

ACADEMY OF LIVE TECHNOLOGY



Academy of Live Technology

WHO WE ARE

We are a specialist institution offering higher education degrees and training for the next generation of live experience and entertainment talent.





Academy of Live Technology

WHY WE DO IT

We are advocates for the live experience and entertainment industry, supporting its growth from the ground up. We champion creative careers, working to raise awareness of their cultural, social and economic value.



Contribution

The creative industries contributed more to the economy than the aerospace, automotive, life sciences and oil and gas sectors **combined**, pre-pandemic.

Growth

Over the last decade, the creative industries have grown **four times** the rate of the wider UK economy, while the government announced plans in June 2023 to boost it by £50 billion, supporting a million more jobs by 2030.

Opportunity

There's a huge **talent shortage** across the creative industries, especially in live experience and entertainment, from rigging and automation to virtual production. Many recently qualified people go straight into high value jobs, as there's such a gap in the market.



Live experience and entertainment careers

There's an increasing demand for specialist skills, both in traditional production and evolving technologies such as virtual production and CreaTech.



Design

Every single event needs a concept and a team of designers to bring it to life.

Roles include:

- VFX artist
- 2D and 3D artists
- Interactive specialist
- Motion graphic designer
- Visual jockey
- Set designer
- Set carpenter
- Lighting designer
- Costume designer

Technical

Technical teams are needed to build, set up, test, service, move, edit and direct every element of a production.

Roles include:

- Sound engineer
- Lighting technician
- I-mag video director
- Video editor
- Pyro technician
- Laser technician
- Technical manager
- Automation operator
- Rigger

Management

With every production there's a team of people who coordinate and manage the people, places and logistics.

Roles include:

- Production Manager
- Production Coordinator
- Tour Director
- Tour Manager
- Stage Manager
- Stage Crew Manager
- Event Manager
- Venue Manager
- Artist Liaison



OUR VALUES

The industry faces challenges with skills gaps on a global scale. Talented people are needed worldwide. People who can work with new technologies, think quickly and solve problems creatively.

That's why we teach our students in a way that makes them valuable to the industry as soon as they graduate (and often before).



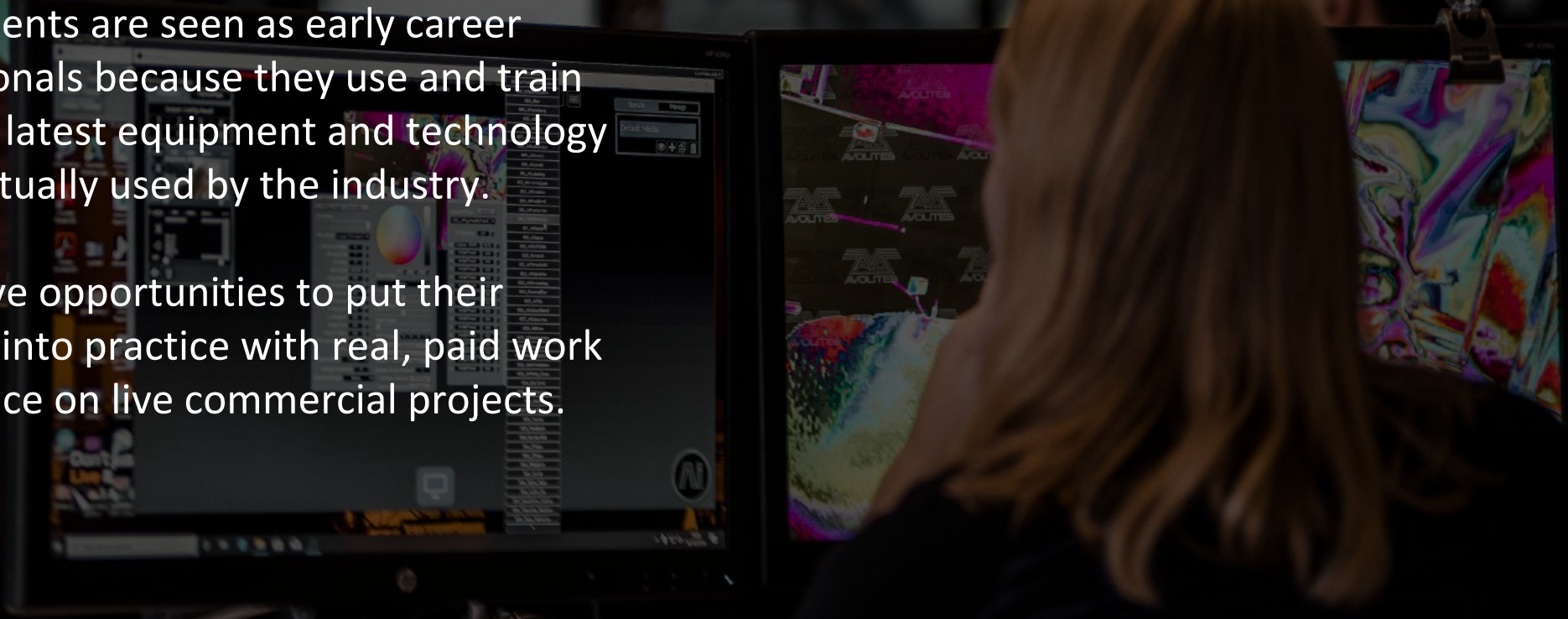


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EARLY CAREER PROFESSIONALS

Our students are seen as early career professionals because they use and train with the latest equipment and technology that's actually used by the industry.

