

---

Global Certificate in Music Tour Management

## Venue and Technical Management

---

Venue and Technical Management are critical components of the music tour management process. In this explanation, we will discuss key terms and vocabulary related to these areas.

### ### Venue Management

#### #### Venue Types

Clubs and small theaters are common venues for smaller music tours. They typically have a capacity of up to 1,000 people and offer a more intimate setting for performances.

Amphitheaters and festivals are outdoor venues that can accommodate larger crowds, ranging from a few thousand to tens of thousands of people. These venues often require additional planning and logistics, such as stage construction, weather contingencies, and security.

Arenas and stadiums are the largest venues, with capacities ranging from 10,000 to over 50,000 people. These venues require significant planning, logistics, and resources to manage, including security, ticketing, and technical production.

#### #### Venue Layout

House refers to the seating or standing area for the audience, while stage refers to the area where the performance takes place.

Backstage is the area behind the stage where performers and crew members prepare for the show. It typically includes dressing rooms, a green room, and a loading dock for equipment.

Front of house (FOH) refers to the area where the soundboard and lighting console are located, as well as the seating or standing area for the audience.

#### #### Venue Staff

House staff includes ushers, ticket takers, and security personnel who are responsible for managing the audience and ensuring their safety.

Technical staff includes audio engineers, lighting technicians, and stagehands who are responsible for setting up, operating, and maintaining the technical equipment.

Tour manager is responsible for overseeing all aspects of the tour, including venue management, technical production, and personnel management.

### ### Technical Management

#### #### Audio Equipment

Soundboard is the console used to mix and balance the sound during a live performance.

Microphones are used to capture and amplify the sound of the performers' voices and instruments.

Monitors are speakers that are placed on stage and are used to provide performers with a personalized sound mix.

Amplifiers are used to increase the volume of instruments, such as guitars and basses.

#### #### Lighting Equipment

Lighting console is the console used to control and program the lighting for a live performance.

Moving lights are lights that can be programmed to move and change color during a performance.

Gobos are metal or glass templates that are placed in front of a light to create patterns or shapes.

#### #### Stage Equipment

Truss is a metal structure used to support lighting and sound equipment above the stage.

Drapes are used to cover the back of the stage and provide a backdrop for the performance.

Staging refers to the platforms and structures used to construct the stage and provide a performance area for the performers.

#### #### Personnel

Audio engineer is responsible for setting up, operating, and maintaining the audio equipment.

Lighting technician is responsible for setting up, operating, and maintaining the lighting equipment.

Stagehand is responsible for setting up and striking the stage equipment, as well as assisting with load-in and load-out.

#### ### Practical Applications

Understanding venue and technical management is essential for a successful music tour. When selecting a venue, tour managers must consider the capacity, layout, and staffing to ensure a safe and enjoyable experience for both the performers and the audience. Technical managers must also consider the audio, lighting, and stage equipment needed to produce a high-quality show.

When working with venue staff, tour managers must communicate clearly and effectively to ensure that all aspects of the show run smoothly. Technical managers must work closely with the audio and lighting technicians to ensure that the equipment is set up and operated correctly.

Challenges in venue and technical management can include working with limited resources, tight schedules,

and unforeseen issues, such as weather or equipment failures. Tour managers and technical managers must be prepared to adapt and problem-solve on the fly to ensure the success of the tour.

### ### Examples

Here are some examples of how venue and technical management are applied in real-world music tours:

- \* A tour manager working with a small theater must ensure that the house staff is adequately trained to manage the audience, including seating, ticketing, and security. The technical manager must ensure that the audio and lighting equipment is set up and operated correctly, and that the stagehands are prepared to assist with load-in and load-out.
- \* A tour manager working with an amphitheater must consider additional logistics, such as stage construction, weather contingencies, and security. The technical manager must ensure that the moving lights and gobos are programmed correctly and that the monitors are placed in optimal locations for the performers.
- \* A tour manager working with an arena or stadium must coordinate with a larger staff and more complex equipment setup, including multiple soundboards and lighting consoles. The technical manager must ensure that the truss is properly installed and that the drapes and staging are constructed to the correct specifications.

### ### Conclusion

In conclusion, venue and technical management are essential components of a successful music tour. Understanding the key terms and vocabulary related to these areas is critical for tour managers and technical managers to effectively communicate, plan, and execute a high-quality show. By considering the capacity, layout, staffing, and equipment needs of each venue, tour managers and technical managers can ensure a safe and enjoyable experience for both the performers and the audience.