

ANNA KUELL

VENUE NATION

ROTATIONAL INTERNSHIP

WHAT I LEARNED FINAL PRESENTATION

CHICAGO

SUMMER 2026



HI! I'M ANNA KUELL



My first concert!
One Direction in 2014 at
Gillette Stadium

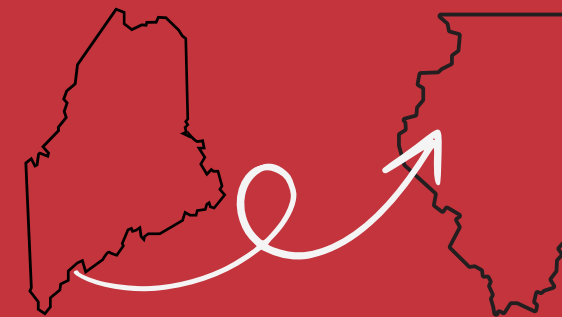


Life long music lover

BACKGROUND

I recently graduated from DePaul with a degree in public relations & advertising and event production.

I am originally from Portland, ME, but moved to Chicago for school four years ago. A huge part of why I chose Chicago was the proximity to a vibrant music scene and access to so many wonderful venues around the city.



Through school and a handful of other internships, I've committed myself to this industry. This job felt like the natural next step in my career progression.



