



EVENT MANAGEMENT

ENGLISH FOR FUTURE SOCIAL AND CULTURAL EVENT MANAGERS

Навчальний посібник

для майбутніх менеджерів соціокультурної
діяльності

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Event Planning



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ЧЕРКАСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ІМЕНІ БОГДАНА ХМЕЛЬНИЦЬКОГО

ENGLISH

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EVENTS MANAGERS**

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Навчальний посібник сформований у відповідності до програми з іноземної мови за професійним спрямуванням для студентів спеціальності «Менеджмент соціокультурної діяльності»

Навчальний матеріал розташований за тематичним принципом (за розділами) та має комплексний характер. Посібник включає два розділи, присвячених темам визначення менеджменту, соціальній та культурній сфері суспільства, менеджменту соціокультурної діяльності, обов'язків менеджера культурної діяльності, планування заходів, видів заходів, видам райдерів, тощо.

Робота за темою в межах одного розділу організовується на базі тексту професійного спрямування, лексичних вправ та завдань комунікативного характеру професійного спрямування, текстів для додаткового читання, системи лексичних вправ репродуктивного та творчого характеру. Посібник вміщує завдання для самостійної роботи студентів та вправи для контролю умінь та навичок студентів, а також термінологічний словник.

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ПЕРЕДМОВА

Навчальний посібник призначається для студентів спеціальності «Менеджмент соціокультурної діяльності». Мета посібника – формувати у студентів навички читання та розуміння літератури фахової тематики на основі активізації знань професійної лексики та основ граматики. Поряд з цим у посібнику реалізується мета комплексного оволодіння студентами всіма видами мовленнєвої діяльності на основі комунікативного підходу до вивчення іноземної мови. Посібник базується на різноманітному автентичному матеріалі, який підібрано з урахуванням комунікативного підходу у вивченні англійської мови та спрямовано на розвиток позитивної мотивації до вивчення іноземної мови.

Навчальний матеріал професійного спрямування посібника розподілено на два тематичних розділи “Management” та “Event Planning”, текстовий матеріал яких згруповано за такими темами професійного інтересу студентів, як соціальна діяльність, культура та суспільство, менеджмент соціокультурної діяльності, планування заходів, планування концертів, види концертів, гостинність та технічний райдер, тощо. Кожний розділ, в свою чергу, вміщує декілька текстів професійного спрямування, які з різних сторін висвітлюють тему, та текстів, які несуть додаткову інформацію за певною тематикою.

Комунікативні вправи мають різноплановий вплив на навчальний процес та стимулюють пізнавальний інтерес особистості студента.

Unit I
Cultural and Social Event Management
Lesson 1
Management

(From Jean-Louis Peaucelle (2015). Henri Fayol, the Manager. Routledge. pp. 55–. ISBN 978-1-317-31939-9.

DuBrin, Andrew J. (2009). Essentials of management (8th ed.). Mason, OH: Thomson Business & Economics. ISBN 978-0-324-35389-1. OCLC 227205643)



Management is the administration of organizations, whether they are a business, a nonprofit organization, or a government body through business administration, nonprofit management, or the political science sub-field of public administration respectively. It is the process of managing the resources of businesses, governments, and other organizations.

From this perspective, Henri Fayol (1841–1925) considers management to consist of five functions: planning (forecasting), organizing, commanding, coordinating, controlling.

Planning means deciding what needs to happen in the future and generating action plans (deciding in advance).

Organizing (or staffing) involves making sure the human and nonhuman resources are put into place.

Commanding or leading implies determining what must be done in a situation and getting people to do it.

Coordinating involves creating a structure through which an organization's goals can be accomplished.

Controlling implies checking progress against plans.

In another way of thinking, Mary Parker Follett (1868–1933), allegedly defined management as “the art of getting things done through people”. She described management as a philosophy.

1. Find the English equivalents in the text:



Управління організаціями, некомерційна організація, державний орган, ділове адміністрування, політологічна підсфера, державне управління, з цієї точки зору, створення плану дій, прийняття рішень заздалегідь, укомплектування персоналом, досягти цілі організації, перевірка виконання планів, як стверджується, визначити

МЕНЕДЖМЕНТ.

2. Translate the following terms and phrases:



Management, a nonprofit organization, government body, business administration, nonprofit management, the political science sub-field, public administration, planning (forecasting), organizing, commanding, coordinating, controlling, action plan, human

resources, organization's goal.

3. Match the notions with their definition:

business	an area that is related to solving strategic tasks of government agencies, enterprises, institutions, organizations
non-profit organization	the administration of a commercial enterprise
government body	a group or organization that controls or regulates a particular activity
business administration	commercial activity
public administration	a group organized for purposes other than generating profit

4. Complete the sentences with the terms from exercise 3:



1) Today _____ is often regarded as including also some responsibility for determining the policies and programs of governments.

2) In _____, no part of the organization's income is

distributed to its members, directors, or officers.

- 3) There are several firms in this country who want to do _____ with Japan.
- 4) Example of _____ includes board of director and owners.
- 5) _____ professionals work to ensure that businesses and organizations are run effectively, efficiently, and profitably.

5. Agree or disagree with the statements:



- 1) Planning involves making sure the human and nonhuman resources are put into place.
- 2) Organizing means deciding what needs to happen in the future and generating action plans.
- 3) Leading involves making sure the human and nonhuman resources are put into place.
- 4) Coordinating implies checking progress against plans.
- 5) Controlling involves creating a structure through which an organization’s goals can be accomplished.

6. Complete the following sentences with the following words and phrases:



- five functions*
- planning*
- goals*
- philosophy*
- controlling*
- management*

- 1) _____ is the process of managing the resources of businesses, governments, and other organizations.
- 2) Henri Fayol considers management to consist of _____.

The functions of management are _____, organizing, commanding, coordinating, controlling.

- 3) _____ implies checking progress against plans.
- 4) Coordinating involves creating a structure through which an organization can achieve its _____.
- 5) Mary Parker Follett described management as a _____.



7. Read the text and put 2 questions to it to discuss in the group:

Colleges and universities around the world offer bachelor's degrees, graduate degrees, diplomas, and certificates in management; generally, within their colleges of business, business schools, or faculty of management but also in other related departments.

Higher education has been characterized as a necessary factor in the managerial revolution in the 20th century.

Management is taught across different disciplines at colleges and universities.

8. Answer the following questions for summary:



- 1) What kind of process is management?
- 2) How many functions does management consist of?
- 3) What functions does management consist of?
- 4) What functions of management implies generating

plans?

- 5) What does organizing involve?
- 6) What function of management involves creating a structure through which an organization's goals can be accomplished?
- 7) What does controlling imply?
- 8) How did Mary Parker Follett describe management?
- 9) What departments offer bachelor's degrees in management?
- 10) Is Management taught at universities?

Lesson 2 Social Activities

(By Sridhar R. *Social Activities*. Retrieved from:
<https://www.linkedin.com/pulse/social-activities-sridhar-r>)



Social activities are an important part of human life. They are the things that we do to connect with others, to build relationships, and to have fun. Social activities can take many forms, from simple gatherings with friends to organized events like parties, concerts, and festivals. Whatever form they take, social activities are an essential

component of a healthy and fulfilling life.

One of the main benefits of social activities is that they provide opportunities to meet new people and to build relationships with others. Whether we are introverts or extroverts, we all need some level of social interaction to feel connected to others and to feel a sense of belonging. By participating in social activities, we can meet new people with whom we share common interests and values, and we can deepen our connections with those we already know.

Social activities can also provide a sense of purpose and meaning. When we engage in activities with others, we are contributing to something bigger than ourselves. Whether it is a volunteer project, a community event, or a team sport, social activities can help us feel like we are making a positive impact in the world around us. This can be especially important for people who are feeling isolated or disconnected from their communities.

