

BA (Hons) Popular Music Performance & Event Management

Introduction Pack

Acceptance Packs – Course Information

Course: BA (Hons) Popular Music Performance & Event Management

Course Welcome/ Introduction

Welcome to Popular Music Performance & Event Management. This course will give you a truly unique opportunity to embark on an exciting career in a booming international live industry. Immersed in the thriving BIMM community, with countless opportunities to collaborate with a variety of talented peers, you will be given the opportunity to pursue your artistic, academic and industry ambitions to the full while helping to nurture your creative flair as a performer.

It will empower you with the knowledge and skills to plan, promote and produce live shows, perhaps taking a DIY approach to yourself as an artist by organising your own gigs and tours.

Day to day learning will be in large live rooms, smaller studio sessions and seminar-based classrooms, with interactive and engaging classes that give you the chance to showcase your skills and apply what you have learnt in a safe and supportive environment.

Subject modules will feature core elements of performance and event management, as well as the roles, responsibilities and processes which connect them. You'll learn the key skills and strategies to effectively create, plan and produce your own event as well as developing your performance, technique, arranging and musicianship. You will evaluate international tours and large-scale music festivals, whilst also exploring the growing issue of sustainability.

You will also leave the course highly skilled in the digital world, with in-depth learning of social media and digital marketing. Upon completion of the course, you will graduate with a portfolio of work that empowers you with the skills and drive to be successful in a fast-moving, competitive and creative environment.



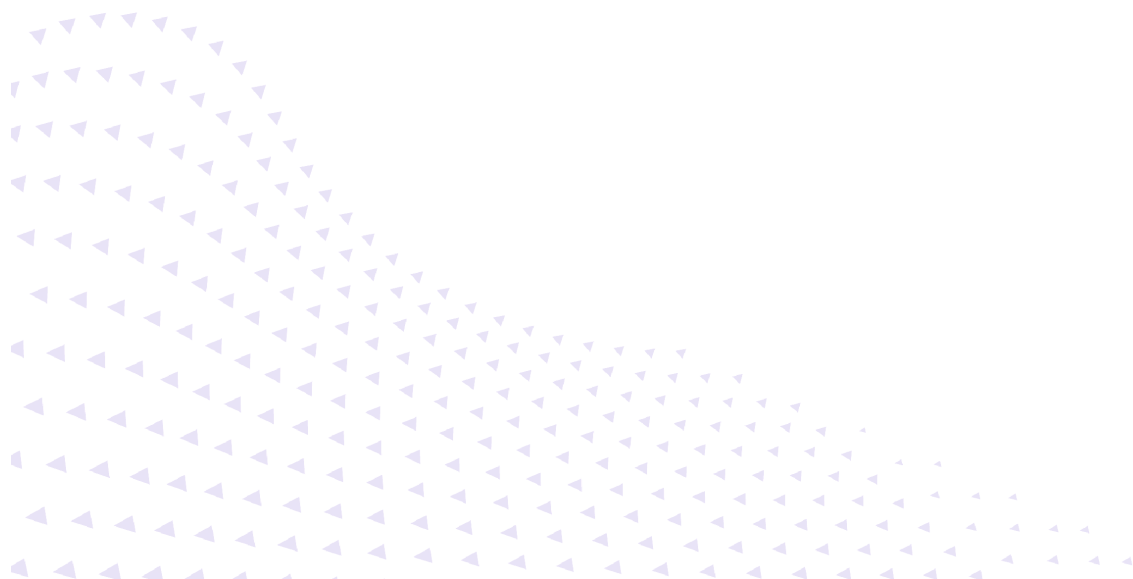
Essential equipment and software

What you'll need to bring with you:

- You will need your instrument:
 - Guitarists/bassists should bring their instrument and a lead to class.
 - Drummers need only bring sticks to class. If it is not suitable to have drums at your student accommodation, we recommend investing in practice pads.
 - Vocalists may bring their own microphone to class or use a BIMM provided microphone
- Laptop or device for word processing (ideally also capable of running Creative Cloud)
- Headphones
- Ear protection

What we will provide upon enrolment

- Microsoft Office 365 Suite
- Adobe Creative Cloud



How to prepare to get the most out of your studies

Get a head start with reading for your course

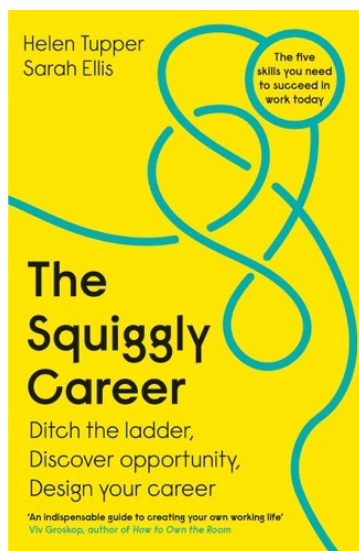
The Course Leaders have selected one essential core text for each of your semester one modules. It's worth getting your hands on these in the summer as these are texts that you'll refer to again and again during your studies.

Core text for **The Creative Industries & You 1: Finding Your Path**

This bestselling book is a great place to start your journey into the Creative Industries. The Creative Industries & You modules at BIMM are all about following your passions, even if that means the path to your dream career takes some unexpected turns along the way. The *Squiggly Career* helps to put you in the right mindset for the exciting journey ahead.

The Squiggly Career by Helen Tupper & Sarah Ellis

Tupper, H. and Ellis, S. (2020) *The Squiggly Career: - Ditch the Ladder, Discover Opportunity, Design Your Career*. London: Penguin.



Core text for **Live Music 1**

This practical guide to putting on gigs covers all of the key stakeholders in the industry, the audience, the promoter, the musicians, agents, venues, managers and even funding organisations. Understanding how all of the areas of the industry connect and interact with each other is essential for making your events sustainable.

This Business of Concert Promotion and Touring by Jake Berry, Ray D. Waddell and Richard

D. Barnet

Barnet, D. Berry, J. & Waddell, R. D. (2010) *This Business of Concert Promotion and Touring: A Practical Guide to Creating, Selling, Organizing, and Staging Concerts*. New York: Billboard Books.