View my Resume

FOUR OWNED & OPERATED VENUES

HOUSE OF BLUES CHICAGO



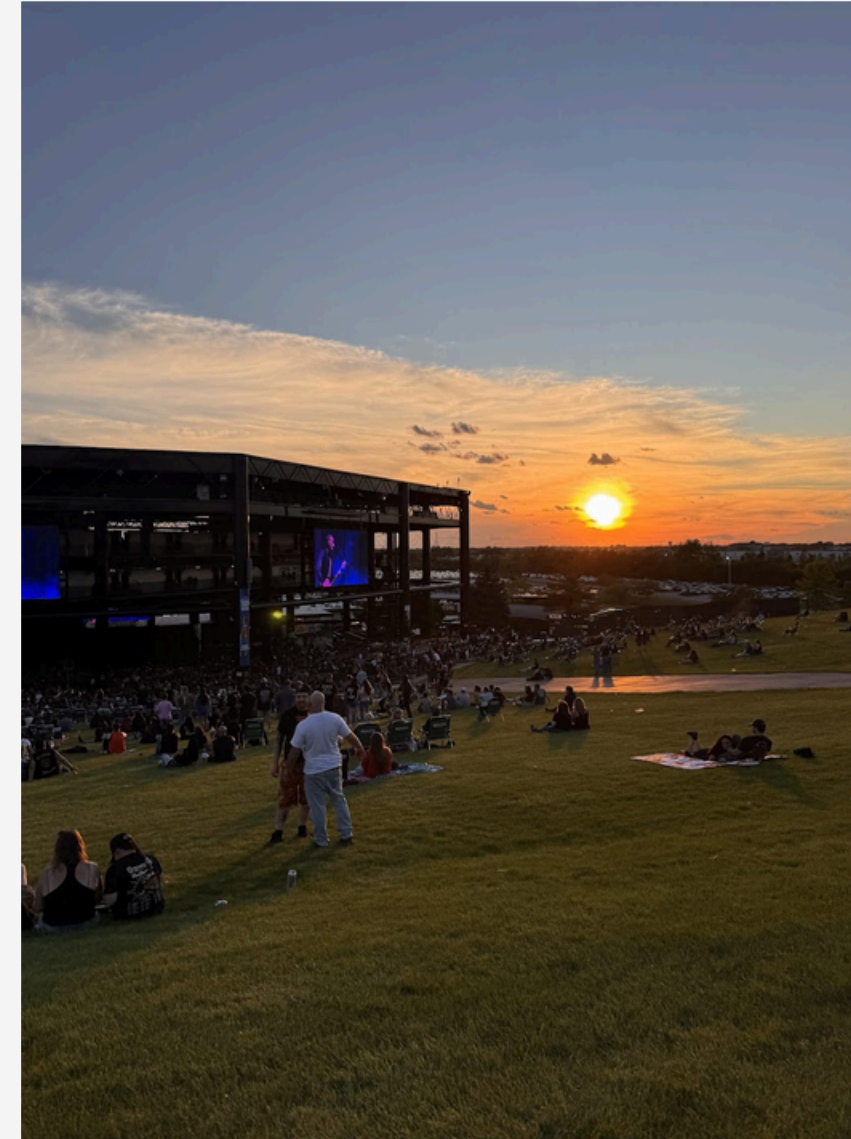
ARAGON BALLROOM



HUNTINGTON BANK PAVILION



CU1 AMPHITHEATRE



4 VENUES

12 WEEKS

11± DEPARTMENTS

18 SHOWS & EVENTS

COUNTLESS NEW CONNECTIONS

BOB DYLAN THE BLACK CROWES GODSMACK THE TAYLOR PARTY
REGGAE BASH WORLD JON B AMERICAN BAR ASSOCIATION SUKI WATERHOUSE
BEYOND WONDERLAND CHICAGO CHAMBER OF COMMERCE EVENT
SANTANA LIL WAYNE SUMMER OF '99 FESTIVAL YOUNG THE GIANTS
JACK JOHNSON MUSE MARTIN GARRIX (X2) DELTA CORPORATE EVENT
SOUTH HOUSE JUNETEENTH EVENT 20 SHOWS & EVENTS

WEEK TWO: OPERATIONS



CHICAGO PRODUCTION SHOW NOTES

HOUSE OF BLUES DATE: Friday, June 5, 2026

Door Time	10PM	Total Sold	408	VIP Host
Ages	21+	Forecast Sold	540	
Ticket Price	\$20-\$40	Forecast Drop	486	
Curfew	1AM	Fast Pass	41	
Genre	Reggae	FDTH Access	56	
Stage Manager	Scott	Dinner Packages	BKPCB	FDN: Retail:

Reggae Bash World

Headliner:	Reggae Bash World	Support 1:
Load In:	8:30PM	Load In:
Transportation:	Uber	Transportation:
Set Time:	10PM - 1AM	Set Time:
Merch:	None	Merch:
Settlement:	Wire	Settlement:
Meet & Greet:	None	Meet & Greet:
Support 2:		Support 3:
Load In:		Load In:
Transportation:		Transportation:
Set Time:		Set Time:
Merch:		Merch:
Settlement:		Settlement:
Meet & Greet:		Meet & Greet:
Support 4:		Security Staffing Needs
Load In:		MOD:
Transportation:		DOCK 1:
Set Time:		DOCK 2:
Merch:		MEDIC:
Settlement:		DETAIL:
Meet & Greet:		
Forecast PPA:		Security Total
Forecast Per Cap:		
Last Play PPA:		VIP Sales Information
Ramp Pricing:		JR RAIL:
Staffing:		BUDDY RAIL:
Shark #1:		KOKO TABLES:
Back Porch:		BACK TIER:
Mojo:	Nicholas Barron	1ST BALC:
Late Night:	Nick Moss Band w/Dennis Gruenling	2ND BALC:
Ticket Price:		
Extra Production:		
Notes:		

These Counts are Subject to Change

Gospel:	10am	12:30pm
Ticket Counts:		
Access:		
Dining:	closed	Show:
Foundation:	open 6p-1 no talent	

“True North is always creating a great experience for fans, artists, and employees.”

WHAT I LEARNED:

- Information is currency
- How to read a ROS sheet
- Can't be afraid to get your hands dirty
- Ops encompasses SO much