1. Find the English equivalents in the text:



Спілкуватися з іншими, будувати стосунки, розважатися, важлива складова, здорове життя, повноцінне життя, головна перевага, надавати можливість, соціальна взаємодія, відчуття причетності, мати спільні цінності, поглибити зв'язки, забезпечити відчуття сенсу, робити внесок, громадський захід, робити позитивний вплив, відчувати

відірваність від громади.

2. Translate the following terms and phrases:



Social activities, organized events, parties, concerts, festivals, healthy life, fulfilling life, relationships, introvert, extrovert, social interaction, belonging, to share common interests, to deepen connections, a sense of purpose, a sense of meaning, to engage in activities, volunteer project, community event, team sport, to make a positive impact,

to feel isolated, community.

3. Match the notions with their definitions:

festival	a person who prefers calm environments, limits social engagement
volunteer project	an outgoing, overtly expressive person
community event	any planned gathering on public property consisting of 50 or more people
extrovert	free, non-profit activity that usually serves the common good
introvert	an extraordinary event celebrated by a community and centered on some characteristic aspect or aspects of that community and its religion or cultures

4. Complete the sentences using the terms from exercise 3:



1) _____ is a person who enjoys and seeks out social interaction.

2) _____ tends to be introspective and enjoys spending time alone.

3) The Red Cross is always looking for new volunteers for their _____.

4) The Cannes Film _____ is one of the most famous film events in the world.

5) Demonstrations and parades are examples of _____.

5. Agree or disagree with the statements:



- 1) Social activities are mass events in the society.
- 2) Social activities are an important part of a fulfilling life.
- 3) Only extroverts need some level of social interaction.
- 4) People can share common interests and values by participating

in social activities.

- 5) Social activities do not make a positive impact in the world.

6. Complete the sentences with the following words or phrases:



organized events
a sense of belonging
meaning
positive impact
fulfilling life
relationships

- 1) Social activities help people to connect with others, to build _____, and to have fun.
- 2) Social activities can take many forms, from simple gatherings with friends to _____ like parties, concerts, and festivals.
- 3) Social activities are an essential component of a healthy and _____.
- 4) People need some level of social interaction to feel connected to others and to feel _____.
- 5) Social activities can provide a sense of purpose and _____.
- 6) Social activities can help us feel like we are making a _____ in the world around us.

7. Read the text, translate new words and phrases, make up 2 questions to discuss in the group:



In addition to providing social connections and a sense of purpose, social activities can also be a lot of fun. Whether we are going to a party, attending a concert, or playing a game with friends, social activities give us a chance to relax and enjoy ourselves. They provide a break

from the stresses and responsibilities of daily life, and they can help us recharge and refocus.

Social activities are not always easy to organize or participate in, especially in today's fast-paced, technology-driven world. It can be tempting to stay home and watch TV or play video games instead of going out and socializing with others. However, it is important to remember that social activities are an essential part of a healthy and fulfilling life. By making an effort to connect with others and to participate in social activities, we can improve our mental and physical health, build strong relationships, and create a more meaningful and fulfilling life for ourselves and those around us.

8. Answer the following questions for summary:



- 1) What are social activities?
- 2) What forms can social activities take?
- 3) What is a main benefit of social activities?
- 4) What people need some level of social interaction?
- 5) What can people do by participating in social activities?
- 6) What can social activities provide?
- 7) Can social activities be a lot of fun?
- 8) Is it always easy to organize social activities?
- 9) Can people improve their health by social activities?
- 10) What are the example of social activities in your country?

Lesson 3 Culture and Society

(From Social Sciences.

https://socialsci.libretexts.org/Bookshelves/Sociology/Introduction_to_Sociology/Sociology)



Different societies have different cultures. A culture represents the beliefs and practices of a group, while society represents the people who share those beliefs and practices. Neither society nor culture could exist without the other.

Material culture refers to the objects or belongings of a group of people, such as automobiles, stores, and the physical structures where people worship. Nonmaterial culture, in contrast, consists of the ideas, attitudes, and beliefs of a society.

In 18th and 19th century Europe, the term “culture” was equated with civilization and considered a unique aspect of Western society. Remnants of that colonial definition of culture can be seen today in the idea of “high culture”. During the Romantic Era, culture became equated with nationalism and gave rise to the idea of multiple national cultures.

Today, social scientists understand culture as a society’s norms, values, and beliefs; as well as its objects and symbols, and the meaning given to those objects and symbols.

Culture encompasses human elements beyond biology: for example, our norms and values, the stories we tell, learned, or acquired behaviours, religious beliefs, art, and fashion, and so on. Culture is what differentiates one group or society from another.



1. Find the English equivalents in the text:

Різні суспільства, представляти вірування (переконання), поділяти вірування (переконання), існувати, відноситися до, поклонятися, навпаки, складатися з, бути прирівняним до (ототожненим з), залишки, породжувати ідею, багатонаціональна культура, суспільствознавець, цінності, набувати поведінку, релігійні переконання, мистецтво, мода, відрізняти.

2. Translate the following terms and phrases:



Society, culture, belief, material culture, worship, nonmaterial culture, idea, attitude, civilization, Western society, high culture, Romantic Era, nationalism, multiple national cultures, social scientist, norm, value, symbol, human element, behaviour, religious beliefs, art, fashion.

3. Match the notions and their definitions:

society	the belief in and worship of a superhuman power or powers, especially a God or gods
culture	a popular or the latest style of clothing, hair, decoration, or behaviour
belief	the various branches of creative activity, such as painting, music, literature, and dance
value	the importance, worth, or usefulness of something
art	trust, faith, or confidence in (someone or something)
fashion	the arts and other manifestations of human intellectual achievement regarded collectively
religion	a community, nation, or broad grouping of people having common traditions, institutions, and collective activities and interests

4. Complete the sentences using the terms from exercise 3:



- 1) American _____ has been exported all over the world.
- 2) The _____ of the painting has been put at £1 million.
- 3) Can television and pop music really be considered _____?
- 4) Fur coats have gone out of _____.
- 5) His _____ in God gave him hope during difficult times.
- 6) This temple is a place of great holiness for the followers of _____.
- 7) We need to do more to help the poorer members of our _____.

5. Agree or disagree with the statements:



- 1) A society represents the beliefs and practices of a group.
- 2) A culture represents the people who share those beliefs and practices.
- 3) Both society and culture could exist without the

other.

- 4) Nonmaterial culture refers to the objects or belongings of a group of people.
- 5) Material culture consists of the ideas, attitudes, and beliefs of a society.
- 6) Culture encompasses human elements beyond biology.

6. Complete the sentences using the following words and phrases:



civilization
high culture
beliefs
nationalism
different cultures
values and beliefs

- 1) Different societies have _____.
- 2) The term “culture” was equated with _____.
- 3) Colonial definition of culture can be seen today in the idea of “_____”.
- 4) Culture became equated with _____ during the Romantic Era.
- 5) Social scientists understand culture as a society’s norms, _____.
- 6) Culture encompasses our norms and values, religious _____, art, and fashion, and so on.

7. Read the text, write down new terms and phrases, translate them, put 2 questions to the text to discuss in the group:

(From *What is Culture?* Retrieved from: <https://sphweb.bumc.bu.edu/otlt/mph-modules/PH/CulturalAwareness/CulturalAwareness2.html>)



An understanding of culture requires an understanding not only of language differences, but also differences in knowledge, perceptions, beliefs, attitudes, and behaviors.

