

Independent Study Proposal

Student Name: **Maya Dayal**

Title of Independent Study:
Event Creation & Management - The Logistics of an Entertainment Venue

The independent study will take place: **Fall intensive** (August 24 - September 12, 2016)

Independent Study Sponsor:

Name: Steve Hyman
Title: **Executive Director**, Stranahan Theater
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1. In two to three sentences describe the primary purpose and central activity of your independent study.

Event Creation & Management is the development of an event from its inception. It entails competing all the sequential steps necessary, from direct contract with Agents and Promoters, events profit and loss analysis, events calendar management, ticket scaling and gross event potential, event rider and production analysis, event profit and loss analysis, ticket on-sale and monitoring, front and back of house staffing, presentation of the event, and event settlement. An event can be a festival, graduation, wedding reception, corporate event, conference, concert, or convention. I will shadow the various staff members of the Stranahan Theater and Great Hall who plan the logistics and coordinate the technical aspects of an event (including booking entertainment, arranging event security, fulfilling artist riders, and making sure all parts of the show run smoothly throughout its run at the theater).

2. Explain in a paragraph your previous experience with the topic of the independent study and why you are drawn to this particular opportunity.

I am drawn to this particular opportunity because my company, Bands4Change, is working to put on a concert event. This internship will allow me to see what it is like to run an event from the venue side. I would ultimately like to book an event at this location and donate all profits to charity.

3. Please describe your learning goals in SMART goal format. In order to earn departmental credit for an independent study, the SMART goals must directly reference the transfer goals for the designated department. Departmental transfer goals are noted in the course catalog. Your advisor, a teacher in the department, and the independent study coordinator can help you set appropriate goals.

I am seeking credit in the following department: none (general, elective credit)

A SMART goal format is one way to test whether or not your goals are prepared to do what goals are supposed to do, inspire you to stretch and accomplish new things while providing a focus and path forward. If your goal(s) includes all the elements of the SMART acronym, then you have a well-written, SMART goal. Is your goal **S**pecific? **M**measurable? **A**ttainable? **R**esults-oriented? **T**imebound?

S - My goal is to gain an understanding of all the factors involved in the development of an event from its inception to its run in the theater.

M - I will be keeping an online blog every day of my interactions and experiences.

A - I will begin to understand how to juggle various factors in event promotion.

R – My focus will be to leave with a better understanding of how events are put together.

T – My experiences will be within the three-week Fall Intensive period.

4. In a paragraph or detailed list, please identify the types of experiences or activities that you will have or do that will help you reach your learning goals. Please discuss with your sponsor what these experiences might be.

I will shadow the various staff members of the Stranahan Theater and Great Hall who plan the logistics and coordinate the technical aspects of an event (including booking entertainment, arranging event security, fulfilling artist riders, and making sure all parts of the show run smoothly throughout its run at the theater).

5. In a paragraph, expand on the results oriented aspect of your SMART goals. How will you demonstrate, or measure, what you have learned? Yet, another way to phrase this question is what will be assessed and used to assign a grade to your independent study? Please discuss with your sponsor to see what suggestions he or she might have.

Here is what I will produce to show what I have learned from this intensive:

- An online daily blog outlining my experiences and reflections (as mentioned in Item 3)
- A triboard for the end-of-semester Intensive Fair

6. A goal of the independent study program is to offer students an opportunity to pursue their interests and passions on their way to becoming a Maumee Valley graduate. MV has a specific mission and a corresponding description of our graduates, the Portrait of a Maumee Valley graduate (see below). Please explain in a paragraph how achieving your learning goals will help you continue to grow into a MV graduate.

Portrait of an MV Graduate

Mission		MV graduates are...
Enlightened	•	Scholarly
	•	Digitally literate
	•	Resilient
Compassionate	•	Selfaware
	•	Empathetic
	•	Ethical
Contributing citizen of	•	Globally Aware
our global community	•	Crossculturally literate
	•	Innovative
	•	Collaborative leaders

Prepared for Best Opportunities in Higher Education

Based upon what I have learned during this intensive, I will produce an online daily blog outlining my experiences and reflections and a triboard for the Intensive Fair.

7. Be specific and explain what resources you will need to prepare for and complete your independent study. Please ask your sponsor for suggestions. Are there books, articles, web pages to read? Are there skills to practice or special equipment or clothing to gather?

My mentor wrote this:

The skill set is one that is taught. There really are not books or articles to read. What is required is a strong desire to learn all the different moving parts of event creation and management. Maya will be exposed to all of these and have a basic understanding of how they all fit together. The reality is that actually working in the entertainment industry is the only way to refine the actual skill set, and to be introduced to the different responsibilities, and understand that individually they will not accomplish anything but collectively they will attract and produce entertainment.

8. Describe a typical day or week schedule during your independent study. Include the times that you will report to work and when you will finish each day. If your independent study involves more than one location, please describe the typical day or week for each stage.

My mentor wrote this:

During your internship you will work our normal hours of 9 am to 5 pm. You will how ever be working both Theater and Great Hall events that will require that you work after 5 pm.

9. If your project requires travel away from home, what is your travel schedule and with whom and where will you live?

My mentor wrote this:

You work will not require any travel, other than to and from the venue