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CREATIVE CAREERS

CREATIVE CAREERS TRAINING SCHEME FAQ

How do I apply? You can apply by submitting an application form using the link supplied here: [APPLY HERE](#)

When do applications open and close? Applications open on the Mon 19th Jan – Close Mon 2nd March 11am.

Am I eligible? The training is for people aged 18-25 based in the West Midlands (Wolverhampton, Birmingham, Walsall, Dudley, Sandwell, Solihull, Coventry).

Do I need previous experience? Previous experience is not required; however, we are looking for enthusiasm and a commitment to be proactive. Whether you have experience or are just starting out we welcome you to apply.

Is the training scheme paid? No, the training is not paid, participants are expected to complete the training to ensure they are matched or supported to gain paid work experience at the end.

Can I apply if I turn 18, once the programme begins? Yes, you can apply if you turn 18 once applications close on 2nd March.

What is expected of me during the training? You are expected to come prepared, with a notebook, pen and (if possible) a laptop or notetaking device to ensure you can actively participate in the activities as you go. We expect you to be willing to collaborate in group activities, be mentored by an industry expert and attend all training sessions.

How long are the training sessions? This is a structured introductory programme built around 4 sessions per module (each 2 hours).

Where are the training sessions taking place? The sessions are taking place at our partner venues CBSO Centre and B:Music, full details of locations will be disclosed to successful applicants.

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I have a disability or mental health condition; do you provide any support? Yes, we have a bursary available for access needs, and helplines from [Help Musicians](#), [Barnardos](#) and [Young Minds](#) are available.

Is the training accredited? No, it is not, however you receive a certificate and portfolio in which you can use for future employment.

Is there additional support provided after training?

At the end of the 4 weeks, each participant will receive support to gain paid employment through Music for Youth and our partner organisations. In addition, you will receive:

- CV Surgeries
- Interview Support
- Portfolio building and reference support

What do the modules entail?

Details of each module is outlined below. Please note, the contents of the modules may vary or develop according to participants needs and our expert advice from industry experts.

Stage Craft Module

Throughout this module, participants will gain hands-on experience in the practical, creative, and collaborative processes required to stage a professional event. Working closely with their cohort, they will learn how to problem-solve, communicate effectively, and apply technical skills in real-time scenarios.

Skills young people will gain:

- **Stage Production** Participants will explore the fundamentals of staging, including stage layout planning, backstage coordination, and the flow of live events.
- **Sound Control and Design** This component introduces the principles of audio engineering. Participants will work with sound desks, microphones, and playback systems, learning how to balance levels, and manage cues.
- **Equipment Operation** Through guided practice, participants will become confident in handling a range of technical equipment. This includes basic lighting rigs,

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projection tools, cabling, and safety procedures. Emphasis is placed on correct setup, troubleshooting, and maintaining professional standards.

- **Lighting Design** Participants will gain hands-on experience with basic lighting rigs, learning how to set up, position, and program lighting to enhance the visual impact of live events. They will understand how lighting choices influence mood, visibility, and audience experience, and practice troubleshooting common issues.
- **Planning and Production Processes** Participants will learn how to plan an event from concept to execution. This includes scheduling, team roles, risk assessments, cue sheets, and communication strategies. They will understand how technical planning integrates with creative direction to deliver a seamless final event.

Live Event Management Module

The Live Event Management module offers participants a blend of practical experience and theoretical understanding, guiding them through the full lifecycle of producing a live event. Participants will unlock their creative, organisational, and entrepreneurial potential. The module explores the diverse demands of programming and producing events, introducing a wide range of approaches used across the live events industry.

Through hands-on interactive workshops, participants will examine how successful events are conceived, planned, and executed. They will gain insight into audience engagement, artist and performer programming, technical production requirements, and the strategic planning processes that underpin professional event delivery. By the end of the module, participants will be equipped with the essential tools, confidence, and industry awareness needed to bring their own event ideas to life.

Whether they aspire to become event producers, promoters, agents, or want to develop their own independent event series, the workshops provide a strong foundation of practical skills and industry-relevant knowledge to help them explore a career in live events.

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Skills young people will gain:

- Practical planning tools Including scheduling, budget management, risk assessments, and safety considerations—core competencies for delivering smooth, well-organised events.
- Communication and teamwork Developing the ability to collaborate effectively with artists, venues, technical teams, and peers, while building confidence in leadership and problem-solving.
- Creative event programming Learning how to curate line-ups, shape event concepts, and design experiences that resonate with audiences.
- Building partnerships & working with venues Understanding how to approach venues, negotiate terms, build professional relationships, and navigate the logistical realities of hosting live events.

Presenting & Broadcasting Module

This module prepares the next generation of creatives and professionals to communicate with confidence, clarity, and authenticity across a range of public and media settings. Participants will develop the essential skills needed to deliver key messages effectively, engage diverse audiences, and represent themselves or an organisation with professionalism.

Working collaboratively, participants will gain hands-on experience in crafting scripts, designing presentation segments, creating a showreel and producing headshots and biographies. These elements form a personal media toolkit that showcases their strengths and equips them for future opportunities in public speaking for live event communication, TV and Radio.

Throughout the module, participants will refine both verbal and non-verbal communication techniques. They will learn how body language, vocal delivery, tone, and presence contribute to building trust, shaping narratives, and establishing credibility. By understanding how to communicate with purpose and authenticity, young people will be better prepared to advocate for causes, represent organisations, or step confidently into any media environment.

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Skills young people will gain:

- Presenting techniques and public speaking Developing confidence in addressing audiences, structuring presentations, and managing nerves.
- Verbal communication skills Including clarity of speech, avoiding jargon, effective pacing, crafting memorable sound bites, and improvising when needed.
- Non-verbal communication skills Mastering eye contact, posture, gestures, facial expression, and phrasing to enhance message delivery.
- Authenticity and personal presence Learning how to communicate in a way that feels genuine, relatable, and aligned with personal values.

Social Media Marketing Module

Designed to provide participants with a comprehensive and practical understanding of digital marketing strategies, with a strong emphasis on social media platforms and content creation. This module combines theory with hands-on experience, ensuring participants not only learn key concepts but also apply them in real-world scenarios.

Through interactive workshops, collaborative projects, and practical exercises, participants will gain the skills to create, plan, and execute effective digital marketing campaigns that promote creative projects and events. They will learn how to develop a marketing strategy from concept to delivery, including content design, audience targeting, and performance evaluation.

The module is inclusive and adaptable, catering to participants at varying levels of experience—from beginners exploring digital marketing for the first time to those seeking to enhance existing skills. By the end of the programme, participants will have a strong foundation for progression into careers in brand marketing, social media management, and content creation, bridging the gap between creative talent and professional practice.

Skills young people will gain:

- Social Media Strategy: Understanding how to leverage platforms such as Instagram, TikTok, LinkedIn, and X (Twitter) to engage audiences and build brand presence.

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- Content Creation: Designing visually appealing and impactful digital assets, including graphics, videos, and written content tailored to specific platforms.
- Brand Marketing Tools & Technology: Hands-on experience with industry-standard tools for scheduling, analytics, and campaign management (e.g, Canva, Flickr and Adobe software).
- Data-Driven Decision Making: Learning how to set measurable objectives, track performance through metrics, and adjust strategies based on insights.
- Trend Analysis: Identifying and responding to emerging trends in social media and digital marketing to maintain relevance and audience engagement.