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ACCREDITED VENUE MANAGER AVM ASSIGNMENT

The Assignment must:

- a) Be of a total of not less than 3,000 words and no more than 6,000 words.
- b) Address all questions as outlined below.
- c) Include personal examples, experiences or actions (where possible and appropriate).
- d) Be returned to the VMA office by no later than 8 December 2017.

Questions

1. Describe the main responsibilities of venue managers, in regard to providing for the needs of their clients (hirers) and patrons (guests).
2. Describe the main revenue streams in venue management and how venue managers can support maximum revenue generation and diversification, in their venue.
3. What considerations and services need to be provided to ensure a *safe* venue is provided for visitors, artists, participants and workers?
4. What are the most important factors to be considered in providing a venue that exceeds patrons' satisfaction?
5. Describe considerations in providing *excellent* venue catering.
6. Describe the main risks that venue managers must mitigate against, in planning the venue-hosting of events.
7. Describe the processes involved in planning and implementing the hosting of an event.
8. What factors are involved in making a venue attractive to hirers, clubs, event organisers and promoters, for them to consider using a venue?
9. How is modern technology having an effect on venue marketing, event presentation and satisfying clients' and patrons' requirements, in the venue?
10. What are the principal factors in leading an effective and efficient team, at a venue?