They have opportunities to put their learning into practice with real, paid work experience on live commercial projects.





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OUR CAMPUS

We're uniquely based at Production Park – a live experience campus in the north of England dedicated to creating and rehearsing international tours, films and TV productions.



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“The real stand out experiences I had at the Academy of Live Technology were those when I worked alongside professionals and industry on Production Park.

It was an invaluable experience as a student to be part of an established organisation, putting theory into practice and learning on the job.”

Nicole Henson, BA(Hons) Live Events Production



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OUR COURSES

Our degrees and training courses are designed to meet the biggest challenges and opportunities facing the live experience and creative industries today.



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ALT ***TRAINING***

Our training is bespoke and tailored to the demands of industry. From intensive day courses to week-long programmes, our training develops skills that can be put to use in their current job or used to kickstart a career in the industry.

With recent training including virtual production, we aim to create as many opportunities for people to access routes into the industry.





ALT TRAINING

We partner with established industry brands and partners to develop and deliver bespoke training on their behalf such as the **Disguise Virtual Production Accelerator**.

We have also developed **our own short courses** in:

- Skills Bootcamp – Unreal Engine
- Skills Bootcamp – Event Production
- Skills Bootcamp – Event Management
- Virtual Production for Film & TV
- Live Event Production
- Live Event Management
- Respect and Reset (Sexual harassment and event safety onsite)
- Pyrotechnics
- Working with Electricity
- Sustainable Event Management
- Rigging
- Manual Handling

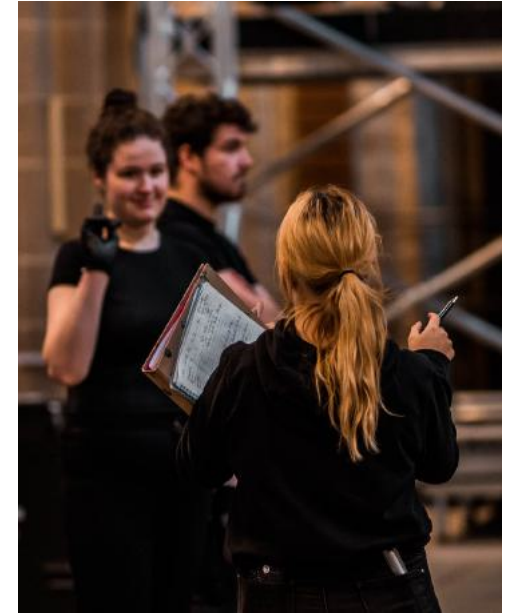


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OUR DEGREES

Our students develop an in-depth understanding of their chosen subject supported with real-world experience. They graduate with specialist expertise yet are well-rounded professionals.

This is what gives us the unique ability to scale globally. We understand the needs and wants of the industry and can offer this in our teaching and training.





OUR UNDERGRADUATE DEGREES

- Foundation Degree – Live Events Production (Two Years)
- Top Up Degree – Live Events Production (One Year)
- BA (Hons) – Live Event Production (Three Years)
- BA (Hons) – Stage & Production Management (Three Years)
- BA (Hons) – Live Visual Design and Production (Three Years)



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LIVE EVENTS PRODUCTION

BA (Hons) Live Events Production introduces students to the technical, design and management areas of live events with four distinct pathways to choose from including lighting design and technology, live sound, live visuals and event business.





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STAGE & PRODUCTION MANAGEMENT

BA (Hons) Stage and Production Management at the Academy of Live Technology is dedicated to delivering the next generation of stage and production managers for the live events sector, in areas as diverse as theatre, live music, concert touring, corporate and sporting events.





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LIVE VISUAL DESIGN & PRODUCTION

BA (Hons) Live Visual Design and Production is a ground-breaking degree focused on creating cutting-edge visual experiences for global audiences.

Students build virtual worlds with gaming platforms like Unreal Engine, experiment with immersive technology such as VR and motion tracking, and create interactive visual experiences with projection mapping and LED walls to amaze audiences.





OUR POSTGRADUATE DEGREES

Our postgraduate degrees can be study full-time over one year, or part-time over two

- MSc Creative Technologies for Live Events
- MA Immersive & Interactive Media Design
- MA Innovation & Entrepreneurship for Live Events
- MA Live Event Design
- MSc Virtual Production
- MA Visual Effects for Live Events

Students who have completed a short course or undergraduate degree course have progressed onto study at master's level. Continuing their learning to become a specialist industry practitioner in their chosen field of the industry.