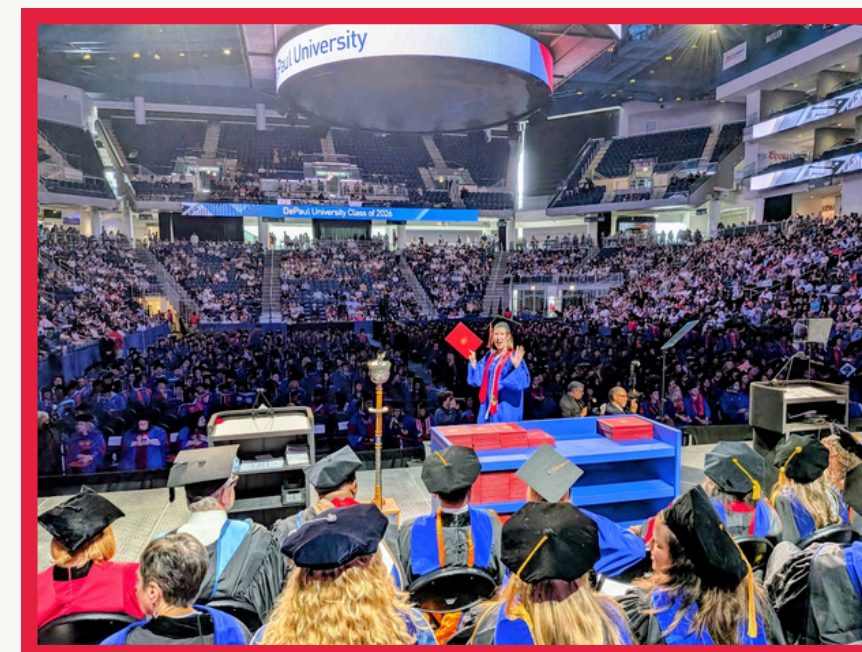




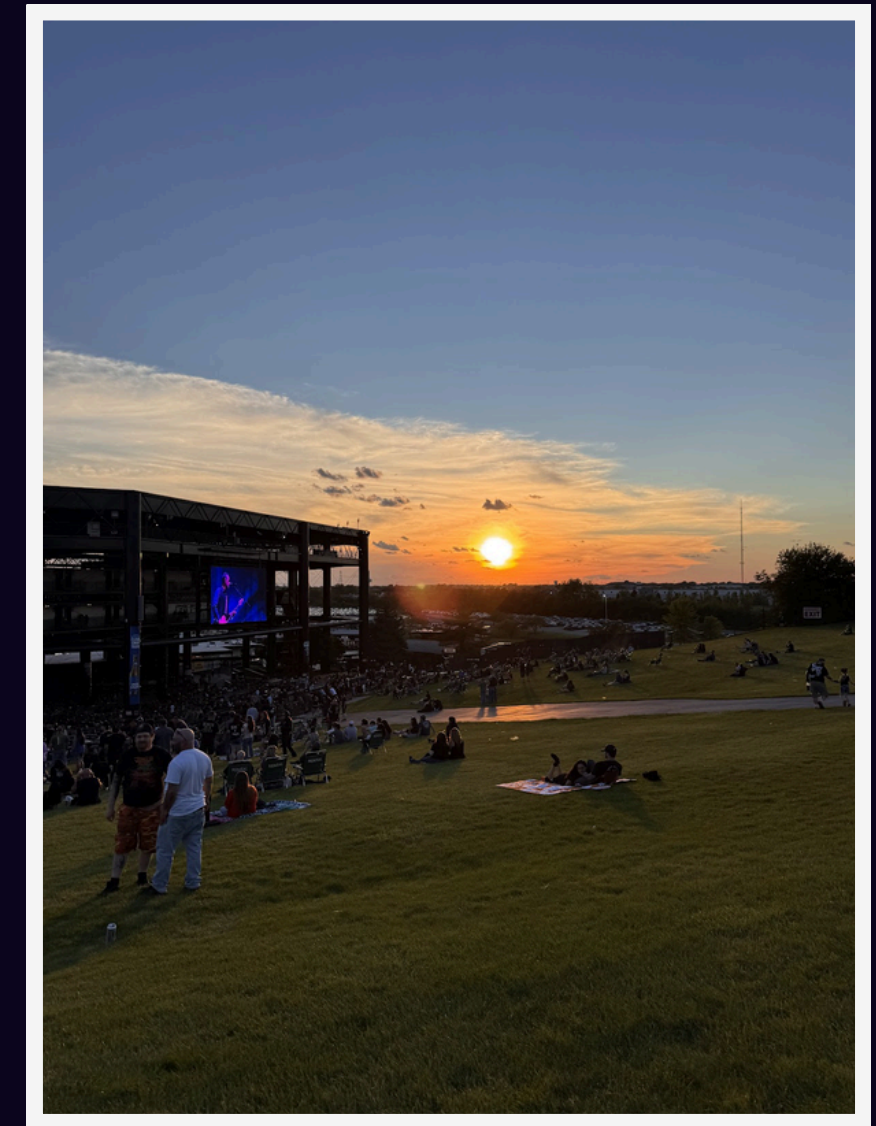