Culture (from the Latin cultura stemming from colere, meaning "to cultivate") generally refers to patterns of human activity and the symbolic structures that give such activities significance and importance. Cultures can be "understood as systems of symbols and meanings that even their creators contest, that lack fixed boundaries, that are constantly in flux, and that interact and compete with one another."

Culture can be defined as all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation. Culture has been called "the way of life for an entire society." As such, it includes codes of manners, dress, language, religion, rituals, art. norms of behavior, such as law and morality, and systems of belief.

8. Answer the questions for summary:

CULTURE AND SOCIETY

- Culture: Sum of socially transmitted practices, languages, symbols, beliefs, values, ideologies and material objects that people create to deal with real-life problems
- Enables people to adapt to, and thrive in, their environments
- Society: People interacting socially and sharing culture, usually in a defined geographical area*

- 1) What does culture represent?
- 2) What does society represent?
- 3) What does material culture refer to?
- 4) What does nonmaterial culture consist of?
- 5) What was the term “culture” equated with in the 18th and 19th centuries?

- 6) What did culture become equated with nationalism?
- 7) How do social scientists understand culture?
- 8) What does culture encompass?
- 9) What Latin word is “culture” derived from?
- 10) How can culture be defined?

Lesson 4

Cultural Events Manager

(From Barselona Activa.

<https://treball.barcelonactiva.cat/porta22/en/fitxes/D/fitxa53211/cultural-events-manager.do>



Cultural events managers are responsible for designing and executing events (openings, shows, performances, etc.). These events are created as a medium of communication that gives visibility to a company or institution. The quality of work mostly depends on the creativity of cultural events managers. Besides, it depends on their skill in organising all

initiatives and resources that are involved in producing the event.

These professionals plan, design and produce cultural events. These events must adjust to the mission and action plan of the organising entity. In addition, they should correspond to the profile of the public to which they are aimed. The goal of the events is to bring culture and art to the public in the most effective way possible.

Cultural events managers also conduct an analysis of the impact, opinions, public behaviour and other aspects related to the organisation, production, services and facilities of an exhibition. This analysis allows them to make future modifications and improvements. Ultimately, they are responsible for the success of the event and their related services.

1. Find the English equivalents in the text:



Менеджер культурних заходів, відповідати за, розробка заходів, проведення заходів, бути створеним, засіб комунікації, видимість установи, залежати від, бути задіяним, створення заходу, відповідати місії, план дій, організатор, відповідати профілю громадськості, донести культуру до громадськості, проводити аналіз,

обладнання виставки, удосконалення, відповідні послуги.

2. Translate the following terms and phrases:

Cultural events manager, designing events, opening, show, performance, a medium of communication, creativity, skill, initiative, resources, producing the

event, cultural event, mission, action plan, public, impact, opinion, public behaviour, organisation, production, services, exhibition, related services.

3. Match the notions with their definition:

cultural event	a theatrical production, performance, or company
show	an act or process of staging or presenting a play, concert, or other form of entertainment
performance	events designed for entertainment and enjoyment of a wide audience
exhibition	a new plan or process to achieve something or solve a problem
initiative	a public display of works of art or items of interest, held in an art gallery or museum or at a trade fair

4. Complete the sentences using the words from exercise 3:



- 1) He was an experienced actor who was always seeking to improve his _____.
- 2) There's a new _____ of sculpture on at the city gallery.
- 3) We'd like to catch a Broadway _____ while we're in the city!

- 4) If you do something on your own _____, you plan it and decide to do it yourself without anyone telling you what to do
- 5) _____ is mainly related to art, culture, or values.

5. Agree or disagree with the statements:



- 1) Cultural events managers are responsible only designing various cultural events.
- 2) The quality of cultural event depends on the project manager.
- 3) Organizational managers plan, design and produce cultural events.
- 4) The goal of cultural events is to bring education to the public.
- 5) Cultural events managers conduct an analysis of the impact, opinions, and public behaviour.

6) Organizational manager is responsible for the success of the cultural event.

6. Complete the sentences using the following words and phrases:



cultural events
creativity
medium of communication
profile of the public
analysis
cultural events managers

- 1) Cultural events are designed and produced by _____.
- 2) _____ involve openings, shows, performances and other events.
- 3) Cultural events are created as a _____ that gives visibility to a company or institution.
- 4) The quality of cultural events depends on the _____ and skills of cultural events managers.
- 5) Cultural events should correspond to the _____ to which they are aimed.
- 6) Cultural events managers also conduct an _____ of the impact, opinions, and public behaviour.

7. Look at the slide and answer the questions:



- 1) *What do cultural activities involve?*
- 2) *What is the goal of cultural activities?*
- 3) *What are the types of cultural activities?*

CULTURAL ACTIVITIES

DEFINITION

Cultural activities encompass the expressions, traditions, and practices that reflect the shared values, beliefs, and history of a group or society. These activities not only entertain and educate but also foster a sense of community and continuity among members of a culture.

EXAMPLES

- Traditional dancing
- Storytelling sessions
- Pottery making
- Calligraphy
- Theater performances
- Folk music concerts
- Traditional cooking
- Film festivals

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8. Answer the following questions for summary:



- 1) What are cultural events managers responsible for?
- 2) What do cultural events include?
- 3) What do the quality of cultural events depend on?
- 4) What do cultural events managers do?
- 5) What must cultural events adjust to?
- 6) What is the goal of the cultural events?
- 7) Why do cultural events managers conduct an analysis?
- 8) Do cultural events only entertain public?
- 9) What are the examples of cultural activities?
- 10) What are the examples of cultural activities in your country?

Lesson 5

Successful Event

(From Speaker Agency. Retrieved from: <https://www.speakeragency.co.uk/blog/the-importance-of-diversity-and-inclusion-in-event-planning>)



Event planning refers to the process of organizing and coordinating various elements and activities to create and execute a successful event. It entails meticulous planning, strategic decision-making, and effective management. Some critical aspects of understanding event planning are:

- Objective of the event
- Budgeting
- Selection of the venue
- Event timeline.
- Theme and design
- Logistics and operations
- Marketing
- Vendor Management
- Risk Management
- Feedback and evaluation

Event planning requires attention to detail, effective communication, and the ability to multitask and adapt to changing circumstances. By understanding and implementing these fundamental aspects, event planners can create memorable and impactful experiences that leave a lasting impression on attendees.

Inclusion and diversity are vital in event planning as they create an environment of acceptance, foster innovation, expand opportunities, and contribute to a more equitable society. By embracing diversity and promoting inclusion, you can create events that are enriching, impactful, and inclusive for all participants.

1. Find the English equivalents in the text:



Відноситися до, проведення успішної події, передбачати ретельного планування, прийняття стратегічних рішень, важливі аспекти, мета заходу, вибір місця проведення, хронологія подій, управління постачальниками, управління ризиками, зворотній зв'язок, оцінка, здатність виконувати багато завдань, адаптуватися до мінливих

обставин, незабутній досвід, незабутні враження, бути життєво важливим, середовище сприйняття, сприяти інноваціям, сприяти інклюзивності.

2. Translate the following terms and phrases:



Event planning, to create, to execute, a successful event, decision-making, objective of the event, budgeting, venue, event timeline, logistics, marketing, vendor management, risk management, feedback, evaluation, event planner, attendee, diversity, environment of acceptance, innovation,

inclusion, participant.

3. Match the notions and their definitions:

event venue	the process companies undertake to deliver goods to consumers
event timeline	the processes organizations use to manage their suppliers, who are also known as vendors
logistics	the process of identifying, assessing, and controlling financial, legal, strategic and security risks to an organization's capital
vendor management	a place where a special occasion or event can be held
risk management	a sequence of events at defined dates

4. Complete the sentences using terms from exercise 3:

- 1) _____ refers to the movement of goods from Point A to Point B, which entails two functions: transportation and warehousing.
- 2) The chronology of events is often called _____.
- 3) _____ includes activities such as selecting vendors, negotiating contracts, controlling costs, reducing vendor-related risks, and ensuring service delivery.
- 4) Literally speaking, _____ is the process of minimizing or mitigating the risk.
- 5) One _____ is designated as the “Olympic Stadium”, the big centrepiece stadium of the games.

