Festival and Special Event Management

After two successful years as a special topics class, the Festival and Special Event Management is now a permanent offering of the Hospitality Department.

The class was offered this past summer and students were able to have hands-on experience at Common Ground Music Festival in Lansing, Michigan. To prepare for the event, students had classroom lectures and conversations with festival directors and those overseeing site operations, artist transportation, concessions, and other departments. Guest lecturers participated in the class through Skype, a software application that allows people to make telephone calls over the Internet. Students worked in areas including artist transportation, artist hospitality, stage management, security, media, and ticketing. A number of students were offered internships because of the contacts they made during the festival!

With the unbelievable success of ArtPrize in 2009, it was decided that the Festival and Special Event Management class would be offered in the Fall of 2010 with ArtPrize being the hands-on experience. Students were able to get involved in areas including volunteer management, sponsorship, artist transportation, and the development of neighborhood parties. The students are happy with their experience and what they have learned and some are hoping that this experience will grow into internship and/or job opportunities.

With regional events becoming increasing important cultural celebrations and economic contributors, it is hoped that students will continue to seek out this class and that students will gain the knowledge and experience needed to help create successful events in the future.