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Duration:	6 weeks
Course:	Talent Buying & Venue Management
Instructor:	Lou Molinaro

Course Objective: This program will teach students the process of Talent Buying and Venue Operations.

Bio: He grew up in Oshawa Ontario. While being part of the Student Council, he started booking shows at his high school. Years later, Lou would be a co-owner and solo talent buyer for Hamilton's legendary This Ain't Hollywood (2009 - 2020). He has hosted shows for artists like Johnny Winter, Chris Spedding, Teenage Head, The Trews, Joel Plaskett, Arkells, Monster Truck, Dirty Nil and many more. He is a member of The Hamilton Music Advisory Team and has participated in various Hamilton fundraising campaigns with the assistance of musicians.

Week	Topic
1	A general introduction to the course. What is a music venue? Understanding the necessary tools needed to host shows. Establishing staff positions for concerts, venue hospitality essentials and the related expenses. Recognizing your role as either a venue or an independent talent buyer.
2	How to prepare an offer for an upcoming concert. Reviewing contracts and riders. Learning about currency expenses, withholding taxes & radius clauses. Understanding all show expenses. Recognizing your potential audience in your market.
3	Show Administration - How to prepare manifests, letters of invitation, plus strengthening your relationships with Agents & Management.
4	Promoting and branding the show. Ticket sales. How to best exercise a marketing budget. How to engage media contacts, social media & street marketing to promote the show.
5	Advancing the show with all necessary contacts. Updating Agents/Musician Representatives on show status. Learn how to fine tune the concert by engaging the market and local businesses.
6	Operating the Day of The Event from Load-In to Load Out. Assuring the venue and staff are ready. Learn how to manage and supervise all show preparations.

EVALUATION

Assignment #1

Research a venue and learn about its operational costs. Prepare a cost breakdown in support of your show (including venue costs & contract/rider requirements)/ Material will be provided to help the students.

25%

Assignment #2

Completing a show manifest, writing a Letter of Invitation for your upcoming concert. Also provide a marketing program (digital and hard copy). Plus, contact one media source (newspaper, online blog, weekly, radio) and submit the protocols of media coverage, in support of your show.

25%

Assignment #3

With all the provided course information, the student will submit a Day of Show itinerary This will include all contractual requirements along with a staff schedule and a financial report detailing expenses vs ticket sales.

30%

Attendance

20%

Total

100%