# Organisation of Events and Performing Arts

## Prof. Carla Bino

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide basic theoretical and practical knowledge of the organization of live events and of the professionals involved in the organizational, management and communication fields of the performing arts.

By the end of the course, students must: know the various roles in the production and/or organization of live events and shows, as well as the relative production models; know the concept, design, planning, organization and communication phases of a live event; be able to design, plan and manage a non-complex live event; be aware of the complexity of the event organization sector and its constituent professions.

***COURSE CONTENT***

The syllabus aims to introduce students to organizational and management aspects related to the world of performing arts and live events.

The following topics will be covered:

– designing and planning of a live performance event

– drafting the project;

– planning operations (programme, actions, timescale, resources, budget and financial plan);

– implementation aspects (public, private and commercial financing, contractual and supplier management aspects, bureaucracy, logistical technical aspects);

– communication and marketing.

Basic knowledge about cultural enterprise and organizational models will also be provided, with particular reference to the theatrical, musical and dance systems in Italy.

***READING LIST***

L. Argano, *La gestione dei progetti di spettacolo. Elementi di project management culturale*, FrancoAngeli Ed., Milan, 8th edition, 2019.

Students may also read:

M. Gallina, *Ri-Organizzare teatro. Produzione, distribuzione, gestione*, FrancoAngeli, Milan, 2016.

***TEACHING METHOD***

Theory-based lectures along with themed lectures held by industry professionals.

***ASSESSMENT METHOD AND CRITERIA***

Assessment will be based on a project that focuses on planning of a live event (written project) and on an oral exam.

The project may be written individually or as a group, provided that the individual's contribution is clear and identifiable. This assignment must be agreed with the lecturer and will focus on a topic chosen according to the interests of the students. The project must be submitted at least 10 days before the oral exam, so that the lecturer can review it in advance. The lecturer will use the project to assess the individual's creativity and their ability to develop ideas. The project must also demonstrate that students have acquired the general skills taught during the course.

The oral exam will begin with a discussion of the project and serves to assess the acquisition of knowledge on the key processes involved in organizing a live performance event.

The project and the oral exam are each worth 50% of the final mark.

*NON-ATTENDING STUDENTS*

Non-attending students will only sit the oral exam, which will be based on the following reading material.

L. Argano, *La gestione dei progetti di spettacolo. Elementi di project management culturale*, FrancoAngeli Ed., Milan, 8th edition, 2019.

M. Gallina, *Ri-Organizzare teatro. Produzione, distribuzione, gestione*, FrancoAngeli, Milan, 2016.

***NOTES AND PREREQUISITES***

Students require basic knowledge of elements relevant to the organization of live events. They should also harbour a general interest in the world of events and the organizational dynamics on which the course focuses.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.