

COMMUNICATION

Planning an artistic event

LEVEL

Upper-Intermediate
(B2)

NUMBER

EN_B2_2061X

LANGUAGE

English



Learning outcomes

- I can describe the planning of an artistic event.
- I can discuss artistic events in my city.





Warm-up

Is there an annual event in your town or city?

Tell the rest of the class about it!






Planning a concert

You are going to plan a concert.

Read the tips below.



- 
- ✓ Think about who you want to perform at your concert. What genre of music will it be? Will you invite well-known bands or newer artists?
 - ✓ Who is the main audience for your event? What is the age range, the social demographic?
 - ✓ Where is the concert going to be held? Is it indoor or outdoor? How big is the venue? Is it seated or standing?
 - ✓ You need to decide how you will promote the concert. Will you use flyers, social media, or local newspapers and the radio?



Matching

Match the words and phrases with their definition.

1

venue

a the first of many future events

2

inaugural event

b a small piece of paper advertising an event or product

3

commemorative event

c the place where something happens

4

flyer

d an event to raise money for charity

5

fund-raising event

e an event in memory of someone or something



Your concert

1. **Think** about the concert you are planning. 2. **Answer** the questions below.

Who is the intended audience for your concert?

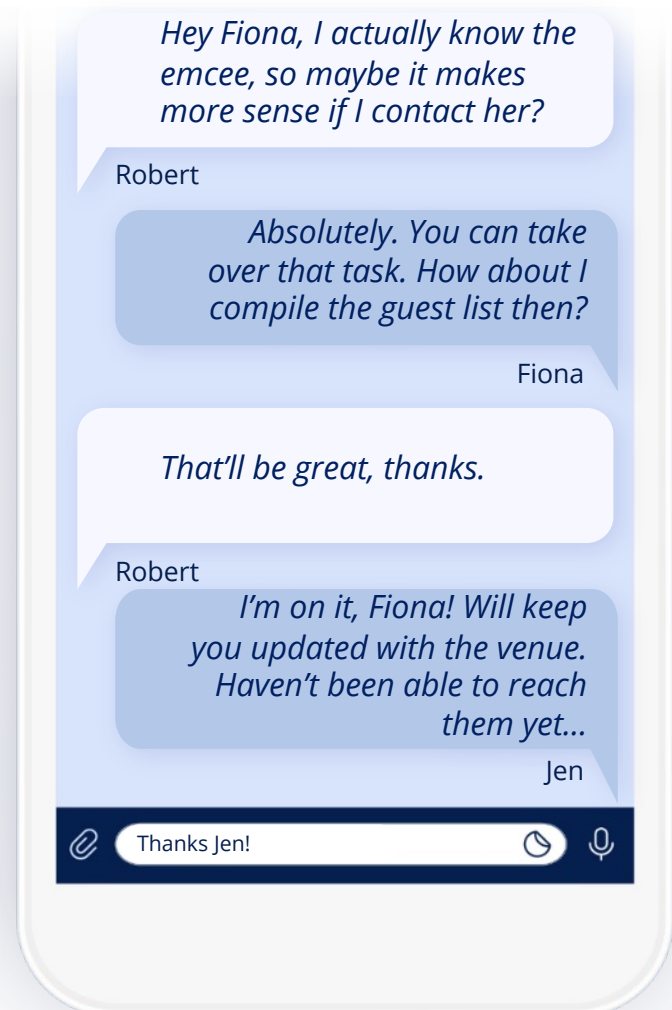
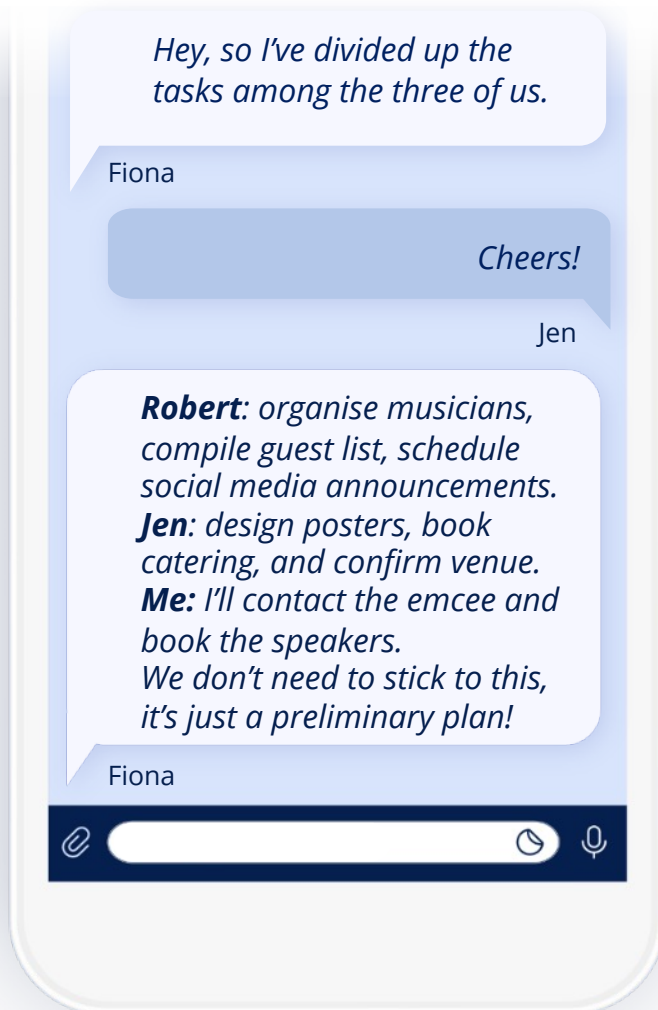


