Talent Booking and Artist Management for Live Events Training Course



19 - 23 Oct 2026

Cape town

4600 € (Per Person)

Ref: #EL2366_274510

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the dynamic world of talent booking and artist management for live events. It is meticulously designed to equip participants with the essential skills and strategic insights needed to navigate the complexities of the entertainment industry. From scouting emerging talent to negotiating intricate contracts and managing large-scale event logistics, this program covers the entire lifecycle of artist representation and event execution. Drawing on principles from leading industry experts like Donald S. Passman, author of "All You Need to Know About the Music Business," the curriculum emphasizes a practical, business-oriented approach. Participants will learn to build strong industry relationships, develop compelling artist brands, and execute flawless live performances that captivate audiences. BIG BEN Training Center has structured this course to be an immersive experience, blending foundational theories with real-world applications. It moves beyond simple booking procedures to explore the nuances of financial management, marketing, and the legal frameworks that govern artist agreements, ensuring graduates are prepared to excel in high-stakes professional environments and build sustainable careers for themselves and the artists they represent.

Target Audience / This training course is suitable for:

- Aspiring Artist Managers and Talent Agents.
- Event Planners and Festival Organizers.
- Music Promoters and Concert Producers.
- Venue Owners and Booking Managers.
- Corporate Event Coordinators.
- Public Relations and Marketing Professionals in the entertainment sector.
- Independent Artists seeking to self-manage their careers.
- Professionals in tourism and hospitality responsible for entertainment.

Target Sectors and Industries:

- Music and Performing Arts Industry.
- Event Management and Production Companies.
- Hospitality and Tourism Sector.
- Corporate and Business Sector.
- Advertising and Media Agencies.
- Film and Television Production.
- Governmental and Non-Profit Organizations organizing public events.
- Sports and E-sports Entertainment.

Target Organizations Departments:

- Events Management and Production.
- Marketing and Communications.
- Talent Acquisition and Human Resources.
- Public Relations and Media Relations.
- Procurement and Sourcing.
- Booking and Programming.
- Artist and Repertoire (A&R).
- Legal and Business Affairs.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic plan for scouting, signing, and developing artistic talent.
- Negotiate complex artist contracts, performance riders, and appearance fees with confidence.
- Master the financial aspects of artist management, including budgeting, revenue streams, and settlements.
- Design and execute effective marketing and promotional campaigns for artists and events.
- Manage the intricate logistics of tour planning, scheduling, and on-site event production.
- Build and maintain a robust network of industry contacts, including promoters, venues, and media.
- Understand and navigate the legal and ethical considerations inherent in artist representation.
- Leverage digital platforms and new technologies to enhance an artist's brand and reach.
- Coordinate seamlessly with technical crews, venue staff, and other stakeholders for flawless event execution.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in professional scenarios. This course moves beyond traditional lectures to foster a dynamic learning environment through a blend of expert-led presentations, in-depth case study analyses of successful events and artist careers, and collaborative group projects. Participants will engage in role-playing exercises simulating real-world challenges, such as contract negotiations and crisis management. Interactive workshops will focus on practical skills like developing an artist's electronic press kit (EPK) and creating a tour budget. The curriculum incorporates multimedia resources, guest insights where applicable, and continuous feedback from experienced instructors. This hands-on approach guarantees a comprehensive understanding of both the strategic and operational demands of talent booking and artist management, empowering participants with the confidence and competence to excel in the fast-paced live events industry.

Course Agenda (Course Units):

Unit One: Foundations of the Live Entertainment Ecosystem

- The Role and Responsibilities of an Artist Manager and a Talent Booker.
- Understanding the Key Players: Promoters, Venues, Agents, and Labels.
- Anatomy of the Live Music and Events Industry.
- Talent Scouting: Identifying and Evaluating Potential Artists.
- Developing an Artist's Brand and Unique Selling Proposition.
- Building a Professional Roster and Industry Network.
- Ethical Considerations and Professional Conduct in Artist Management.

Unit Two: The Art of the Deal: Contracts, Negotiation, and Legalities

- Fundamentals of Entertainment Contracts and Agreements.
- Negotiating Performance Fees, Guarantees, and Percentage Deals.
- Deconstructing the Technical Rider and Hospitality Rider.
- Key Legal Clauses: Radius Clauses, Force Majeure, and Cancellation Policies.
- Intellectual Property Rights in Live Performances.
- Understanding Publishing, Royalties, and Performance Rights Organizations (PROs).
- Common Legal Pitfalls and How to Avoid Them.

Unit Three: Tour and Event Logistics Management

- Strategic Tour Routing and Itinerary Planning.
- Venue Selection, Booking, and Relationship Management.
- Production Essentials: Staging, Sound, Lighting, and Backline.
- Managing Travel, Accommodation, and Transportation Logistics.
- On-Site Event Management and Day-of-Show Coordination.
- Health, Safety, and Security Protocols for Live Events.
- Working Effectively with Tour Managers and Production Crews.

Unit Four: Financial Management and Marketing for Live Events

- Creating and Managing Tour and Event Budgets.
- Understanding Show Settlements and Financial Reporting.
- Identifying Diverse Revenue Streams: Merchandise, Sponsorships, and VIP Packages.
- Developing a Comprehensive Marketing and Promotion Plan.
- Utilizing Social Media and Digital Marketing to Sell Tickets.
- Public Relations Strategies and Media Outreach for Artists and Events.
- Analyzing Ticket Sales Data and Market Trends.

Unit Five: Advanced Strategies and Future-Proofing Your Career

- Booking Strategies for Major Festivals and Corporate Events.
- Navigating International Touring and Cross-Cultural Markets.
- The Impact of Technology and Virtual Events on the Industry.
- Crisis Management: Handling Unexpected Issues and Cancellations.
- Long-Term Career Planning and Artist Development Strategies.
- Building a Sustainable Business as a Manager or Booker.
- Final Project: Developing a Complete Tour and Marketing Plan for a Case Study Artist.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of viral social media stars, how does the traditional role of an artist manager evolve to balance long-term career development against the demand for immediate, fleeting content?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and intensely practical immersion into the dual disciplines of talent booking and artist management. Unlike programs that focus narrowly on one aspect, it integrates the creative, logistical, legal, and financial components into a cohesive strategic framework. The curriculum is built upon real-world case studies, from negotiating a local club gig to planning a multi-city international tour, ensuring that theoretical knowledge is constantly grounded in practical application. Participants do not just learn what a performance rider is; they draft and negotiate one in a simulated environment. The emphasis is on developing critical thinking and problem-solving skills essential for navigating the unpredictable nature of the live events industry. Furthermore, the course content is continuously updated to reflect current trends, including the rise of virtual performances and the impact of data analytics on ticket sales and marketing. It provides a 360-degree view that empowers participants to make informed, strategic decisions that foster both artist growth and commercial success, preparing them to be leaders in the field.