

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Tour & Festival Management

Leadership Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference MU-LSE-L • Music and Performing Arts Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	MU-LSE-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Financial Management in Events 5 chapters · 30 classes 65 marks • 1 Understanding Basic Financial Concepts in Event Management — 6 classes › 1.1 Introducing Key Financial Concepts in Event Management › 1.2 Analyzing Income Streams and Revenue Models › 1.3 Understanding Cost Structures and Expense Planning › 1.4 Implementing Budgeting Strategies for Events › 1.5 Managing Cash Flow in Festival and Event Settings › 1.6 Applying Basic Financial Tools for Event Success • 2 Budgeting and Forecasting for Music Events — 6 classes › 2.1 Understanding Event Budget Components › 2.2 Analyzing Revenue Streams for Music Events › 2.3 Identifying Key Cost Drivers in Event Planning › 2.4 Applying Forecasting Techniques to Predict Event Success › 2.5 Developing a Comprehensive Budget Plan › 2.6 Evaluating and Adjusting Budgets for Optimal Financial Management • 3 Revenue Streams and Pricing Strategies — 6 classes › 3.1 Understanding Revenue Streams in Events › 3.2 Exploring Traditional and Non-traditional Revenue Sources › 3.3 Crafting Effective Pricing Strategies for Events › 3.4 Analyzing Market Needs and Price Sensitivity › 3.5 Implementing Dynamic Pricing Models › 3.6 Evaluating the Impact of Pricing on Event Profitability • 4 Cost Management and Financial Risk Mitigation — 6 classes › 4.1 Understanding Basic Cost Management Principles › 4.2 Identifying and Categorizing Event Costs › 4.3 Analyzing Cost Control Techniques in Events › 4.4 Evaluating Financial Risks in Event Management › 4.5 Implementing Risk Mitigation Strategies › 4.6 Applying Cost Management Tools in Real-Life Scenarios • 5 Financial Reporting and Performance Evaluation — 6 classes › 5.1 Understanding Financial Reports: Key Components › 5.2 Analyzing Balance Sheets for Events › 5.3 Interpreting Income Statements in Event Management › 5.4 Evaluating Cash Flow Statements for Festivals › 5.5 Using Financial Ratios to Assess Event Performance › 5.6 Applying Financial Insights to Improve Event Strategy
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• 1 Understanding Leadership Styles in Live Event Settings — 6 classes

- › 1.1 Exploring Leadership Styles in Live Events
- › 1.2 Identifying Your Leadership Style
- › 1.3 Analyzing the Impact of Leadership on Team Dynamics
- › 1.4 Adapting Leadership Styles to Different Event Scenarios
- › 1.5 Enhancing Communication and Motivation as a Leader
- › 1.6 Applying Leadership Principles to Problem-Solving in Events

• 2 Building and Leading Effective Event Teams — 6 classes

- › 2.1 Understanding Team Roles and Responsibilities
- › 2.2 Developing Effective Communication Strategies
- › 2.3 Fostering Collaboration and Trust in Teams
- › 2.4 Cultivating Leadership Skills for Event Success
- › 2.5 Managing Conflict and Resolution Techniques
- › 2.6 Evaluating Team Performance and Feedback

• 3 Communication Strategies for High-Pressure Situations — 6 classes

- › 3.1 Understanding High-Pressure Communication Dynamics
- › 3.2 Identifying Key Pressure Points in Team Communication
- › 3.3 Developing Active Listening Skills Under Pressure
- › 3.4 Implementing Clarity and Precision in Stressful Situations
- › 3.5 Practicing Emotional Intelligence in High-Stakes Conversations
- › 3.6 Applying Conflict Resolution Techniques in Crisis

• 4 Implementing Crisis Management and Problem-Solving — 6 classes

- › 4.1 Understanding Crisis Management in Events
- › 4.2 Identifying Potential Crises and Risks
- › 4.3 Developing Effective Communication Strategies
- › 4.4 Implementing Problem-Solving Frameworks
- › 4.5 Coordinating Team Roles During a Crisis
- › 4.6 Evaluating and Improving Crisis Response Plans

• 5 Evaluating and Enhancing Team Performance — 6 classes

- › 5.1 Understanding Team Dynamics: The Foundation of Effective Leadership
- › 5.2 Identifying Performance Metrics: Measuring Team Success
- › 5.3 Diagnosing Team Challenges: Identifying Barriers to Performance
- › 5.4 Enhancing Communication: Strategies for Improving Team Interaction
- › 5.5 Developing Action Plans: Implementing Changes for Team Growth
- › 5.6 Reviewing and Reflecting: Continuous Improvement in Team Performance