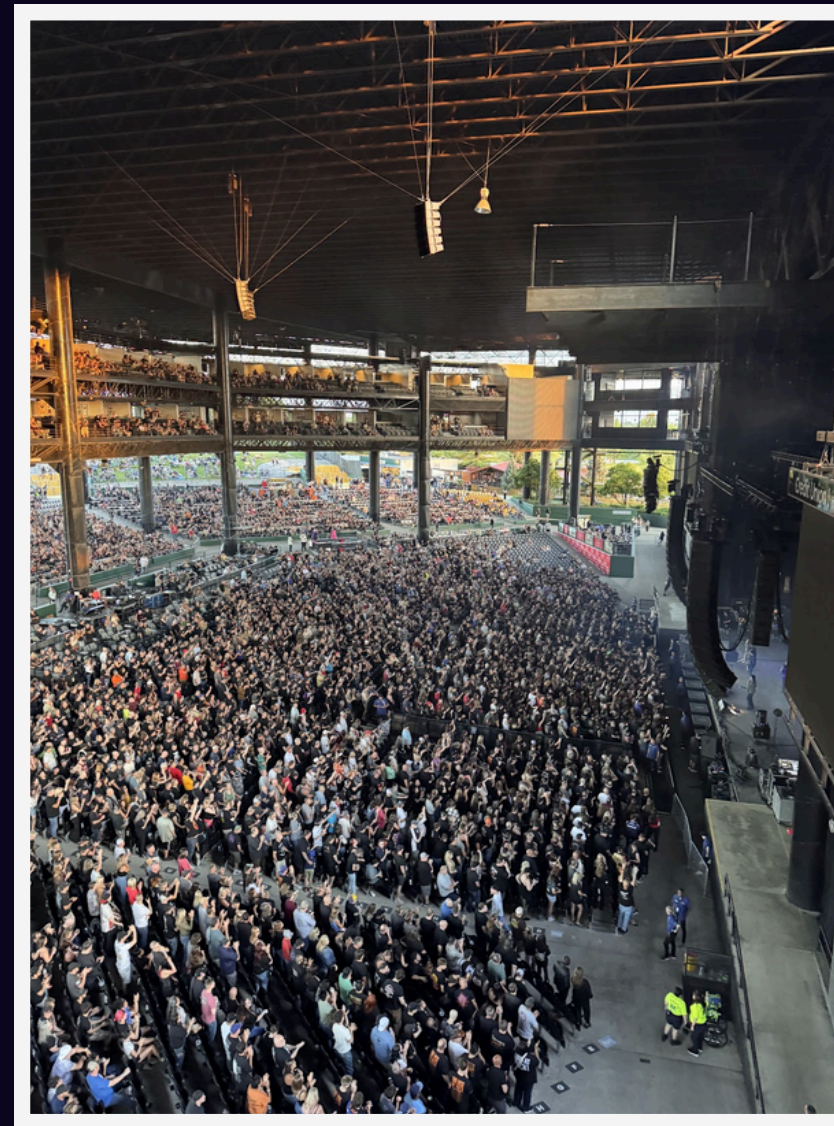
WEEK THREE: MARKETING