5. Agree or disagree with the statements:



1) Event planning involves organizing and coordinating various elements and activities.

2) Event planning does not include risk management.

3) Event planning requires attention to detail.

4) Event planning does not refer to adapting to changing circumstances.

5) Diversity in event planning fosters innovation.

6) Inclusion contributes to a more equitable society.

6. Look at the slide and answer the following questions:

1) *What is the defining feature of folk culture?*

2) *What is folk culture based on?*

3) *What are the examples of folk culture?*

4) *What are the features of folk culture in your country?*

FOLK CULTURE

The defining feature of folk culture is that it is a localized form of culture. It is based on longstanding regional traditions.

DEFINITION

We can contrast folk culture with popular culture because folk culture is not mainstream. In fact, whereas mass media promotes popular culture, it tends to suppress folk cultures. Thus, globalization is the nemesis of folk culture, which is drowned out by global culture. Folk culture is resistant to change and is usually traditional and longstanding.

EXAMPLES

1. Traditional Dance
2. Oral Folklore
3. Pagan Religions
4. Traditional Crafts
5. Traditional Clothing and Dress
6. Regional Dialects and Slang
7. Traditional Ceremonies
8. Localized Christmas Traditions
9. Regional Food Dishes

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7. Read the paragraph and say how social and cultural activities are related to the environment:



Socio-cultural activities are closely linked with environment because we know that environment plays a major role in shaping culture or society. People adopt social and cultural values from the environment in which they grow. For example, holy is not celebrated everywhere, it is a cultural thing in India. Similarly, people socialize in different ways depending upon their environment.

8. Answer the following questions for summary:



- 1) What process does event planning refer to?
- 2) What does event planning entail?
- 3) What are significant aspects of understanding event planning?
- 4) What kind of attention does event planning require?
- 5) Why are inclusion and diversity vital in event planning?
- 6) What culture does mass media promote?
- 7) What are the specific features of folk culture?
- 8) What are the examples of folk culture in your country?

Glossary I

Social and Cultural Events Management



- | | |
|---------------------------|---------------------------------|
| ● action plan | план дій |
| ● art | мистецтво |
| ● attendee | учасник, відвідувач |
| ● attitude | ставлення |
| ● behaviour | поведінка |
| ● belief | вірування, переконання |
| ● belonging | приналежність |
| ● budgeting | бюджетування |
| ● business administration | управління бізнесом |
| ● civilization | цивілізація |
| ● commanding | командування (керівництво) |
| ● community | громада |
| ● community event | громадський захід |
| ● concert | концерт |
| ● controlling | контроль |
| ● coordinating | координування |
| ● create | створювати |
| ● creativity | творчість, креативність |
| ● cultural event | культурний захід |
| ● cultural events manager | менеджер культурних заходів |
| ● culture | культура |
| ● deepen connections | поглиблювати зв'язки |
| ● designing events | проектування (розробка) заходів |
| ● decision-making | прийняття рішень |

• diversity	різноманіття
• engage in activities	займатися діяльністю
• environment of acceptance	середовище прийняття
• execute	проводити
• exhibition	виставка
• extrovert	екстроверт
• evaluation	оцінка
• event	подія, захід
• event planner	організатор заходів
• event planning	планування події
• event timeline	хронологія подій
• fashion	мода
• feedback	зворотній зв'язок
• feel isolated	почуватися ізольованим
• festival	фестиваль
• forecasting	прогнозування
• fulfilling life	повноцінне життя
• government body	орган керіництва (уряду)
• healthy life	здорове життя
• high culture	висока культура
• human element	людський елемент
• human resources	людські ресурси
• idea	ідея
• impact	вплив
• inclusion	інклюзія
• initiative	ініціатива
• innovation	інновація
• introvert	інтроверт
• logistics	логістика
• management	менеджмент (управління)
• marketing	маркетинг
• material culture	матеріальна культура
• medium of communication	засіб комунікації
• mission	місія
• multiple national cultures	багатонаціональні культури
• nationalism	націоналізм
• nonmaterial culture	нематеріальна культура
• nonprofit management	некомерційне управління
• nonprofit organization	неприбуткова організація
• norm	норма

• objective of the event	мета події
• opening	відкриття
• opinion	думка, точка зору
• organisation	організація
• organizing	організація
• organization's goal	мета організації
• organized event	організований захід
• participant	учасник
• party	вечірка
• performance	вистава, виконання
• planning	планування
• political science sub-field	підсфера політології
• positive impact	позитивний вплив
• producing the event	проведення заходу
• production	постановка
• public	громадськість
• public administration	державне управління
• public behaviour	громадська поведінка
• relationships	стосунки
• related services	пов'язані (супутні) послуги
• religious beliefs	релігійні переконання
• resources	ресурси
• risk management	управління ризиками
• Romantic Era	епоха романтизму
• sense of meaning	відчуття сенсу
• sense of purpose	відчуття цілі
• services	послуги
• share common interests	поділяти спільні інтереси
• show	шоу
• skill	навичка, майстерність
• social activities	соціальна діяльність
• social interaction	соціальна взаємодія
• social scientist	суспільствознавець
• society	суспільство
• successful event	успішна подія
• symbol	символ
• team sport	командний спорт
• value	цінність
• vendor management	управління постачальником
• venue	місце проведення

- volunteer project
- Western society
- worship

волонтерський проект
західне суспільство
поклоніння

Unit II Event Planning

Lesson 1 Event Planning Steps

(From Morand T. *How to Plan an Event: a Complete Guide*. Retrieved from: <https://www.wildapricot.com/blog/how-to-plan-an-event>)



For most event creators, the day of the event itself is just the tip of the iceberg – the other 90% is the planning and organisation that the guests do not see. The most important steps of an event planning are the following:

1. Know your target audience

The first important thing is to know for whom event is created. It is

useful to learn the audience and their needs: to get information about the type of clientele, their age group or the areas that they live – it is very important.

2. Establish your event goals

Establishing your goals early on can help to formulate the rest of your event plan and keep you on track for reaching specific targets. Consider the numbers of guests you want to attract, profit margins, marketing, and metrics for measuring engagement levels during the promotional stage, during, and after the event.

3. Create a budget

Another important preliminary step. Make a list of all your potential expenses, such as:

- Venue hire
- Performers' fees
- Equipment rental
- Staff wages
- Insurance
- Catering
- Marketing/promotion

1. Find the English equivalents in the text:



Організатор заходів, вершина айсберга, важливий етап, планування заходу, цільова аудиторія, потреби аудиторії, тип клієнтури, встановити ціль, решта плану заходу, тримати на шляху, досягнення конкретних цілей, залучити гостей, розмір прибутку, показники для вимірювання рівня залученості, етап реклами, попередній крок, зробити перелік,

потенційні витрати, оренда приміщення, гонорари виконавцям, оренда спорядження, заробітна плата персоналу, страхування, кейтеринг.

2. Translate the following terms and phrases;



Event planning, target audience, the type of clientele, event goals, specific targets, profit margins, marketing, promotional stage, potential expenses, venue hire, performers' fees, equipment rental, staff wages, insurance, catering, marketing/promotion.

