

About the Course

Basic Course Information

Course Title	Touring and Live Performance: <i>plan, book, promote and hit the road</i>								
Course Type	Short Course								
Award on Completion	This course is not externally accredited. However, it can contribute to a BIMM Music Institute or BIMM Professional Certificate when taken in conjunction with other short courses (see below)								
Length of Course	2 weeks								
Location	Berlin	Birmingham	Brighton	Bristol	Dublin	Essex	Leeds	London	Manchester
		X	X					X	X
	For further information about our campuses click here .								

Teaching and Learning

The delivery of BIMM Music Institute programmes is tailored to the particular learning goals of the individual course. Specific details vary from time to time in order to maximise student experience. Indicative calendars are issued at the start of each course.

Delivery of this course will be within these parameters:

Teaching

- Your course averages 25 hours of teaching time per week.
- Teaching on BIMM Music Institute's full-time short courses is usually scheduled between the hours of 10am and 5pm, Monday to Friday, excluding bank holidays.
- BIMM Music Institute's *Touring and Live Performance* is a practical course which is taught largely in person.
- We have also found that some experiences (such as tutorials) are better delivered digitally. Any online sessions will be noted clearly in students' timetables. In addition, where public health considerations or other matters outside our control limit access to the campus, this *mixed teaching* approach will ensure that students can continue their learning journey.
- Throughout this course students will be given formative feedback from their tutor and through peer review. However, this course is not formally assessed academically, and no grades are given at the end of the course.

The information included in this pack is provided to enhance your understanding of the course. Please note that some details may vary depending on the cohort.

Summary

Touring and Live Performance is a comprehensive course tailored for musicians, bands, and event organizers who want to master the art of touring. This course takes you step-by-step through the entire touring process and you will develop the skills to plan, book, promote, and manage your own successful tour.

Touring and Live Performance is designed to improve your understanding, knowledge, and practice in the following core areas:

- the process of planning and organizing a tour
- how to book shows, secure venues, and arrange accommodation
- budgeting and managing expenses
- promotional strategies
- build and maintain relationships with venues, promoters, and other key partners
- managing logistics and ensuring smooth operations on the road
- the skills to execute a stress-free tour experience

You'll also learn how to create effective promotional strategies, manage relationships with venues and promoters, and ensure a smooth on-the-road experience. By the end, you'll be fully equipped with the skills and tools to execute a successful tour from start to finish.

Applying for this Course

Application for this course can be made on the BIMM Music Institute website [here](#).

In order to apply for this course, students must be 18 years old or over and have sufficient spoken & written English. The course is suitable for beginners and those with basic skills. There are no specific academic entry requirements for the *Touring and Live Performance* course.

Course Structure and Delivery

BIMM Music Institute Mission

Our mission is to inspire the next generation of industry professionals through the creation of inclusive and creative learning environments, that remove barriers and create opportunities for equal participation in the creative industries and provide the highest standard of industry-led education built on a foundation of collaboration, inclusivity and an entrepreneurial spirit, preparing our students for a sustainable career within the creative industries.

Touring and Live Performance

As an educational institution, BIMM Music Institute's mission is to provide students with a practical, high-quality learning experience grounded in professional industry practice and preparation.

Through our course provision we equip students with the knowledge, skills and mindset to prepare them for successful careers within the screen industries.

We seek to foster an inclusive environment in which creative, mature, focused, and considerate individuals are valued as members of a dynamic community.

We believe collaboration is the bedrock of professional practice that is reflected across the creative industries, and students are required to treat each other with respect and to work together in a professional manner.

BIMM Music Institute's key policies and documents can be found here: [Key Policies](#)

Students explore the following key areas of study during the *Touring and Live Performance* Course:

Tour Planning and Organisation

Learn how to map out a successful tour route, taking into account factors like travel time, venue locations, and target markets to ensure an efficient and well-paced tour schedule.

Booking Shows and Securing Venues

Understand the ins and outs of booking shows, negotiating with venues, and handling contracts to secure the best spots for your tour.

Budgeting and Managing Expenses

Discover how to create and manage a realistic budget, covering everything from travel costs to accommodation, ensuring your tour remains financially viable.

Tour Promotion and Marketing Strategies

Master the art of promoting your tour through various channels, including social media, email campaigns, and partnerships with influencers, to maximize ticket sales and audience engagement.

Building Relationships with Venues and Promoters

Learn how to establish and nurture strong partnerships with venues, promoters, and other stakeholders to ensure smooth communication and support throughout your tour.

