  
Learn 6 things that make a great event planner.



[6 Skills to Become a Great Event Planner](#)



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# By the end of this module, you should be able to...



## Knowledge

- Theory and practice of an organization
- Knowledge of technical production
- Knowledge of project design process
- Definition of the target group
- Theories of multimedia



## Skills

- Creativity
- Organization idea
- Ability to work in a team
- Ability to work under stress
- Motivational skills
- Communication skills
- Media Literacy



## Attitudes

The modern culture events are a popular form of performing arts.

Every event is unique.

No one can teach you how to produce an idea.

The event is part of the culture of spectacle (Guy Debord)



# Key-concepts

## Key-concept 1

### Ideas, goals and planning

Each project contains goals, preparation, and duration time.

Implementation process and interactivity with the audience of the goals should be realistic.

Multimedia concept.

## Key-concept 2

### Values

In the preparation phase, you need to determine the values you are promoting.

It can be social engagement, fun, changing the stereotypical attitude.



# Key-concepts

## Key-concept 3

### Audience and promotion

Before you start organizing an event, research the audience you are addressing . Remember that without an audience there are no events. Audience is a target group for promoting plan.

## Key-concept 4

### Space

The space in which the event takes place also determines its values and characteristics of events.

Spaces can be theatres, but also parks, glamorous halls...





**What values do you want your event to represent?**



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# Event creation

Define the concept of event planning and managing.  
Understand and identify the event lifecycle.  
Define the technical requirements.

Independent Event planning

Definition of target group

Financial Independency

Creation of multimedia events

# Event creation

## Planning skills

The Event Planning Template isn't just for "before" stages of the event. It can also be used to evaluate the event's different functions afterward. You can also publish a series of post-event content to keep the conversation alive, even after the real-time event has wrapped up.

Together with your team, talk about what metrics you'll use to define the success for your event. Perhaps it's ticket sales, attendance records, feedback from speakers or guests, or a review and evaluation of your event planning and process to figure out what worked and what could use improvement.



# Benefits

## Development of creativity with team

When working together as a team, it enables us to learn from one another. Teamwork fosters creativity and learning, maximizing shared knowledge and expanding new skillsets.

Although individual productivity is important, teamwork is essential in solving complex issues. Teamwork can generate a sense of trust and loyalty amongst employees, which motivates them to communicate, cooperate and be supportive of one another. Creative teamwork in event management motivates artists.

## Work outside the institution

Become part of the business or entrepreneurial sector.

Be creative – step out of your “box”

## Creativity

A key to being creative, according to Yale Insights, is the ability to find associations between different fields of knowledge, especially ones that appear radically different at first. The process is iterative rather than linear and requires people with curiosity, energy, and the openness to see connections where others cannot.





**Determine the content  
of your event**



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# Event Academy

## EVENT MANAGEMENT: AN IMPORTANT INDUSTRY

Event management is the application of project management to the creation and development of large-scale events. It involves studying the brand, identifying the target audience, devising the event concept, planning the logistics, and coordinating the technical aspects before launching the event.

Many 'non-event types' think that designing and producing an event is easy. Just find a venue, come up with a good theme, get some food and drink, book a band, and send the invites out on time.

Unfortunately, like many things that seem simple creating a successful event requires a lot of hard work and a diverse range of skills and experiences from project planning to budgets.

<https://eventacademy.com/news/what-is-event-management/>

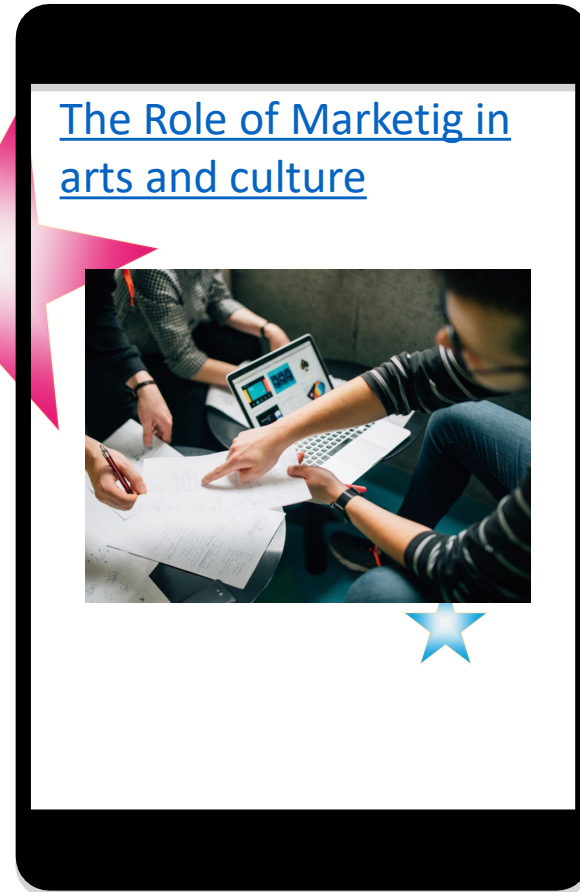
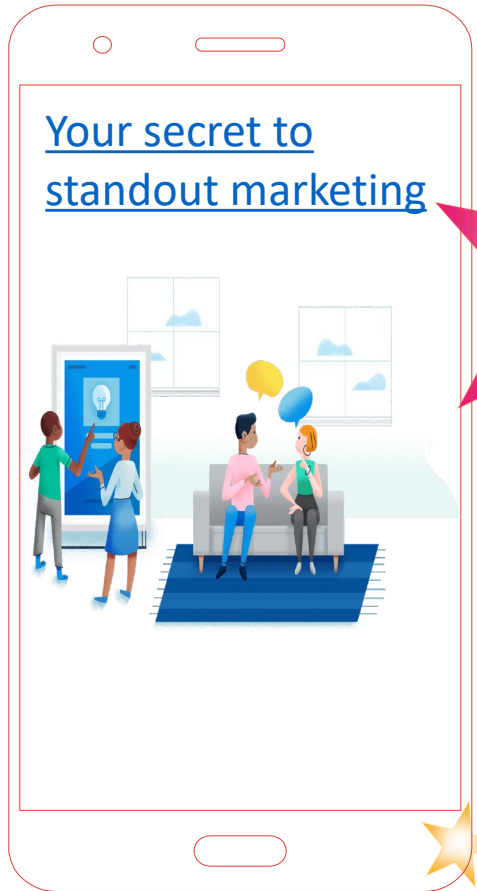


# Design the concept and idea of an event

- Select a team of authors, operational, technical.
- Determine the place and time of execution
- Divide tasks
- Set deadlines
- Determine the date of the briefings
- Determine implementation plans
- Determine the dates of the general rehearsals



# Further readings



# References

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