MA LIVE EVENT DESIGN



OUR STUDENTS





Changing lives through Education

- Our students come from a diverse range of backgrounds and levels of experience.
- Our UK Campus is in the centre of the the third lowest socioeconomic region in the UK.
- We work with local partner organisations, schools and colleges to create career paths for young people and encourage businesses to invest in the local area.
- We work with local government funding to provide free training to local people

Changing the Industry through Education

- We provide Bursaries and financial support to enable people from under represented groups to gain access to the industry.
- We are working towards building a more diverse student and staff community
- We want to support people into live events careers who woundn't normally find their way there



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STUDENT EXPERIENCE

This is an alternative education. It's not a typical university experience where all their time is spent in a classroom. It's learning what the industry does, where the industry does it.

It's hands-on, practical learning that's connected to a network of potential employers.

The best way to prepare for working in the industry is to gain as much experience as possible which is why our students get to work on client projects throughout their studies.





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“My favourite thing about going to Academy of Live Technology was how many opportunities we get to get hands on with equipment.

If it wasn't for several hours of using mixing desks at uni, I wouldn't have been anywhere near as capable or confident in my ability to work as a sound technician.”

Harvey Young, BA(Hons) Live Events Production

PRODUCTION
TEAM



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ALUMNI STORIES

Here's a snapshot of what some of our graduates have gone onto achieve after ALT.



JAYNE PARRY

MA Live Events Design

Jayne owns two entertainment businesses which provide acts and entertainment to cruise ships, and to gated communities and country clubs in Florida. She studied MA Live Events Design in 2021 as a mature student.

“Using and applying the knowledge I’ve accrued from ALT, I’ve been able to expand the ideas and creative potential of my businesses. I’m now able to offer shows that my competitors can’t and I’m starting to build a network of new professional and technical connections that I couldn’t previously.”





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BRADLEY NICHOLSON

BA(Hons) Live Events Production

Since graduating from Live Events Production in 2022, Bradley has worked for the likes of Netflix, Soundstorm 2022 in Saudi Arabia, FIFA Esports World Finals in Denmark and Eurovision 2023 in Liverpool. He now works as an on-site LED Technician for Light Initiative.

“The best thing about my course was the ability to try cool new things with the equipment. I never thought I’d be figuring out how to control lights with an Xbox Kinect camera. Things didn’t always work but the support was there to help work through any problems.”





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JAMES MAJOR

BA(Hons) Live Visual Design and Production

James is a graduate of Live Visual Design and Production. He now works as an XR Studio Executive and Production Coordinator for XPLOR, a research and innovation hub dedicated to evolving live production on Production Park.

“The Academy of Live Technology really helped me prepare for the client facing side of the industry. In particular, they taught me how to present myself in front of clients and industry partners.”





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INDUSTRY CONNECTIONS

We're dedicated to fulfilling industry's growing demand for skilled workers. Industry partnerships are key to this.



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OUR PARTNERS

Industry-education partnerships are a collaborative effort that bring together higher education institutions, businesses, and community.

These partnerships not only benefit institutions but also offer immense value to industry.

Partners include:

4Wall, Ambersphere, Avolites, BPM SFX, Blitz Rigging, Chainmaster, d&b audiotechnik, disguise, Elation, Epson, Greenhippo, Isadora, Klang, KV2 audio, Notch, Riedel Communications, ROE Visual, Running Free AV, STS Touring, Sennheiser, Shure, Sixty82, TAIT, Tech LED, Trantec.





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WORK EXPERIENCE

Being embedded in a community such as Production Park means our students are offered unrivalled work opportunities.

Our students have worked across the globe, including Gron Festival in Denmark, SXSW in the US, Ibiza Rocks and Rugby League World Cup 2022, Glastonbury and much more.

They're working professionals, building their industry network from day one.





“I was also lucky enough to do lots of work experience for the duration of my degree, including two months at the Ibiza Rocks Hotel, Glastonbury and loads of other great festivals.

Each opportunity built up my confidence and gave me experience so I could progress further in the industry.”

Rachel Walsh,
BA(Hons) Stage and Production Management



**Grøn
Koncert**



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ALT GLOBAL

The Academy of Live Technology is expanding to meet the needs of a global market



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ALT GLOBAL

The Academy of Live Technology is expanding.

We are developing new campuses and partnerships in the USA and KSA to deliver both short courses and degrees.

Our short course program means that we can work immediately with local partners in any region to deliver international industry standard training.





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ALT GLOBAL - USA

We have a partnership with Pennsylvania College of Art & Design (PCA&D) to deliver a **BFA in Live Experience Design and Production**.

The course will be delivered partly at PCA&D and partly at specialist facilities at Rock Lititz, the home of live experience in the US.

Each ALT campus will design courses that align with the higher education system of that location. What they will have in common is that they will all deliver an experience-driven education focusing on preparing students for live experience and entertainment careers.



***THANK
YOU***