



Apprenticeships in Music & Live Events

Held during the 10th anniversary of National Apprenticeship Week (Nov. 17-23), this webinar highlighted how apprenticeships in the music and live events industry address workforce challenges, prepare future talent, and deliver tangible benefits for employers.

Key Takeaways

The Apprentice Experience

(Breanna Flores, Music Forward Foundation, Special Events Apprentice)

Apprenticeships provide robust, hands-on training tailored to industry needs, offering a unique alternative to internships.

Experience highlights include:

- **Career Development Support:** Receive resume-building workshops, networking guidance, and one-on-one mentorship with industry professionals
- **Holistic Program Support:** Access resources such as transportation stipends, safety training certifications, and enrollment in targeted coursework to enhance technical knowledge
- **Accelerated Growth Opportunities:** Apprentices take on robust and impactful projects while gaining deep exposure to industry operations, setting them up for long-term career success

A Win-Win for Employers

(Zack Matthews, Volt Lites, Inc.)

Serving as an employer partner to the Events Vocational Education Network (EVEN), Volt Lites, Inc. Director of Operations – Zack Matthews – emphasized their partnership has made talent recruitment, training, and support more streamlined and effective.

Partnership benefits include:

- **Reduced Recruitment Costs:** Apprenticeships provide a pipeline of pre-vetted, motivated candidates, minimizing the cost and time required for hiring
- **Increased Retention:** Apprentices are trained with specific employer needs in mind, fostering loyalty and reducing turnover
- **Enhanced Workforce Readiness:** Apprentices arrive equipped with industry-aligned skills thanks to structured, competency-based training and mentorship

Strategies for Expanding Apprenticeships

(Katrina Frye, Music Forward Foundation | Apprenticeship Program Sponsor)

(Colby Wilson, EVEN | Apprenticeship Program Sponsor)

1) Employer Engagement:

- Communicating value: Reduced recruitment costs and increased retention rates
- Encouraging initial commitments (e.g., 3–4 apprentices) for scalability

2) Expand Outreach

- Direct outreach via community partnerships, career fairs, and local events
- Collaborations with community-based organizations (CBOs)

3) Industry-Informed Training:

- Industry-aligned standards set by employer feedback
- Regular updates ensure relevance and effectiveness

Conclusion

Apprenticeships are a proven workforce development model that bridges the gap between education and employment. By fostering partnerships among nonprofits, employers, and educators, this model is creating sustainable pathways for talent and driving growth in the music and live events industry.

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