Undergraduate Certificate in Live Entertainment Industry Management

Audience Development and Engagement

A&P stands for Availability and Pricing, which refers to the process of determining the availability and pricing of tickets for a live event, taking into account factors such as demand, competition, and target audience, with the goal of maximizing revenue and attendance, while also considering the impact of pricing on the audience's perception of the event, and the importance of transparency in pricing and availability information.

Accessibility refers to the degree to which a live event or venue is accessible to people with disabilities, including those with mobility, visual, or hearing impairments, and involves the implementation of measures such as wheelchair ramps, audio descriptions, and sign language interpretation to ensure that all attendees can participate and enjoy the event, with a focus on inclusion and equity for all audience members.

Activation refers to the process of creating and implementing a marketing campaign or promotional activity to engage with the target audience and drive ticket sales, such as social media contests, email marketing, or street teams, with the goal of building awareness and excitement around the event.

Adaptive Reuse refers to the process of repurposing an existing building or venue for a new use, such as converting a warehouse into a concert venue or a church into a theater, with the goal of preserving the historic character of the building while also making it suitable for modern uses.

Advocacy refers to the act of promoting and supporting a particular cause or issue, such as arts education or diversity and inclusion in the live entertainment industry, with the goal of raising awareness and mobilizing support among stakeholders and the broader community.

Amplification refers to the process of increasing the reach and impact of a message or idea, such as through social media or public relations, with the goal of building momentum and influencing public opinion.

Analytics refers to the use of data and statistical analysis to understand and improve the performance of a live event or venue, such as analyzing ticket sales, attendance, and customer feedback to identify trends and areas for improvement, with a focus on data-driven decision making and continuous improvement.

Arts Administration refers to the management and operation of arts organizations, including theaters, museums, and festivals, with a focus on planning and implementing artistic and educational programs, as well as managing administrative and financial functions.

Arts Education refers to the teaching and learning of artistic skills and knowledge, such as music, dance, or theater, with a focus on developing creative and critical thinking skills, and preparing students for careers in the arts.

Arts Marketing refers to the promotion and sale of arts events and products, such as theater productions, concerts, or art exhibitions, with a focus on building audiences and increasing revenue.

Attendance refers to the number of people who attend a live event or visit a venue, with a focus on tracking and analyzing attendance trends to identify areas for improvement and optimize marketing and programming strategies.

Audience Development refers to the process of building and engaging with a target audience, such as through marketing, outreach, and education, with the goal of increasing attendance and deepening audience engagement.

Audience Engagement refers to the process of creating and implementing activities and programs to engage with the target audience, such as social media contests, email marketing, or street teams, with the goal of building awareness and excitement around the event.

Box Office refers to the ticketing system and sales process for a live event or venue, including the management of ticket inventory, pricing, and customer service, with a focus on providing excellent customer service and maximizing revenue.

Brand Identity refers to the unique set of characteristics, values, and personality traits that define a brand, such as a live event or venue, with a focus on developing a strong and consistent brand image.

Break-Even Analysis refers to the process of calculating the point at which the revenue from ticket sales equals the costs of producing the event, with a focus on managing financial risk and optimizing pricing and programming strategies.

Budgeting refers to the process of planning and managing the financial resources for a live event or venue, including the creation of budgets, tracking of expenses, and management of cash flow, with a focus on managing financial risk and optimizing resource allocation.

Capacity refers to the maximum number of people that can attend a live event or visit a venue, with a focus on managing attendance and optimizing revenue.

Cash Flow refers to the movement of money into and out of a business or organization, such as a live event or venue, with a focus on managing financial risk and optimizing resource allocation.

Community Engagement refers to the process of building and maintaining relationships with the local community, such as through outreach, education, and volunteer programs, with a focus on building trust and support for the event or venue.

Concessions refer to the sale of food, beverages, and merchandise at a live event or venue, with a focus on providing excellent customer service and maximizing revenue.

Contract Negotiation refers to the process of negotiating and agreeing to terms and conditions for a contract, such as a performer or vendor contract, with a focus on protecting the interests of all parties involved and ensuring compliance with applicable laws and regulations.

Crowd Management refers to the process of planning and implementing strategies to manage the movement and behavior of crowds at a live event, such as through crowd control barriers, signage, and communication systems, with a focus on ensuring public safety and minimizing risk.

Customer Relationship Management (CRM) refers to the process of managing and analyzing customer interactions and data, such as through ticket sales, marketing, and customer service, with a focus on building strong relationships and increasing customer loyalty.

Customer Service refers to the process of providing assistance and support to customers, such as through ticket sales, marketing, and customer service, with a focus on providing excellent service and resolving customer complaints.

Demographics refer to the characteristics of a population, such as age, gender, income, and education level, with a focus on understanding and targeting specific audience segments.

Digital Marketing refers to the use of digital channels, such as social media, email, and online advertising, to promote a live event or venue, with a focus on building awareness and driving ticket sales.

Diversity and Inclusion refer to the principles of promoting and supporting diversity, equity, and inclusion in all aspects of the live entertainment industry, such as through programming, hiring, and community engagement, with a focus on creating a welcoming and inclusive environment for all attendees.

Donations refer to the act of giving money or resources to support a live event or venue, such as through fundraising campaigns or sponsorship, with a focus on building support and increasing revenue.

