

Public Beach Entertainment Specialist

Duration: 5 Days

Language: en

Course Code: IND15-109

Objective

Upon completion of this course, participants will be able to:

- Gain a thorough grasp of the principles and effective strategies for crafting and executing entertainment programs.
- Master the art of pinpointing the target audience, understanding their preferences, and devising programs that cater to their needs and expectations.
- Understand the variety of audiences at the beach and cater to the whole of the community.
- Discover the intricacies of working within a community and utilising environmentally friendly practices to maintain the local environment.
- Cultivate a versatile skill set covering the planning, design, management, and evaluation of entertainment programs, along with adept use of marketing and promotional techniques.
- Understand and apply safety regulations and guidelines specific to public beaches, honing the ability to manage risks effectively during events.
- Gain valuable insights from case studies and successful examples of public beach entertainment programs, applying these lessons to create distinctive and engaging programs that set themselves apart in the market.

Audience

This course is designed for anyone responsible for managing a public beach's entertainment and health and safety elements. it would be most beneficial for:

- Beach Managers
- Event Planners
- Tourism Professionals
- Health & Safety Assessors
- Government Officials
- Entertainment Teams
- Food & Beverage Providers
- Water Sports Professionals

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will discover a variety of case studies to understand the best practices and mistakes when managing beach entertainment.
They will watch insightful videos and work with professional beach managers to put in emergency action and recovery plans to mitigate risks and also understand the art of advertising through group activities. Finally, participants will learn valuable skills in client relationship management and the management of the local environment and communities to ensure safe practices which benefit the destination.

Summary

As an Entertainment Specialist and Manager, your role is pivotal in creating engaging and memorable events, fostering a lively atmosphere, and ensuring the overall enjoyment of beachgoers. Throughout this course, you will delve into the intricacies of planning and executing diverse entertainment programs, managing public spaces, and creating an inviting beach environment.

You will uncover the best event planning and execution strategies from the art of conceptualising and organising various entertainment events for public beaches, ranging from music festivals to family-friendly activities, gaining the skills needed to craft

unforgettable experiences.

It’s also essential to delve into crowd management to ensure a safe and enjoyable environment for beach visitors. Understanding the dynamics of working with vendors, local businesses, and other stakeholders to enhance the entertainment offering and foster collaborative relationships is also important.

While creating entertainment can be fun, you must also understand and adhere to relevant regulations and permits for conducting public beach events. This knowledge ensures a smooth and compliant operation, aligning with the legal and regulatory requirements governing beach events and will prepare you to prioritise safety, implement emergency protocols, and handle unforeseen situations during beach events.

Course Content & Outline

Section 1: **Understanding the Key Aspects of Beach Entertainment**

- Introduction to key aspects of beach entertainment.
- Event logistics and infrastructure planning for beach venues.
- Selecting appropriate entertainment genres for beach settings.
- Budgeting and financial management for beach entertainment projects.
- Case studies highlighting successful beach entertainment initiatives.

Section 2: **Risk Assessments & Health & Safety**

- Ensuring safety and health considerations for beach events.
- Legal and regulatory considerations in beach entertainment planning.
- Crisis management and contingency planning.

Section 3: **The Key Aspects of Water Sports**

- Incorporating water sports and recreational activities in beach entertainment.
- Equipment selection and maintenance for water sports events.
- Identifying suitable beach locations for different water sports.
- Designing water sports programs for various skill levels and ages.
- Training and certification requirements for water sports instructors.

Section 4: **Catering to Your Audience**

- Identifying target audiences and demographics.
- Creating engaging and inclusive beach entertainment programs.
- Incorporating cultural and local elements in beach activities.

- Creating sensory-friendly experiences for individuals with sensory sensitivities.
- Addressing gender inclusivity in beach event activities and facilities.

Section 5: **Managing Food & Beverages on the Beach**

- Considering dietary preferences and restrictions in beach catering.
- Customer service and guest engagement in beachfront settings.
- Pricing strategies and budgeting for beach catering events.
- Collaboration with local suppliers for fresh and local ingredients.
- Beverage service and licensing regulations for beach locations
- Ensuring food safety and hygiene in outdoor environments.

Section 6: **Designing an Annual Beach Entertainment Strategy**

- Technology integration for enhancing beach entertainment experiences.
- Talent acquisition and management for beach performances.
- Creative event design and theming for unique beach experiences.
- Conducting market research and trend analysis for strategic planning.
- Budgeting and financial considerations.
- Selection and coordination of diverse entertainment elements.
- Utilising Gantt charts and project timelines for effective planning.
- Collaborative features in project management tools for beach events.

Section 7: **Implementation & Management**

- Sustainable practices and environmental considerations for beach activities.
- Collaborating with local communities and stakeholders for successful beach events.
- Audience engagement and entertainment planning.
- Event staffing, training, and volunteer coordination.

Section 8: **Marketing & Promotion**

- Marketing and promotion strategies specific to beach entertainment.
- Audience engagement strategies for interactive beach activities.
- Social media and online presence for promoting.

Section 9: **Evaluation & Improvement Strategies**

- Measuring and evaluating the success of beach entertainment programs.
- Evaluating and improving inclusivity practices through participant feedback.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Entertainment, Hospitality & Sports, Health, Safety & Environment HSE, Management & Leadership

Tags

Events, Event Mangement, Public Beach, Entertainment

Related Articles

Understanding Event and Conference Planning: Key Strategies and Benefits

YouTube Video

https://www.youtube.com/embed/Ij63HR8GFm0?si=8iLlPMP-mtIUplLs