What is the purpose of your concert?
Is it to raise money or to commemorate someone or something?





Planning an event





We don't need to **stick to** this plan!

I'm on it!

Do you think it is easy or difficult to **stick to** a plan when organising a big event?

When would you say: **I'm on it!**



Categorise

1. **Read** the tasks. 2. **Categorise** them into the pink boxes.

1 Organise musicians

2 Contact the emcee

3 Compile guest list

4 Design posters

5 Confirm venue

6 Book the speakers

Fiona

Jen

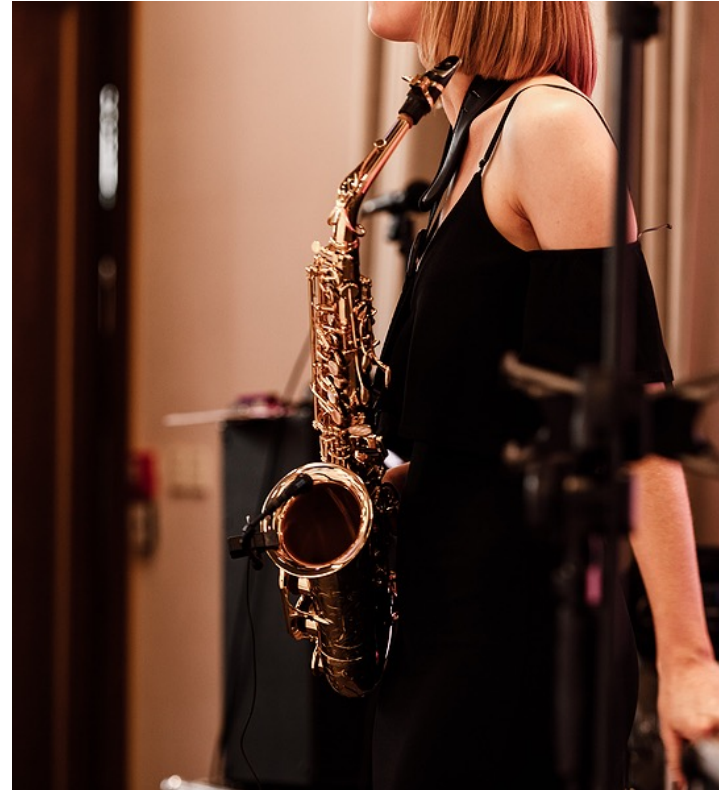
Robert



Your concert

Answer the questions below.

- 1 What kind of music are you going to have at your concert?
- 2 Where would you like to hold your concert? Think about the time of year and venue.
- 3 What is the name of your concert?

