



FREQUENTLY ASKED QUESTIONS

Below you will find answers to any questions you might have about the Online Festival and Event Management Masterclass. If there is anything else you would like to know please contact us on info@festivalmanagers.com

How Long is the Masterclass?

There are 4 sessions all lasting 75 minutes each. There is a break of 15 minutes between sessions 1 & 2, a break of 45 minutes between sessions 2 and 3 then another break of 15 minutes between the last two sessions. In total the course lasts 6 hours 30 minutes (5 hours of teaching)

What is the cost of the course?

The total cost of the course is £100 which covers all 4 sessions but you can pay in your own currency. At the bottom of the page in the tickets section you will see the correct amount converted into your own currency. Please contact info@festivalmanagers.com if you have any questions about this.

What are the start and finish times of the Masterclass?

We are starting the sessions at different times on different dates to make it easier for people from different parts of the world to join. All the start/finish times can be found here on our upcoming events page: <https://festivalmanagers.com/upcoming-events/?v=79cba1185463> Times are given in UK time zone so you will need to check these times for your own time zone.

How Can I Pay?

We accept credit/and debit cards, PayPal through our bookings page: We also accept payment by bank transfer or cheque. If you choose this one of these options then after you Checkout we will send you further details about how to complete payments by bank transfer or cheque.

What do I need to take part?

A PC/Laptop/Tablet with a webcam, microphone and reliable internet
 A place where you can participate with few distractions
 Some paper or a notebook and a pen.

Do we receive any documentation?

We will send over a copy of the course handbook which you can either print out or view on screen. If you don't print it then you will need some paper or a notebook. We can also send a Certificate of Participation if you would like one at the end of the course. Once the course is complete you will also gain access to the participants section of our website with a large range of documents and resources that we think you will find useful.

Who is this workshop for?

We have had a very broad cross-section of people take our workshops including.
 People actively involved in running festivals and events
 Town, city and regional council workers that have an involvement with festivals and events
 Tourism and economic development managers.

Gallery, museum, theatre and venue managers
People involved in event or cultural management education (lecturers and students)
People that work in organisations that support festivals and events.

We have had quite a few people who have a great desire to create new events and find our course helps fill any gaps there might be in their knowledge. One of the great benefits of the Masterclass is the way it involves a very broad range of people from wide-ranging backgrounds with different experiences to share. In total over 3,000 people have taken our various workshops, you can find a list of their organisations here: <https://festivalmanagers.com/who-has-attended/?v=79cba1185463> and many have sent feedback which you can find here: <https://festivalmanagers.com/feedback/?v=79cba1185463>

What Subjects do you cover?

The 4 sessions are:

Session 1 – Understanding and Developing Great Festivals and Events

Session 2 – Marketing and Media

Session 3 – Sponsorship and Fundraising

Session 4 – Evaluation and Advocacy

More details about session content can be found on the event page:

What Can I expect to do?

There are 4 elements to each session – Paul will introduce the subject and provide some background, opinions and examples. There will be a short exercise to complete this is usually in virtual Break-out groups with some of the other participants, an excellent opportunity to learn and share from their experience. There will be a group discussion to talk through the exercises followed by an opportunity for questions.

Do I need to take all the sessions in one day?

No, if you would prefer to spread the sessions out over more than one day you can do that. Contact us at info@festivalmanagers.com to arrange this.

Who is the Presenter?

The creator and presenter of the Masterclass is Paul Gudgin. He has 30 years experience in running events of all types and sizes including 8 years as Director of the world's largest arts festival, the Edinburgh Festival Fringe. You can find a biography of Paul on our website here: <https://festivalmanagers.com/about-the-masterclass/the-presenter/?v=79cba1185463>

What is your Cancellation Policy?

You can cancel your booking up to 7 days before the course and receive a full refund. If you cancel within 7 days of the course we will refund 50% of your fee. I am afraid there are no refunds for cancellations within 24 hours of the start of the course or on the day of the course.

How Do I Book?

1. Go to our website www.festivalmanagers.com
2. On the main menu select **Masterclass** and from the Drop Down list choose **Upcoming Events**
3. You will see the various start dates for the Online Masterclass, click on whichever date suits you.
4. Scroll to the bottom of the events page and select which date you would like and the number of tickets (participants) then click **Get Tickets**
5. On the Basket page make sure you have the correct number of tickets, the right date and the currency is correct for you. Click **Proceed to Checkout**
6. Fill in the details, choose if you would like to spread the sessions over a number of days then click **Save & Checkout**

7. Complete the Billing Details then Choose your payment method
8. Once you have paid you will receive an automatic confirmation. We will contact you a few days before the course with the Zoom link, some final instructions and a PDF of the course handbook.

I Have some Further Questions

No problem, send an email to info@festivalmanagers.com and we will try to get answers to you as soon as we can.