# Organisation of Events and Performing Arts

Prof. Laura Peja

COURSE AIMS AND INTENDED LEARNING OUTCOMES

The course aims to provide basic theoretical and practical knowledge regarding the organisation of live events and the professional figures operating in the organisational, management and communication sectors of the performing arts.

At the end of the course, students will have encountered cases and examples that will have made them aware of the complexity of the organisational sector and the professions it comprises. They will know the types of subjects that produce and/or organise events and live shows, understanding their production models, and will possess competences in the conception, design, planning, organisation and communication of a live event that they will put into practice through the development of a simple live event project.

COURSE CONTENT

The programme aims to introduce the organisational and managerial aspects related to the world of performing arts and live events.

This will include the following:

– conception and design of a live performance event;

– the drafting of the project;

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

– implementation aspects (public, private and commercial funding, contractual aspects and management of suppliers, bureaucracies, technical and logistical aspects);

– communication and marketing.

Basic knowledge of the cultural enterprise and organisational models will also be provided, with particular reference to the theatrical, musical and dance system in Italy.

READING LIST

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

Francesca D’Ippolito, *Produrre teatro in Italia oggi. Pratiche, poetiche, politiche*, preface by Mimma Gallina, Dino Audino editore, Rome, 2022.

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

TEACHING METHOD

Frontal and participatory lectures; topical lectures held by sector professionals. The course may include educational visits to places of entertainment in Milan.

ASSESSMENT METHOD AND CRITERIA

Drafting of a live event project and an oral interview.

The project may be drawn up individually or in a group, provided that the individual contribution to the collective work is clear and identifiable. It must be agreed with the lecturer and will focus on a topic chosen according to the students' interests. The project must be delivered at least 10 days before the oral interview, in order to give the lecturer time to read it.

The oral interview will begin with a discussion of the project and will serve to assess the student's knowledge of the operations needed in the organisation of a live performance event.

The final assessment will be based 50% on the event project and 50% on the oral interview.

Students who do not present the project are allowed to undertake just the oral interview, studying the course reading list as preparation.

NOTES AND PREREQUISITES

The course does not require a basic knowledge of aspects related to the organisation of live events. It does require, however, a general interest in the world of events and the dynamics of organisation that will be the main subject of the course.

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.