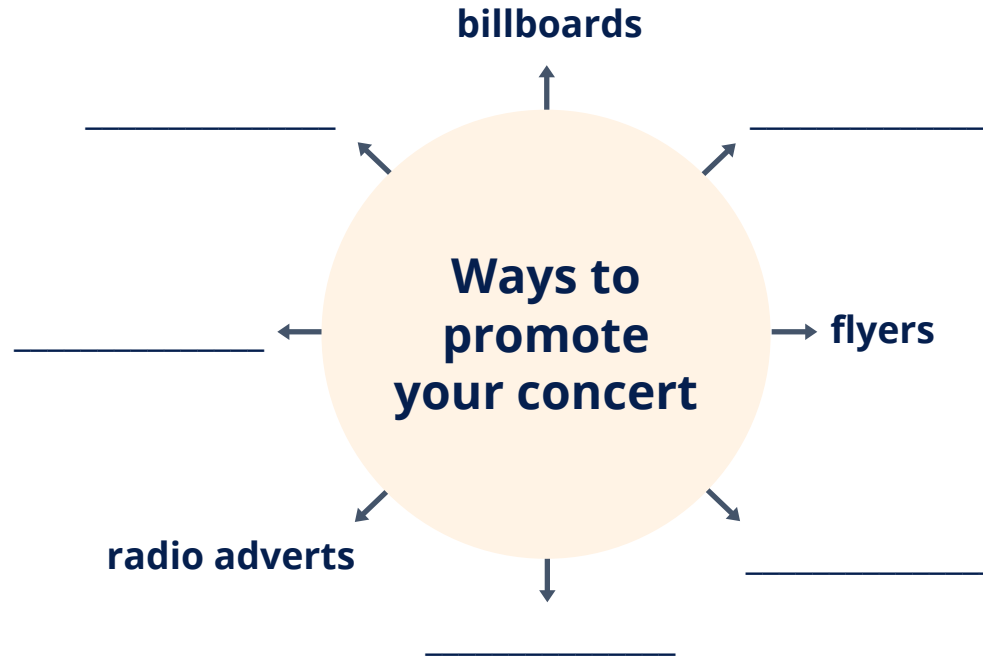




Brainstorm: Promotions

In breakout rooms or together as a class, **brainstorm** ways to promote your concert.

What do you think would be the most creative and innovative solution to advertise your event?





Discuss

Answer the questions below.

How much do you want to sell tickets for?



What is your justification behind the price?



Discuss

Answer the questions below.

- 1 What do you think is the most challenging aspect of organising an event?
- 2 Would you like to plan a big artistic event in your town/city?
- 3 What are the benefits and drawbacks of a big event taking place in a town/city?
- 4 Is there an event that you want to go to?





End of the lesson

Idiom

Pull out all the stops.

Meaning: going all out, giving your all

Example: They pulled out all the stops for their wedding.



Additional practice



Fill in the gaps

Fill in the gaps with the correct word.

- 1 Have you contacted the _____ yet? We need to know if the concert can be held there.
- 2 This is the _____ event. It's the first time it's being held.
- 3 I was handed this _____ today. The concert it advertises looks like something you would enjoy.
- 4 We'll have a _____ event to raise money for charity.
- 5 The _____ should be a personable person who can think on their feet!

fundraising

inaugural

flyer

emcee

venue



Discuss

Answer the questions below.

Do you think an emcee can make or break an event?



What makes a good emcee? Do you have any examples?



Discuss

Answer the question below.

What are your strengths when working on a team project?

Share your answer with the rest of the class!





Answer key

P.5: 1.) c 2.) a 3.) e 4.) b 5.) d

P.9:

Fiona: 3, 6

Jen: 4, 5

Robert: 1, 2

P.17: 1.) venue 2.) inaugural 3.) flyer 4.) fundraising 5.) emcee



Summary

Organising an event

- *inaugural event; commemorative event; fund-raising event; venue; to stick to; I'm on it!*
- *We want to organise a **fund-raising event** for the local fire station.*
- *First, we need to find a **venue**.*

Promoting an event

- *I think we should print a few **flyers** and hand them out in local bars.*
- *We created a **billboard** that drew a lot of attention last year.*



Vocabulary

venue

inaugural event

commemorative event

flyer

fund-raising event

to stick to

I'm on it!

billboard



Notes