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3. Match the terms and their definitions:

1	venue hire	the process of getting people interested in company's product or service	
2	performers' fees	the process or business of preparing food and providing food services for clients at remote locations, such as hotels, restaurants, offices, concerts, and events	
3	equipment rental	the amount of money that is regularly paid to the staff for the work that they do	
4	staff wages	a guarantee of compensation for specified loss, damage, illness, or death in return for payment of a specified premium	
5	insurance	a service industry providing machinery, equipment and tools of all kinds and sizes	
6	catering	the fees paid to each performer for performing at the event	
7	marketing	the charge to you for the exclusive use of the property and grounds for your event	

4. Complete the sentences using the following words and phrases:



staff wages
renting
catering services
insurance
performer fees
venue
marketing

- 1) _____ does not include travel, accommodation, set-up, rider or any other costs or expenses paid to a performer.
- 2) _____ can be defined as paying someone for the use of something for temporary or short-term purposes.
- 3) The telephone company has begun a trial with two companies to pay _____ via text message.
- 4) The 4 basic _____ principles are product, price, place and promotion.
- 5) Examples of _____ include corporate catering for business meetings, social catering for parties and events, wedding catering for receptions, and mobile catering for food trucks and other on-the-go food service options.
- 6) _____ is a contract between an individual or business with an insurance company to help provide financial protection and mitigate the risks associated with certain situations or events.
- 7) A _____ is the place where an event or meeting is happening.

5. Agree or disagree with the statement:



- 1) It is not important to learn the audience and their needs; the event planning does not depend on audience but a rational organization.
- 2) To determine the event goals cannot help to formulate the rest of the event.
- 3) An important preliminary step of event planning is making a list of all potential expenses.
- 4) Potential expenses do not involve marketing and promotion.
- 5) Equipment rental is the fees paid to each performer for performing at the event.
- 6) Catering is the process or business of preparing food and providing food services for clients at remote locations, such as hotels, restaurants, offices, concerts, and events.

6. Look at the slide and write the steps of event planning which are not mentioned in the text:



7. Look at the slide and name components of each step:



8. Answer the questions for summary:



- 1) Why the day of the event itself is called the tip of the iceberg?
- 2) What part of the event do the guests not see?
- 3) What are the most important steps of an event planning?
- 4) What is important to know about the audience of the event?
- 5) How can establishing goals help?
- 6) What does creating budget mean?
- 7) What is venue of the event?
- 8) What kind of documented insurance?
- 9) What does marketing mean?
- 10) What are principles of marketing?

Lesson 2 Concert Planning

(From Verana C. *A Comprehensive Guide to Concert Planning*. Retrieved from: <https://eventespresso.com/2024/03/concert-planning/>)



Choosing the right venue is one of the most important aspects of event planning. Make sure such items:

- Layout – does your event need a stage or dancefloor? Will attendees require seating? Is there a bar or kitchen for you to make use of? Is the dancefloor placed inconveniently close

to the kitchen, so that servers and dancers may clash?

- Tech set-up – most music venues will already have ample facilities for sound, lighting, and other tech.
- Capacity – can the venue adequately hold the number of guests you're expecting? Is it operating at reduced capacity for health/safety reasons?
- Location – are there nearby transport links for guests arriving on foot? Are there parking facilities?

Consider making a checklist of all the people you need to pull the event together – gather together all the different personnel required to make the night a success. It may be the invited musicians, different personnel (sound, lighting, or volunteer staff) that just help the event run.

1. Find the English equivalents in the text:



Правильне місце проведення, розташування, сцена, танцювальний майданчик, бути розташованим зручно/незручно, зіткнутися, технічне налаштування, достатньо можливостей для звуку, місткість, вмістити кількість гостей, знижена місткість, з міркувань безпеки, транспортне сполучення, прибувати

пішки, контрольний список, різний персонал.

2. Translate the following terms and phrases:



Venue, event planning, layout, stage, dancefloor, attendee, server, dancer, tech set-up, facility, sound, lighting, guest, health reason, safety reason, location, transport link, parking facilities, checklist, personnel, musician, sound staff, lighting staff, volunteer staff.

3. Match the notions and their definitions:

1	venue	a visual representation of all the components that make up the physical space of the event venue	
2	layout	the place where an event or meeting is happening	
3	capacity	a list of things that you must think about	
4	location	the maximum number of attendees that your venue can accommodate	
5	checklist	the specific venue and city, or virtual platform, where the event will take place	

4. Complete the sentences using the following words and phrases:



location
capacity
venue
checklist
layout

- 1) The _____ includes the doors, windows, walls, decor, furniture, lighting setup, waiting areas, entry, exit points, staging area, etc.
- 2) Choosing a _____ and time for your event is one of the most important decisions you will make as an event planner.
- 3) The venue _____ for the concert hall is 1000 people.
- 4) A _____ is a simple to-do list that the person responsible has to run through before delivering work.
- 5) The hotel is an ideal _____ for conferences and business meetings.

5. Agree or disagree with the statements:



- 1) One of the most important aspects of event planning is choosing the right venue.
- 2) Venue is the place where an event or meeting is happening
- 3) Layout of the event involves facilities for sound, lighting, and other tech.
- 4) The maximum number of attendees that your venue can accommodate means capacity of the venue.
- 5) Checklist means the specific venue and city, or virtual platform, where the event will take place.
- 6) Checklist is a list of things that you must think about.

6. Read the quotation and explain its meaning:



“

Get as much event planning experience, wearing as many different hats as possible. As a business owner, you will find yourself in a lot of different roles. Experience is key to being successful in each one.

Brad Lipshy,

Owner and CEO, Event Solutions

”

7. Look at the slide and name important items before and after the concert:

EVENT PLANNING CHECKLIST

Before

- Know your audience
- Post on social media about your event
- Send out invitations and reminder emails

During

- Have hands-on activities
- Have captivating speakers
- Host a Q&A
- Hold a giveaway

After

- Send out thank you emails
- Post pictures of the event on social media



8. Answer the following questions:

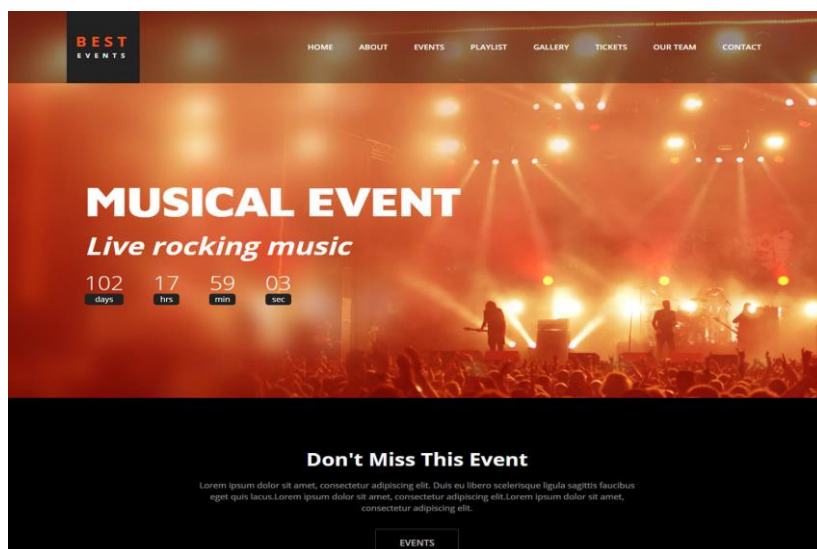


- 1) What is one of the most important aspects of event planning?
- 2) What items should be paid special attention to?
- 3) What layout may an event need?
- 4) Do most music venues have ample facilities for sound and lighting?
- 5) What is capacity of a concert venue?
- 6) What is important as to the location?
- 7) What helps to make an event a success?
- 8) What different personnel is required?

