CONCEPT

Theatre and Performing Arts Venue Management Course: Programming, Box Office and Front of House

11 – 15 April 2027
Dammam - Eastern Province five-star



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Ref: 1657_26151 **Date:** 11 – 15 April 2027 **Location:** Dammam - Eastern Province five-star **Fees:** 19500 SAR

Introduction:

Theatre and performing arts venue management, covering programming, box office and front of house, is a 1-week course for venue, programming, ticketing and audience services managers, ending with a Venue Operating and Season Plan for a case theatre. Venues lose income when seasons leave dark weeks, visiting company deals skip a break-even check, ticket prices ignore demand and stage safety relies on habit. Nominees already run a venue department and work through case studies built on booking, sales and incident records. CoreConcept Training Center delivers this theatre and performing arts venue management course.

Course Objectives:

- Assess a venue's business model, income mix and operating calendar to set a performance baseline
- Build a balanced season and negotiate visiting company deals and hire agreements against a show break-even test
- Configure ticketing seat maps, holds and dynamic pricing rules that raise yield without losing audience trust
- Run front-of-house show days and grow repeat attendance through membership schemes and booker segmentation
- Control stage safety and touring production risks through safety curtain tests, permit-to-work and get-in schedules
- Produce a Venue Operating and Season Plan with a venue KPI dashboard for a case theatre

Target Audience:

- Managers responsible for the commercial and operational results of a theatre, concert hall, opera house or arts centre
- Programming and hires staff responsible for season calendars, visiting company deals and venue rental contracts
- Box office and ticketing leads responsible for seat maps, pricing and sales reporting
- Front-of-house and audience services managers responsible for show-day service, ushers and membership
- Technical and operations heads responsible for stage safety, touring get-ins and building readiness

Course Outline:

Day 1: Venue Business Models, Operating Context and Baseline Review

- Producing House, Receiving House and Hire Venue Business Models
- Venue Income Streams Across Ticketing, Hires, Hospitality and Membership
- Venue Organisation Chart for Programming, Box Office and Technical Departments
- Annual Venue Calendar Mapping Performance, Rehearsal and Dark Days
- Venue Operating Baseline From Attendance, Occupancy and Hire Records

Day 2: Season Programming, Visiting Company Deals and Hire Contracts

- Season Programming Mix Across Drama, Music, Dance and Family
- Visiting Company Deal Terms With Guarantees and Box Office Splits
- Show Break-Even Calculation Using Capacity, Price and Deal Cost
- Venue Hire Agreement Clauses for Rates, Access and Damages
- Technical Specification Pack and Advance Questionnaire for Incoming Productions

Day 3: Box Office, Ticketing Systems, Pricing and Front of House

- Ticketing System Seat Maps, Holds and House Seat Allocation
- Dynamic Pricing Rules With Price Bands and Transparency Safeguards
- Sales Pacing Curve and Discount Release Decision Points
- Front of House Duty Manager Show Report and Usher Briefing
- Audience Development Through Membership Schemes and Booker Segmentation

Day 4: Stage Safety, Touring Logistics and Venue Performance Risks

- Safety Curtain Drop Test and Fire Strategy Records
- Flying System and Stage Machinery Permit-to-Work Controls
- Pyrotechnics, Haze and Naked Flame Approval Procedure
- Touring Get-In and Get-Out Schedule With Crew Calls
- Venue KPI Dashboard for Occupancy, Yield and Hire Utilisation

Day 5: Case Study on a Venue Operating and Season Plan

- Case Theatre Data Pack With Calendar, Sales and Incidents
- Season Calendar Redesign Filling Dark Weeks for the Case
- Pricing and Membership Actions for Low-Selling Performances
- Stage Safety and Touring Readiness Checklist for the Case Venue
- Venue Operating and Season Plan Completion and Review

Skills You Will Gain:

- Venue Business Model Analysis
- Season Calendar Planning
- Visiting Company Deal Negotiation
- Hire Agreement Drafting
- Ticket Yield Management
- Show-Day Front of House Control
- Stage Safety Governance
- Venue KPI Reporting

Why Attend This Course:

- Deliver a Venue Operating and Season Plan to the venue director and the head of programming for approval
- Decide which visiting productions to book on a guarantee, a split or a straight hire, and when to release discounted seats
- Avoid dark weeks, loss-making deals, underpriced sell-outs and missed safety curtain or flying system checks
- Share seat map conventions, show report templates, permit-to-work forms and KPI definitions with venue teams

Conclusion:

Back at work, the participant presents the Venue Operating and Season Plan to the venue director, the head of programming and the finance lead. The plan supports decisions on which productions to book and on what deal terms, how to price and release seats, which weeks to open for hires and which stage safety and touring controls to confirm before each get-in. After the first season under the plan, the venue should compare occupancy, yield per seat, hire utilisation and incident records against the baseline and revise the calendar and price bands.

Frequently Asked Questions FAQ:

What should participants know before the theatre and performing arts venue management course?

Participants should already manage a venue department such as programming, box office, front of house or stage operations. No accounting qualification is needed. Bringing a recent season calendar, sales report or hire agreement helps them apply the case work to their own venue.

How does theatre and performing arts venue management differ from a cultural project or event production course?

It focuses on running a building with a year-round calendar: season programming, visiting company deals, hires, ticketing, front of house, stage safety and venue KPIs. Cultural project courses centre on funding and impact evaluation, and production courses on sound, lighting and rigging design.

Why do theatre and performing arts venue management teams use box office splits with visiting companies?

A box office split shares ticket income between the venue and the visiting company after agreed costs, so both carry demand risk. Compared with a fixed guarantee, it protects the venue when sales are weak but reduces its share when a show sells out.

What do participants take back from the theatre and performing arts venue management course?

Participants take back a Venue Operating and Season Plan for a case theatre, with a season calendar, deal and hire terms, pricing and membership actions, a stage safety and touring checklist and a venue KPI dashboard they can adapt.