

## VMS Year 1 Class Materials & Expectations

IAVM's Venue Management School (VMS) is the premier opportunity in North America for Venue Management professional development. In order to maximize your experience at VMS it is important to prepare for the experience. Each class session provides only a limited amount of time to cover an important topic. To ensure you arrive at school fully prepared, note the following requirements and information:

1. Prior to your arrival, read/view the provided class materials: [IAVM Textbook](#), documents, articles and videos.
2. If you did not receive your password to access the electronic version of the textbook, please contact [Greg Wolfe](#). **Textbook app: Bookshelf iOS & Android** Please note it has an audio version embedded. The publisher has placed a 6-month time limit on its usage. Hence, you will receive the paper version of the textbook when you arrive at school.
3. The exam will be given Thursday afternoon using IAVM's learning management system. It consists of 95 true/false questions and can be taken via laptop or smartphone.
4. The class materials provide foundational information on their respective subjects and will inform but will not be the sole focus of class discussion.

**Please note, the exam tests your basic understanding of the information presented in both the class materials and the lecture.**

5. Material Type / Class Topic
  - a. [Classes using IAVM Textbook](#)
    - i. Chapter 5 – 104 – Booking & Scheduling
    - ii. Chapter 7 – 116 – Ticketing
    - iii. Chapter 9 – 114 – Venue Operations
    - iv. Chapter 10 – 102 – Event Management
    - v. Chapter 11 – 112 – Crowd Management & 106 - Venue & Event Security
  - b. [Classes using documents, articles, videos](#)
    - i. 101 – Labor Relations
    - ii. 103 – Finding & Developing Employee Potential (HR1)
    - iii. 105 – In House vs Contracted Services
    - iv. 106 – Venue & Event Security
    - v. 107 – Financial Management I
    - vi. 108 – Technology
    - vii. 109 – Marketing Advertising Public Relations
    - viii. 110 – Food Service Management II
    - ix. 111 – Team Building

- x. 112 – Crowd Management
- xi. 113 – Traffic & Parking Class
- xii. 115 – Stage Operations
- xiii. 117 – Accessibility
- xiv. 118 – Sustainability – Todd Hunt
- xv. 119 – Customer Service – Adam Cook

6. Identify areas within the class materials of specific interest or for further discussion.
7. Explore the implications of each of the class subjects as relates to your current situation/location.
8. Within the class, students are encouraged to actively participate and share their own experiences in order to learn from each other.
9. Review the study questions, found in your folder, associated with each class for possible discussion.
10. It is recommended that you bring a digital copy of your resume to share with others for feedback on format and content.
11. There will be formal and informal opportunities to connect with your fellow students. Identify current events that you might like to discuss with others in attendance.
12. Identify unique and/or challenging events you and/or your facilities have hosted, along with steps you took to address these challenges.
13. Individuals with the top three (3) year one exam score will be notified of their eligibility to apply for a full scholarship to attend the Asia Pacific Venue Management Association's Leadership Institute. Please note, those eligible to apply must be available and able to travel to Australia the following year e.g. if their Year 1 is 2025 and their Year 2 is 2026, they would have to be available to travel to the VMA LI in November of 2026.