



EVENT PRODUCTION & PLANNING

2024 WorkWonder Apprenticeship Program

ABOUT

Did you know that learning how to produce festivals and events can take you all over the world? There's a festival or event for anything you can think of! You're probably familiar with music festivals and Comic Con, but did you know there's a festival for people with red hair and a gathering for rock collectors? If there's a fan for it, there's an event for it and you can be a part of putting together an event for something you're passionate about.

WHAT YOU WILL LEARN

Apprentices will learn how to take an event from concept to full execution. You will get an opportunity to learn about all the different roles associated with creating a successful event, how to create a mission statement, identifying an audience, budgeting, booking and curation, marketing and publicity, sponsorships, production logistics, contracting and event wrap up. In addition to learning how to produce an event, we will be covering a number of other topics, including how to build meaningful relationships in a professional setting, networking, and effective communication skills.



JOB DESCRIPTION

Apprentices will assist in putting on a series of virtual and in person events. This is where you get to have your voice and ideas heard as we work to program events for WorkWonder alumni and for your peers. We will produce the final showcase for all the other deep dives that will take place in August as well as a number of other smaller events for personal and professional development. We will work on planning for WorkWonder Con, the daylong conference for alumni that takes place in early 2025. You will be a part of brainstorming content for each event, scouting for a location, putting budgets together, curating and booking, creating the sponsor deck and included in sponsor outreach. You will have hands-on experience executing the event in August. Helpful prerequisite skills are strong interpersonal communication, proficient in google docs and social media, detail oriented, and problem solving.

Expectations:

Apprentices are expected to show up with a willingness to learn and be proactive with the work given. It is expected that you will ask for what you need if further guidance or information from the instructor is needed. I expect that you will be willing to contribute your ideas and actively participate by speaking up in meetings.

Meeting times

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY



9:00-10:30AM
Deep Dive session

9:00-10:30AM
Deep Dive session

1:00-2:30PM
Bayha Group meeting

Weekly activities

- Mission Statement/What's Our Why?/Who's It For? – We'll discuss why we want to put on an event and what we want to achieve. Part of this is figuring who we are putting an event together for.
- Event Job Roles – This is where we will identify all the different departments it takes to put an event together. The apprentices will get an opportunity to work on everything but this is where we'll identify where apprentices want to focus.
- Budgeting – Everything starts and ends with the budget so we'll go talk about how the budget shapes the event, different revenue sources, and how to scale event growth.
- Curation – This is where we start building out our event. We'll use the information we created from week one as we start to discuss ideas on what is happening at the event.
- Sponsorships and Partnerships – We'll discuss how branding and partnerships work, what makes a good partnership, and start to identify a list of who we want to target.
- Talent Booking – Once we have identified how we want to curate our event, we will start our outreach for talent.

Weekly activities

- Contracting – Artists/Vendors/Independent Contractors – This is where we learn the process of how to hire and pay for services.
- Marketing and Publicity – This is something we will be working on throughout the process, but we'll first create our marketing and publicity strategy. We'll have a guest speaker that will talk to us about what this entails.
- Production Logistics – Set Up/Load In/Advancing/Breakdown We'll identify what our technical needs are and start advancing with our venue and talent and figure out the run of schedule for the event.
- Event Metrics/Measuring Success – We identify what metrics we will use to measure success and what that looks like.
- The Event! – We'll need all hands-on deck to pull the event off.
- Debrief – We'll discuss what went well, what our challenges were and look at the numbers of how we did.



JESSICA TOMASIN

Deep Dive Lead

After producing a wide range of events for over a decade, Jessica Tomasin created Connect Beyond, a multi-genre arts event featuring talent from around the world with a mission to inspire change for social justice through music, film, art, and literature. This innovative event features stimulating panels, workshops, movie screenings, and live music performances, with authors, songwriters, filmmakers, journalists, and activists.

In addition to Connect Beyond, she has been the studio manager at Echo Mountain Recording for the last 18 years. Under her direction, the studio has evolved into a world-class destination with a wide variety of credits to its name.

BAYHA
GROUP



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