E-Marketing refers to the use of electronic channels, such as email and social media, to promote a live event or venue, with a focus on building awareness and driving ticket sales.

Event Management refers to the process of planning, coordinating, and executing a live event, such as a concert, festival, or theater production, with a focus on delivering a high-quality experience and ensuring public safety.

Event Marketing refers to the promotion and sale of live events, such as through advertising, publicity, and ticket sales, with a focus on building awareness and increasing attendance.

Event Production refers to the process of creating and delivering a live event, such as a concert, festival, or theater production, with a focus on delivering a high-quality experience and ensuring public safety.

Festival Management refers to the process of planning, coordinating, and executing a festival, such as a music, arts, or cultural festival, with a focus on delivering a high-quality experience and ensuring public safety.

Financial Management refers to the process of planning, managing, and analyzing the financial resources for a live event or venue, including the creation of budgets, tracking of expenses, and management of cash flow, with a focus on managing financial risk and optimizing resource allocation.

Fundraising refers to the act of soliciting and securing donations or sponsorships to support a live event or venue, with a focus on building support and increasing revenue.

Grant Writing refers to the process of researching and applying for grants to support a live event or venue, with a focus on securing funding and supporting artistic and educational programs.

Group Sales refer to the sale of tickets to groups, such as schools, businesses, or community organizations, with a focus on building revenue and increasing attendance.

Hospitality refers to the process of providing excellent customer service and amenities to attendees, such as through concessions, merchandise, and VIP experiences, with a focus on delivering a high-quality experience and building customer loyalty.

Human Resources refers to the management and development of personnel, including hiring, training, and supervising staff and volunteers, with a focus on building a strong and effective team.

In-Kind Donations refer to the act of giving goods or services, such as materials or expertise, to support a live event or venue, with a focus on building support and increasing revenue.

Marketing Research refers to the process of gathering and analyzing data to understand the target audience and market trends, with a focus on informing marketing strategies and optimizing resource allocation.

Merchandise refers to the sale of products, such as t-shirts, hats, or souvenirs, at a live event or venue, with a focus on providing excellent customer service and maximizing revenue.

Networking refers to the process of building and maintaining relationships with stakeholders, such as performers, vendors, and sponsors, with a focus on building partnerships and increasing opportunities.

Operations Management refers to the process of planning, coordinating, and executing the logistical and technical aspects of a live event or venue, such as stage management, lighting, and sound, with a focus on delivering a high-quality experience and ensuring public safety.

Outdoor Events refer to live events that take place outdoors, such as festivals, concerts, or sporting events, with a focus on managing weather and environmental factors and ensuring public safety.

Partnerships refer to the process of building and maintaining relationships with stakeholders, such as performers, vendors, and sponsors, with a focus on building partnerships and increasing opportunities.

Performing Arts refer to the live presentation of artistic performances, such as music, dance, or theater, with a focus on delivering a high-quality experience and supporting artistic expression.

Production Management refers to the process of planning, coordinating, and executing the logistical and technical aspects of a live event, such as stage management, lighting, and sound, with a focus on delivering a high-quality experience and ensuring public safety.

Promotion refers to the process of promoting a live event or venue, such as through advertising, publicity, and ticket sales, with a focus on building awareness and increasing attendance.

Public Relations refers to the process of managing and maintaining relationships with stakeholders, such as media, sponsors, and community leaders, with a focus on building reputation and increasing support.

Revenue Management refers to the process of managing and optimizing revenue streams, such as ticket sales, concessions, and sponsorships, with a focus on maximizing revenue and minimizing financial risk.

Risk Management refers to the process of identifying, assessing, and mitigating risks associated with a live event or venue, such as safety, security, and financial risks, with a focus on minimizing risk and ensuring public safety.

Sponsorship refers to the act of securing financial or in-kind support from businesses or organizations to support a live event or venue, with a focus on building partnerships and increasing revenue.

Stakeholder Management refers to the process of managing and maintaining relationships with stakeholders, such as performers, vendors, and sponsors, with a focus on building partnerships and increasing opportunities.

Strategic Planning refers to the process of developing and implementing long-term plans and strategies, such as business plans, marketing plans, and fundraising plans, with a focus on achieving goals and increasing success.

Subscription Sales refer to the sale of tickets or memberships to a series of events or performances, with a focus on building revenue and increasing attendance.

Supply Chain Management refers to the process of managing and coordinating the flow of goods and services, such as concessions, merchandise, and technical equipment, with a focus on ensuring timely and cost-effective delivery.

Sustainability refers to the principles of reducing environmental impact and promoting social responsibility, such as through waste reduction, energy efficiency, and community engagement, with a focus on minimizing harm and maximizing positive impact.

Ticketing refers to the process of selling and managing tickets for a live event or venue, including the management of ticket inventory, pricing, and customer service, with a focus on providing excellent customer service and maximizing revenue.

Tourism refers to the industry of attracting and serving visitors, such as through travel, accommodations, and entertainment, with a focus on building revenue and increasing economic development.

Venue Management refers to the process of managing and operating a live event or venue, including the management of facilities, staff, and customer service, with a focus on delivering a high-quality experience and ensuring public safety.

Volunteer Management refers to the process of recruiting, training, and managing volunteers, with a focus on building a strong and effective team.

Web Development refers to the process of designing, building, and maintaining websites and online platforms, such as ticketing systems and social media, with a focus on providing excellent customer service and maximizing online engagement.