Lesson 3 Music Acts

(From Live Music Office. Event Management. Retrieved from:

<https://livemusicoffice.com.au/projects/live-local-strategic-initiative/event-management/>)



It is important to establish good relationships with the musicians who perform live at different events. However, it is necessary to look for new performers to keep the events fresh and the guests entertained. Creators of newer events can go out and watch the bands that perform now,

keep an eye on their social media profiles or listen to what they have uploaded on different platforms.

Now that you have established your budget and target profit, you can consider the price you can charge for tickets to your event. You may offer different ticket options, like “early bird” tickets with a discount. It is an incentive for the guests but it is also good for business.

Now that most restrictions have been lifted, COVID-19 measures are not so important – but it is still recommended to make sure your guests feel safe at your event. If you choose to continue with some safety measures, you can do so by providing staff with COVID-safe training, and make sure the venue is well-ventilated and regularly cleaned.

1. Find the English equivalents in the text:



Музичні дії, виступати наживо, шукати, нові виконавці, слідкувати, профіль у соціальних мережах, завантажувати на різних платформах, визначити цільовий прибуток, розглянути ціну, стягувати за квитки, стимул, зняти обмеження, почуватися в безпеці, заходи безпеки, бути добре провітраним, регулярно прибиратися.

2. Translate the following terms and phrases:



Music act, musician, performer, band, social media profile, to establish budget, to establish target profit, to charge for tickets, ticket options, “early bird” tickets with a discount, incentive, business, restriction, safety measures, staff training.

3. Match the terms and their definitions:

1	musician	a person who is invited to a place or an event	
2	performer	the assembled spectators or listeners at a public event such as a play, film, concert, or meeting	
3	guest	the group of people who work for an organization	
4	staff	an artist who composes, conducts, or performs music	
5	audience	a person who entertains an audience	

4. Complete the sentences using the following words and phrases:



guest
staff
audience
musician
performer

- 1) The concert attracted a large _____.
- 2) A _____ is a person (such as an actor or a musician) who acts, sings, dances, etc., for an audience.
- 3) A _____ is someone who is visiting you or is at an event because you have invited them.
- 4) Joan is the only lawyer we have on _____.
- 5) A _____ is a person who writes, sings, or plays music and especially as a profession.

5. Agree or disagree with the statements:

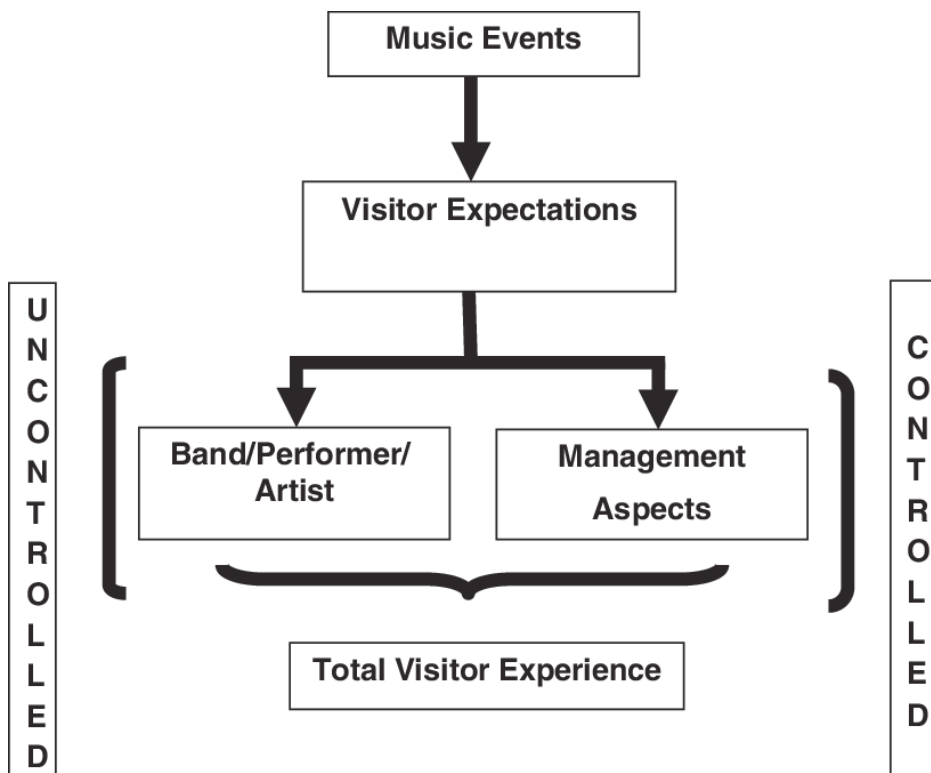


- 1) If you have good relations with musicians, there is no need to look for new performers.
- 2) Creators of newer events can keep an eye on the band's social media

profiles.

- 3) You can consider the price you can charge for tickets to your event before establishing the event budget.
- 4) Offering different ticket options and discounts is not good for business.
- 5) It is not so important to make sure your guests feel safe at your event.
- 6) You should make sure the venue is well-ventilated and regularly cleaned.

6. Look at the scheme and distinguish important features of music event management:



7. Read and translate the key points of the event management



Key Points

- Event management is the overall management and running of any event
- An event manager is the point of contact for all suppliers, staff and any other third parties to ensure the whole event runs smoothly
- Although event planners deal with the overall concept of the event, event managers are responsible for dealing with and executing all of the details
- Event managers are highly organised and skilled with communicating with others. They will also often have a whole portfolio of previous events as well as industry contacts able to source whatever is needed for the event

8. Answer the following questions:



- 1) Is it important to establish good relations with musicians?
- 2) What is necessary to do to keep the events fresh and the guests entertained?
- 3) Can creators of newer events keep an eye on the bands' social media profiles?
- 4) When can you consider the price you can charge for tickets to your event?
- 5) What is the aim of different ticket options?
- 6) What is recommended as for event safety?
- 7) What is recommended as for the event venue?

Lesson 4 Concert Types

(From *The Types of Events*. Event Academy. Retrieved from: <https://eventacademy.com/news/types-of-events/>)



Concerts can range from large-scale performances such as those performed by a symphony to smaller types such as chamber orchestra concerts. The different types of music can range from classical to contemporary and be fully instrumental to those containing vocals, such as opera.

In theater, dance, and live musical performances, a rider is a set of requests or demands that a performer sets as criteria for performance, which are typically fulfilled by the hosting venue. Types of riders include hospitality and technical.

A rider is a document that a band, musician or other performer will send over to the booker relating to their requirements for performance. Most performers will have certain essential items that they need the booker to provide in order to do their job to the best possible standard. A rider states these requirements.

1. Find the English equivalents in the text:



Варіюватися, великомасштабний виступ, містити, жива музична вистава, набір запитів, набір вимог, встановлювати як критерії для виконання, місце проведення, гостинність, букер (агент), стосовно вимог, необхідні (суттєві) предмети (речі), заявляти вимоги.

2. Translate the following terms and phrases:



Large-scale performance, symphony orchestra, chamber orchestra, concert, classical music, contemporary music, instrumental music, vocal, opera, theater, dance, live musical performance, rider, hosting venue, hospitality, technical rider, band, musician, performer, booker.