Logistics and On-the-Road Management

Gain practical knowledge of managing the day-to-day logistics on the road, including travel arrangements, accommodation, and troubleshooting potential issues for a seamless tour experience.

Sample Indicative Timetable

specific details may vary from cohort to cohort

Day	Session
Week 1 Monday	Job Roles in the live Music Sector: introduction to the sector and key roles such as the booking agent, the promoter and the tour manager
Week 1 Tuesday	Building Networks: how to target and build networks to support touring; build and maintaining our contacts database; effective networking and communication strategies
Week 1 Wednesday	Pitching for Live Work: assets needed to engage venues and promoters; how to build a sales pitch and create promo materials; how to build and sell your story
Week 1 Thursday	Understanding Deal Structures and Finances: common deal structures in the live music sector; revenue streams in for a live show; understanding show expenditure and promoters expenditure; how to calculate artist earnings against deal structure
Week 1 Friday	Consolidating Week 1: planning the tour: targets, pitching and timelines
Week 2 Monday	Tour Planning – key elements: schedules, routing and day sheets; budgeting; communicating with stakeholders

Week 2 Tuesday	Marketing: promoting a tour; identifying and targeting audience; collating and curating promotional materials
Week 2 Wednesday	Promotion: channels for promotion; social media and platforms; ticket sellers and related platforms; listings and local press
Week 2 Thursday	Project Planning: ensuring comms across stakeholders; timelines and targets; sales updates and real-time budgeting; and ongoing promotion
Week 2 Friday	Ready for the Road: Pre-production; advancing shows; communicating with venues and promoters; on the day logistics

Please note that this is an indicative calendar. Specific details including the order of modules may vary from cohort to cohort. Students will be issued with a more detailed schedule at the start of the course.

Being at BIMM Music Institute

Teaching and Learning

The *Touring and Live Performance* course forms part of the non-accredited course delivery run by BIMM Music Institute. The course structure comprises of a range of teaching and delivery patterns: lectures, workshops, and practical exercises. Transferable skills are encouraged, and students are given the opportunity to learn and participate through practice.

Course details are contained within the Student Guide which students will be given when they start the course. The Student Guide is the core course document containing specific learning outcomes for each weekly session in line with the overall objectives of the course.

BIMM Music Institute encourages independent learning and reflective learning, and students may be given structured homework to complete, encouraged to practice their skills independently or challenged to network and consider key industry contacts.

Tutors

BIMM Music Institute works with a large team of teaching staff across its full portfolio of courses, profiles of many of whom you can find on our website [here](#).

Student Support

BIMM Music Institute is committed to providing and supporting a diverse and inclusive environment that promotes and develops equality of opportunity for all students and staff. We seek to continually improve our standards across the student lifecycle encompassing access and admission; support and progression; and graduate employability and entrepreneurship.

We seek to provide a caring, supportive environment that recognises each student as a unique individual and fosters their personal and professional development. We are committed to each student's wellbeing, and there are a range of support mechanisms in place to aid student progression through their course of study.

Our [Key Policies](#) section on the website gives guidance on the support structures open to students at the School.

Formative Feedback

Throughout this course students will be given formative feedback from their tutor and through peer review. However, this course is not formally assessed academically, and no grades are given at the end of the course.

In addition, BIMM Music Institute provides regular opportunities for students to give each other feedback through the learning system, which encourages feedback within peer-to-peer sessions. Being able to critically reflect on your own work and the work of your fellow students in a constructive, meaningful way, both verbally and in written form, demonstrates good practice and enhances your learning experience.

Evaluative Feedback

BIMM Music Institute is committed to continual improvement, and student feedback – both informal and formal – is an important part of the evaluative feedback we use. Students are therefore invited to complete a feedback form at the end of their course.

Professional Certificate (ProCert)

At the end of this course you will receive a Certificate of Completion for the course (subject to successful completion of the course).

Whilst courses are not formally assessed and are not credit bearing, part time and short courses of 2, 4 and 8 weeks taken independently over a period of 3 years across all subject matters amounting to 20 weeks full time can be taken together to achieve a BIMM Music Institute / BIMM Professional Certificate or ProCert as follows, subject to successful completion of the courses:

Course Type	Full Time Equivalent
Foundation (12 week evening course)	1 week
Part Time (20 weeks of teaching)	8 weeks
Two Week (full time)	2 weeks
Four Week (full time)	4 weeks
Eight Week (full time)	8 weeks
Three Month (full time)	12 weeks
Certificate	20 weeks

Costs

Tuition Fees can be found on the course page on the BIMM Music Institute website [here](#).