• 1 Understanding Event Logistics in the Music Industry — 6 classes

- › 1.1 Exploring the Basics of Event Logistics
- › 1.2 Identifying Key Stakeholders in Music Event Logistics
- › 1.3 Analyzing Venue and Site Requirements
- › 1.4 Developing an Effective Logistics Plan
- › 1.5 Coordinating Transportation and Accommodation Logistics
- › 1.6 Implementing Risk Management and Contingency Planning

• 2 Strategic Planning and Site Management — 6 classes

- › 2.1 Understanding Strategic Planning in Event Management
- › 2.2 Identifying Key Objectives and Goals for Site Management
- › 2.3 Analyzing Site Layout and Infrastructure Requirements
- › 2.4 Coordinating Resource Allocation for Optimal Efficiency
- › 2.5 Developing Contingency Plans for Event Emergencies
- › 2.6 Implementing and Reviewing Strategic Site Management Plans

• 3 Resource Allocation and Vendor Coordination — 6 classes

- › 3.1 Understanding Resource Allocation Basics
- › 3.2 Analyzing Vendor Capabilities and Relationships
- › 3.3 Mapping Resource Needs for Events
- › 3.4 Coordinating Multiple Vendors Effectively
- › 3.5 Implementing Cost-effective Resource Solutions
- › 3.6 Evaluating and Optimizing Vendor Performance

• 4 Transportation and Artist Logistics — 6 classes

- › 4.1 Understanding Transportation Requirements
- › 4.2 Mapping Out Transport Schedules
- › 4.3 Coordinating Artist Arrivals and Departures
- › 4.4 Managing On-Site Artist Mobility
- › 4.5 Ensuring Safety and Efficiency in Transport
- › 4.6 Evaluating and Optimizing Transport Strategies

• 5 Risk Management and Contingency Planning — 6 classes

- › 5.1 Understanding Risk Types in Events and Festivals
- › 5.2 Identifying Potential Risks and Hazards
- › 5.3 Developing a Comprehensive Risk Management Plan
- › 5.4 Implementing Effective Contingency Planning Strategies
- › 5.5 Evaluating the Impact of Risk Mitigation Measures
- › 5.6 Conducting Risk Assessments and Scenario Analysis

• 1 Principles of Risk Management in the Music Industry — 6 classes

- › 1.1 Understanding Risk in the Music Industry
- › 1.2 Identifying Potential Risks at Festivals and Tours
- › 1.3 Analyzing Risk Impact and Probability
- › 1.4 Developing Risk Mitigation Strategies
- › 1.5 Implementing Risk Management Plans
- › 1.6 Evaluating Risk Management Effectiveness

• 2 Identifying and Assessing Risks in Tour and Festival Management

• 3 Risk Mitigation Strategies for Live Sound and Event Production

• 4 Compliance with Industry Regulations and Standards

• 5 Crisis Management and Emergency Response Planning

• 1 Understanding the Event Ecosystem — 6 classes

- › 1.1 Exploring Event Types and Formats
- › 1.2 Mapping Stakeholders in the Event Ecosystem
- › 1.3 Analyzing Market Trends and Influences
- › 1.4 Identifying Key Resources and Suppliers
- › 1.5 Evaluating Environmental and Cultural Impacts
- › 1.6 Integrating Sustainable Practices in Event Planning

• 2 Market Research and Audience Analysis — 6 classes

- › 2.1 Understanding Market Research in Event Planning
- › 2.2 Identifying and Profiling Target Audiences
- › 2.3 Gathering and Analyzing Audience Data
- › 2.4 Utilizing Market Trends for Event Success
- › 2.5 Segmenting Audiences for Tailored Engagement
- › 2.6 Applying Audience Insights to Strategic Planning

• 3 Creating Strategic Event Plans — 6 classes

- › 3.1 Understanding the Fundamentals of Strategic Event Planning
- › 3.2 Conducting Situation Analysis for Effective Event Planning
- › 3.3 Setting Clear Objectives and Goals for Events
- › 3.4 Designing a Comprehensive Event Operations Plan
- › 3.5 Developing a Strategic Marketing Plan for Events
- › 3.6 Evaluating and Iterating on Event Plans

• 4 Resource Allocation and Budget Management — 6 classes

- › 4.1 Understanding Resource Allocation in Event Planning
- › 4.2 Identifying Key Resources for Festivals and Tours
- › 4.3 Analyzing Costs and Revenues for Effective Budgeting
- › 4.4 Developing a Resource Allocation Strategy
- › 4.5 Implementing Budget Controls and Monitoring Techniques
- › 4.6 Evaluating Resource Utilization and Budget Performance

• 5 Risk Management and Contingency Planning — 6 classes

- › 5.1 Understanding Risk in Event Management
- › 5.2 Identifying Potential Risks in Events
- › 5.3 Evaluating Risk Impact and Probability
- › 5.4 Developing Effective Contingency Plans
- › 5.5 Implementing Risk Mitigation Strategies
- › 5.6 Assessing and Learning from Past Events