3. Match the terms and their definitions:

1	symphony orchestra	the music being created and performed in the present era	
2	chamber orchestra	large orchestra, sometimes topping 100 members, and is organized to play symphonies (in concert halls)	
3	contemporary music	the person in charge of finding concerts for artists, and of organizing their shows	
4	rider	a small orchestra which plays classical music	
5	booker	a document that a band, musician or other performer will send over to the booker relating to their requirements for performance	

4. Complete the sentences with the following terms and phrases:



rider
chamber music
contemporary music
symphony orchestra
booker

- 1) In its original sense, _____referred to music composed for the home, as opposed to that written for the theatre or church.
- 2) In theater, dance, and live musical performances, a _____is a set of requests or demands that a performer sets as criteria for performance, which are typically fulfilled by the hosting venue.
- 3) _____reflects today's diverse influences, styles, and technological advancements.
- 4) An Artist _____, or Booking Agent, works in the music industry to book performers for concerts, gigs and other live music performances.
- 5) _____originally referred to the semicircular area in front of a stage where the chorus danced in theater performances

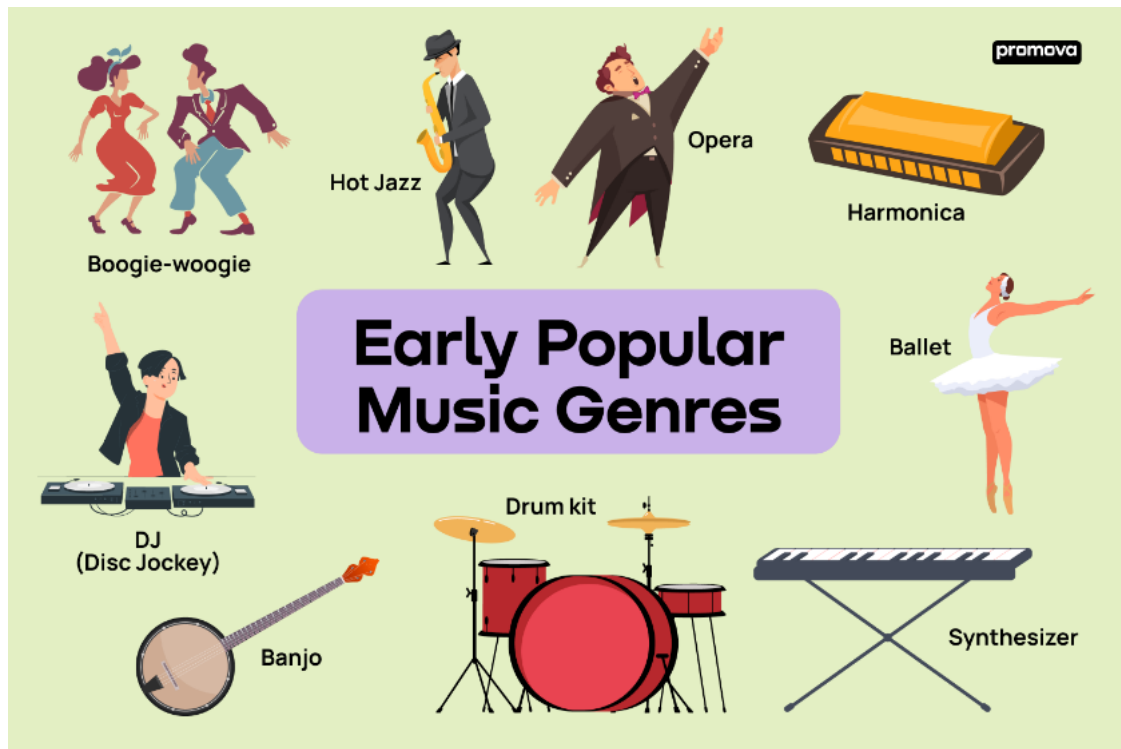
5. Agree or disagree with the statements:



- 1) Large-scale performances are performed by chamber orchestra concerts.
- 2) The different types of music can be fully instrumental or those containing vocals.
- 3) A rider is a set of requests or demands that a performer sets as criteria for performance.
- 4) Types of riders include hospitality and catering.
- 5) A booker is the person in charge of finding concerts for artists, and of organizing their shows.

6. Look at the slides and make a list of musical genres:





7. Look at the slide, determine types of corporate events and specific features of these types:



8. Read the text and put 4 questions to it to discuss in the group:

The Major Types of Events

(From *Your Guide to the Types of Events and What You Can Do With Them*. Retrieved from: <https://dryfta.com/your-guide-to-the-types-of-events-and-what-you-can-do-with-them/>)

Event Types

Your Guide to the Types of Events and What You Can Do With Them

EVENT SUCCESS SERIES



Recurring events are usually held for a period of time and then stopped, but they can be repeated at any time. For example, if a business is promoting their new product every week, this could be considered recurring

(unless they stop). If you have an annual conference or event, then that would also be considered a recurring event.

Non-recurring events are one-off events that don't happen again once they've been done the first time or there isn't another similar event planned in the future. Examples include: product launches and conferences/seminars/workshops.

Corporate events are usually organized by a company for its employees or clients. Examples include: product launches, conferences/seminars/workshops, fairs/exhibitions, concerts/shows, product presentations, grand openings & ribbon cuttings and receptions/parties (informal gatherings).

Social events are hosted by individuals or groups of people in order to socialize with others. You can find examples of fundraisers, donations/fundraisers, charity work and galas (formal gatherings).

9. Answer the following questions for summary:



1) Are concerts usually large-scale performances?

2) What types can music range from?

3) What is a rider in a performance?

4) What do types of riders include?

5) Why do performers need a

booker?

6) What is the responsibility of a booker?

7) What is contemporary music?

8) What musical genres are there?

Lesson 5

Hospitality and Technical Rider

(From Ricketts J. *What is an Artist Rider?* Retrieved from: <https://www.runabeat.co.uk/what-is-an-artist-rider>)



The hospitality rider is a list of requests for the comfort of the artist on the day of the show. Common requests are:

- Specific foods and beverages (typically water, but sometimes alcoholic beverages)
- Fresh towels

- Transportation and hotels
- A runner is a person or persons hired to act as a personal shopper/driver for band and crew needs
- A number of complimentary tickets or guest lists (free tickets for friends and family)
- Security personnel and/or locking rooms
- Access to a private bathroom and/or shower
- Ice

Technical rider is a document which specifies the types of equipment to be used, the staff to be provided, and other arrangements directly relating to the performance.

For live music performances, technical riders usually include:

- A list, which will highlight every single stage connection that the engineer is going to be making and it gives them an idea of how many channels are going to be required for the show.
- A stage plot, a rough block diagram that shows where each band member is going to be placed on the stage.

1. Find the English equivalents in the text:



Райдер гостинності, певні напої, раннер, найнята особа, потреби гурту, безкоштовні квитки, охоронний персонал, камера схову, тип обладнання, наданий персонал, домовленості, бути пов'язаним з, виступи живої музики, висвітлювати, підключення сцени, сюжет сцени, приблизна блок-схема, учасник гурту, бути розміщеним.

2. Translate the following terms and phrases:



Hospitality rider, specific foods, specific beverages, runner, band, complimentary ticket, guest list, security personnel, technical rider, arrangement, live music performance, stage connection, stage plot, rough block diagram.

3. Match the notions and their definitions:

1	hospitality	the technical information an artist should have on hand to provide to a venue, promoter, stage manager or sound engineer in advance of playing a show	
2	hospitality rider	a small musical ensemble that performs rock music, pop music, or a related genre	
3	technical rider	a graphic representation that illustrates a band or performers setup for when they perform live which indicates their placement on stage, what gear they use, and other helpful information	
4	stage plot	extending a welcome to guests or offering a home away from home	
5	band	a document included in a performer's contract that outlines their specific requirements for accommodations and amenities while on tour or performing at a live event	

4. Complete the sentences using the following terms and phrases:



band
hospitality
Technical Rider
stage plot
hospitality rider

- 1) _____ exists to help the sound engineer, promoter or venue by answering questions that could take up precious time at a soundcheck.
- 2) A _____ is typically negotiated and agreed upon between the performer and the event organizer or venue.
- 3) _____, in music, is an ensemble of musicians playing chiefly woodwind, brass, and percussion instruments, in contradistinction to an orchestra, which contains stringed instruments.

- 4) The couple thanked their host for his _____.
- 5) A stage plan is sometimes called a _____.

5. Agree or disagree with the statements:



- 1) Technical rider is a list of requests for the comfort of the artist on the day of the show.
- 2) Common requests of the hospitality rider involve food, transportation and hotels.
- 3) Hospitality rider is a document which specifies the types of equipment to be used, the staff to be provided, and other arrangements directly relating to the performance.
- 4) Technical riders usually include stage connection and stage plot.
- 5) A runner is a person or persons hired to act as a personal shopper/driver for band and crew needs.

6. Look at the picture, read the information and decide what kind of rider it is:

Accommodations:

1x Single Room and 2x Double Rooms located within a 10min drive (max) of the venue. Internet access at the hotel via either wireless connection or high speed is a priority.

Food:

Please provide 6 healthy, hot meals (vegetarian and non-vegetarian) or a \$20.00 buyout per person to be paid to tour manager upon arrival at the venue.

Dressing Room:

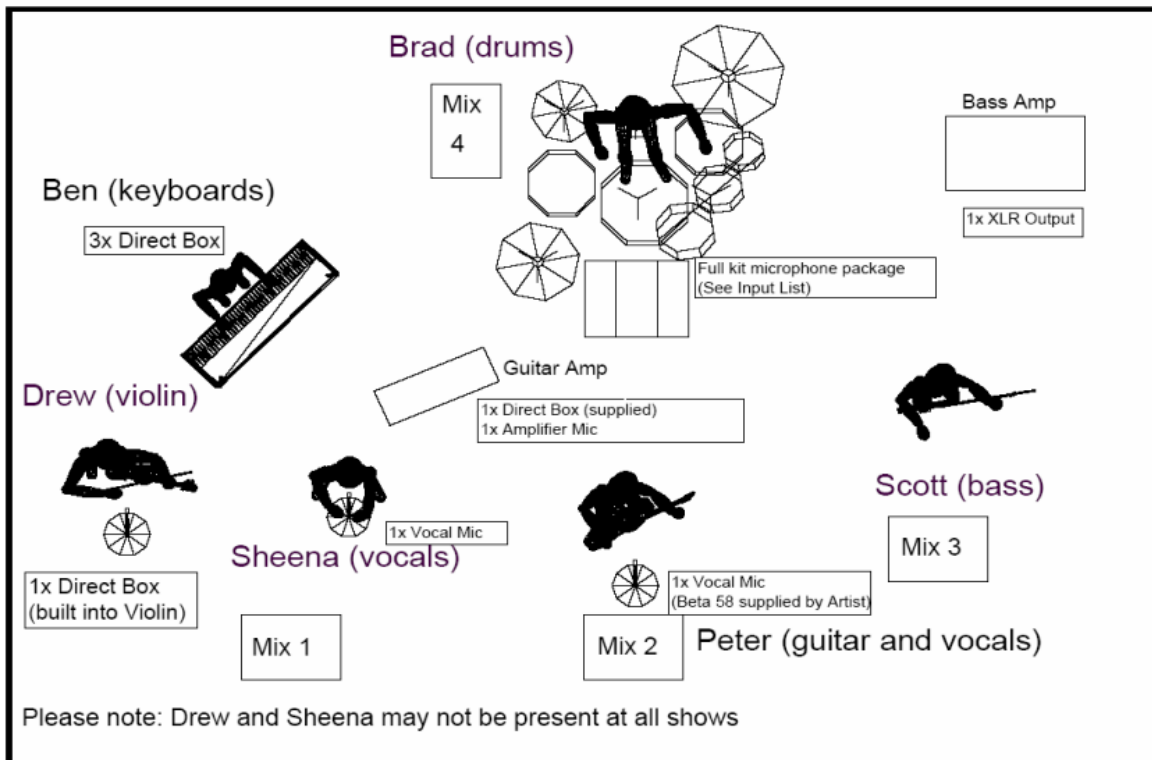
A lockable dressing room/warm up area with key to be presented to tour manager upon arrival to the venue would be greatly appreciated.

Important Items:

- 12x bottles of room temperature water
- 6x towels
- Herbal Tea (Lemon or Mint preferred) with Honey and cups of Hot water
- 12x premium/imported beer or x12 drink tickets
- 1x large fruit/veggie combo tray
- 1x Sandwich tray with selection of vegetarian and non-vegetarian options (6 people) ---- (MEAL BUY-OUT PREFERRED)
- Coffee with milk, cream and sugar
- 2x large bottles of juice
- 1x box of breakfast bars
- 1x 9volt Battery

7. Look at the picture and explain what stage plot means:

Peter Katz FULL BAND Stage Plot



8. Answer the following questions for summary:



- 1) What is hospitality rider?
- 2) What can a hospitality rider include?
- 3) What is the responsibility of a runner?
- 4) What is technical rider?
- 5) What can a technical rider include?
- 6) What is a stage plot?
- 7) What is a band?
- 8) What is hospitality?

GLOSSARY II



- arrangements домовленості
- attendee учасник
- band гурт, група
- booker букер (агент)
- business бізнес, угода
- catering кейтерінг
- chamber orchestra камерний оркестр
- charge for tickets стягувати за квитки
- checklist контрольний список
- classical music класична музика
- clientele клієнти
- complimentary ticket безкоштовний квиток
- concert концерт
- contemporary music сучасна музика
- dance танець
- dancefloor танцпол
- dancer танцівник, танцівниця
- “early bird” tickets with a discount перші квитки за знижкою
- establish budget встановити бюджет
- establish target profit встановити цільовий
прибуток
- event goal мета заходу
- event planning організація, планування
заходу
- equipment rental оренда спорядження
- facility приміщення
- guest гість, відвідувач
- guest list список відвідувачів, гостей

• health reasons	стан здоров'я
• hospitality	гостинність
• hospitality rider	райдер гостинності
• hosting venue	місце проведення
• incentive	стимул, заохочення
• instrumental music	інструментальна музика
• insurance	страхування
• large-scale performance	масштабна вистава
• layout	структура, планування
• lighting	освітлення
• lighting staff	персонал освітлення
• live musical performance	живий виступ
• location	розташування,
місцеположення	
• marketing	маркетинг
• music act	музична дія
• musician	музикант
• opera	опера
• parking facilities	місця для паркування
• performer	виконавець
• performers' fee	гонорар виконавцям
• personnel	персонал
• potential expenses	потенційні витрати
• profit margin	розмір прибутку
• promotion	розкрутка, реклама,
підвищення	
• restriction	обмеження
• rider	райдер
• rough block diagram	приблизна блок-схема
• runner	раннер
• safety measures	заходи безпеки
• safety reasons	з міркувань безпеки
• security personnel	охоронний персонал
• server	сервер
• social media profile	профіль у соціальних
мережах	
• sound	звук, озвучування
• sound staff	персонал відповідальний за
звук	
• specific beverages	певні (специфічні) напої
• specific foods	певні продукти (їжа)

• specific target	конкретна ціль, мета
• staff training	навчання
персоналу	(підготовка)
• staff wages	заробітна плата персоналу
• stage	сцена
• stage connection	підключення сцени
• stage plot	сюжет сцени
• symphony orchestra	симфонічний оркестр
• target audience	цільова аудиторія
• tech set-up	технічне налаштування
• technical rider	технічний райдер
• theater	театр
• ticket options	варіанти квитків
• transport link	транспортне сполучення
• venue	місце
(приміщення)	проведення
• venue hire	оренда приміщення
• vocal	вокал (вокальний)
• volunteer staff	волонтери

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