WHAT I LEARNED:

- History of the Venue Nation Division
- Venues as brands
- The majority of sales still come from email marketing
- TARS - Transparency, Assurance, Response
- Success is fans not knowing an issue is happening



WEEK FOUR: TICKETING



WHAT I LEARNED:

Process of Hosting a Show

- Talent confirms show → Ticketing → Program with Ticketmaster → Build ENT & Ancillary

Tools & Terminology

- Programs: Zipin + Just Park
- New vocabulary: “Papering” + “Scaling”
- Resale: Artists can cap resale ticket prices on Ticketmaster

BONUS: ANALYTICS MEETING

- More expensive original tickets → higher likelihood of upgrading
- Matching the experience to the price
- War Room: Real-time dashboard tracking analytics + revenue during a show
- Buy vs. Rent

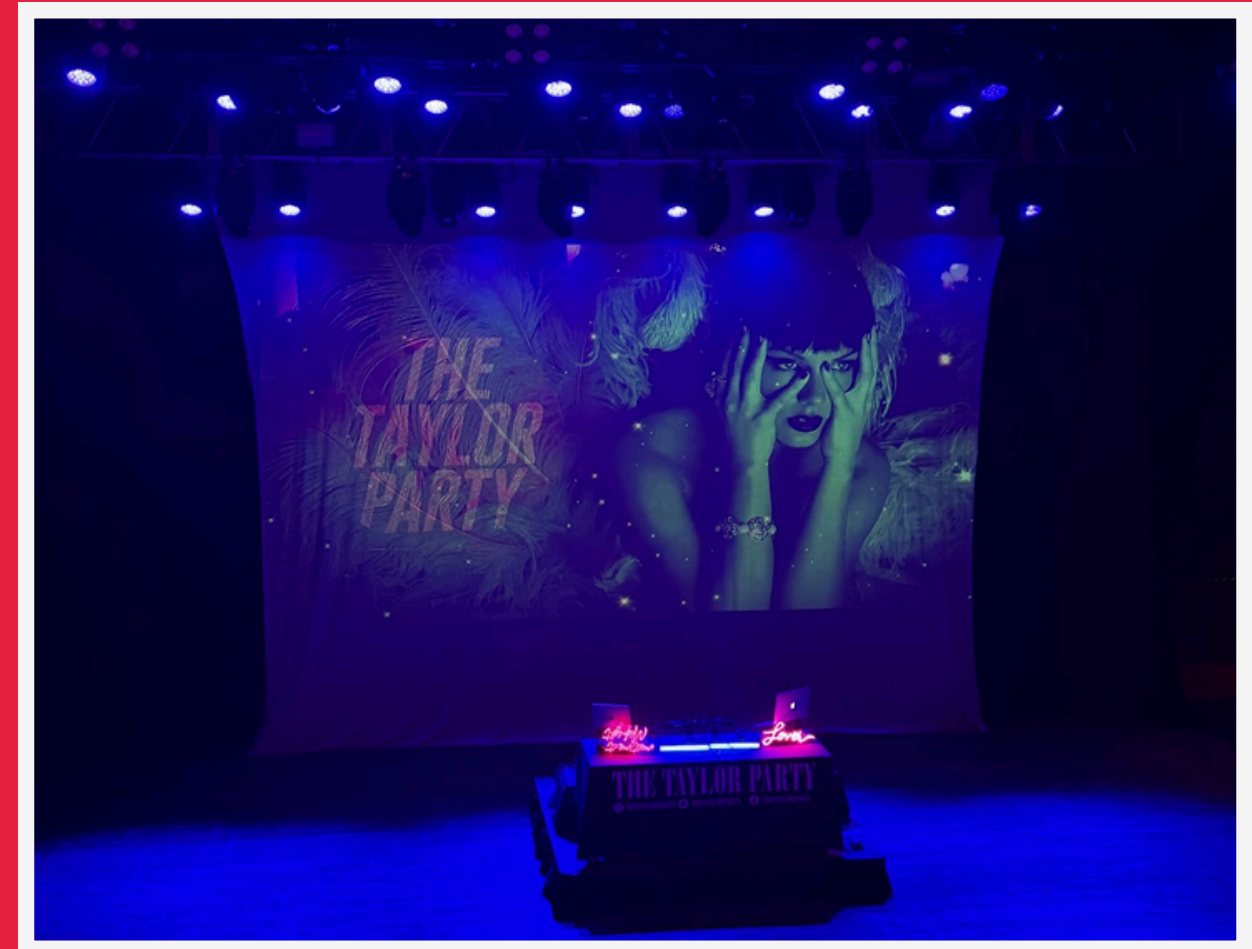
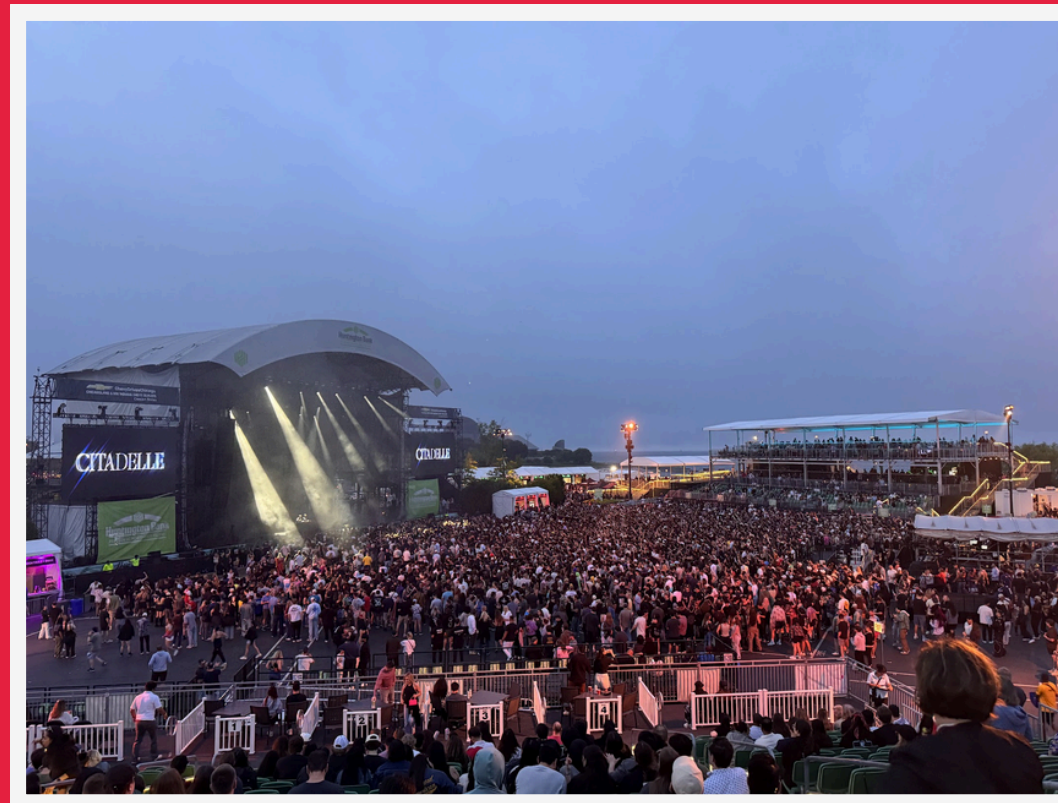
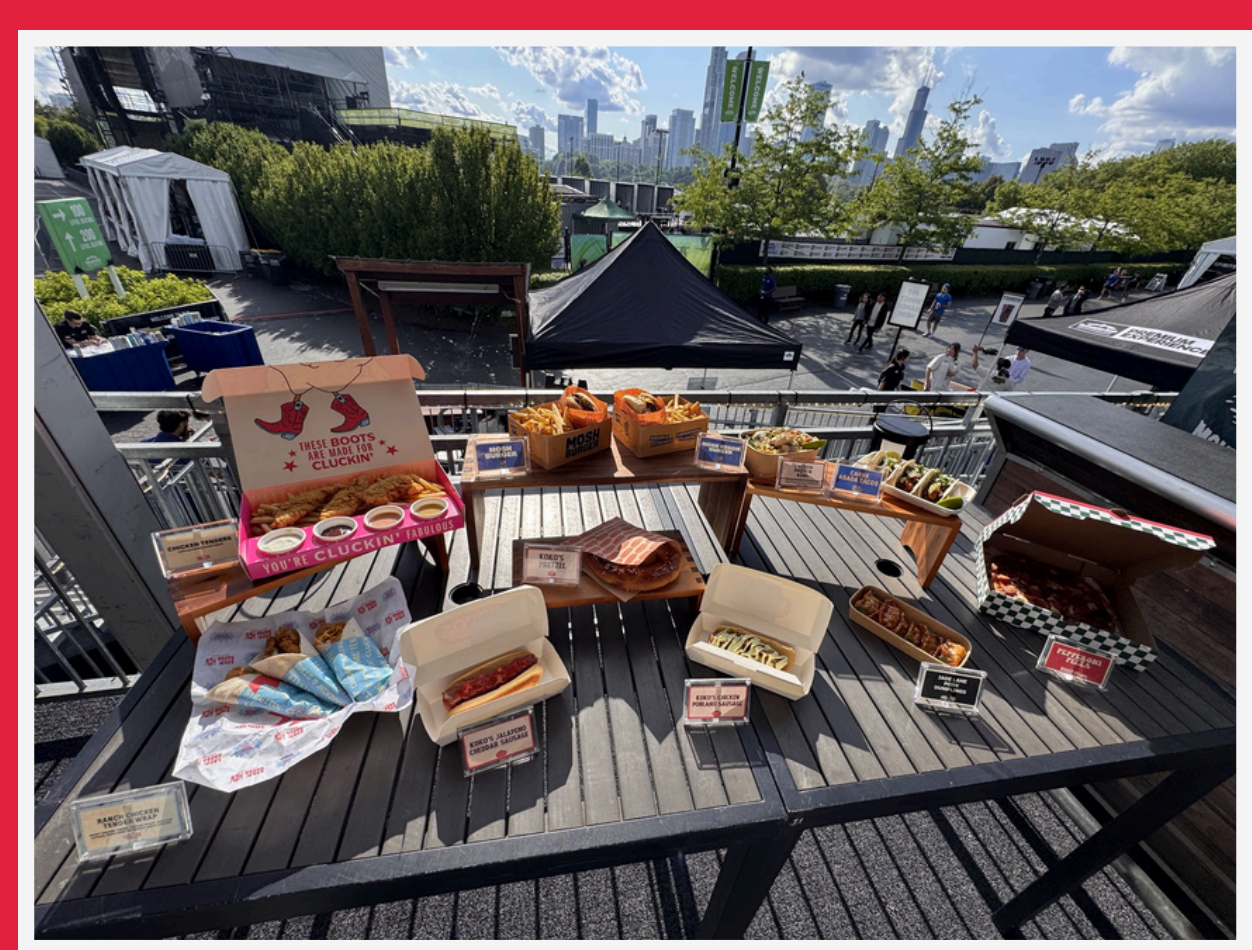
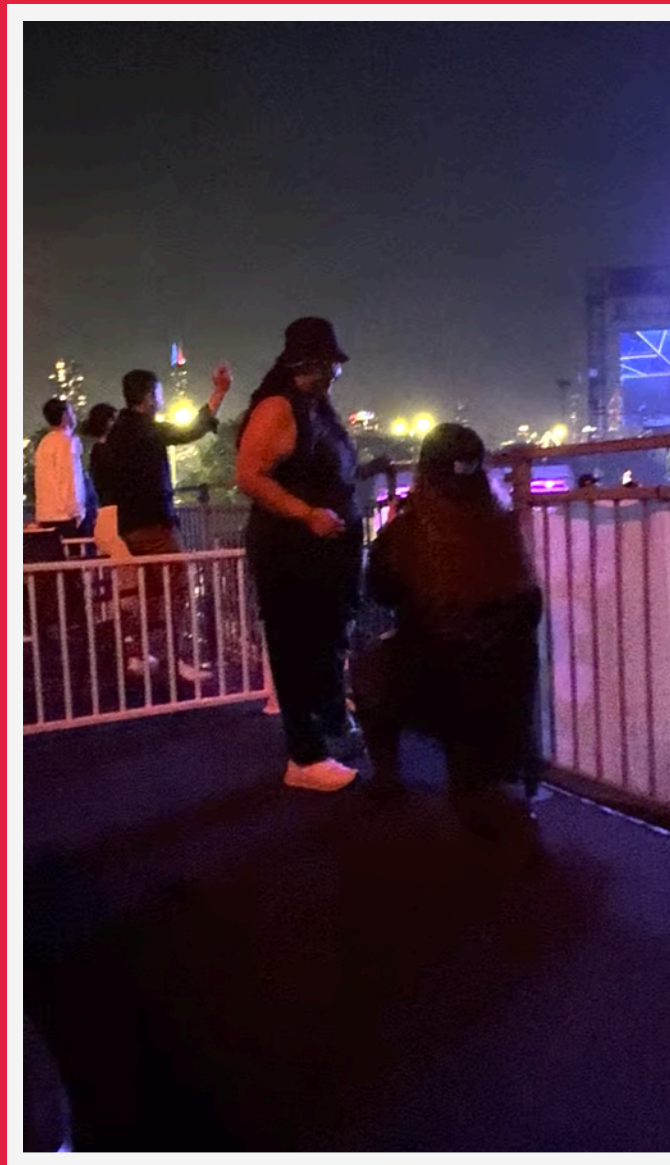
WEEK FIVE: FAN SERVICES

WHAT I LEARNED:

- **Priority:** Keeping crews informed & engaged
 - Signs, shoutouts + prizes
- **Fan care:** Creating memorable moments, especially for first concerts
 - Great opportunities for social content
- Addressing ADA requests

STANDOUT EXPERIENCES:

- Helped coordinate a proposal at the Martin Garrix concert
- Surprised GA fans with pit wristbands
- Observed an influencer event with the Comms team



WEEK SIX: HUMAN RELATIONS

True Colors Test: Blue



WHAT I LEARNED:

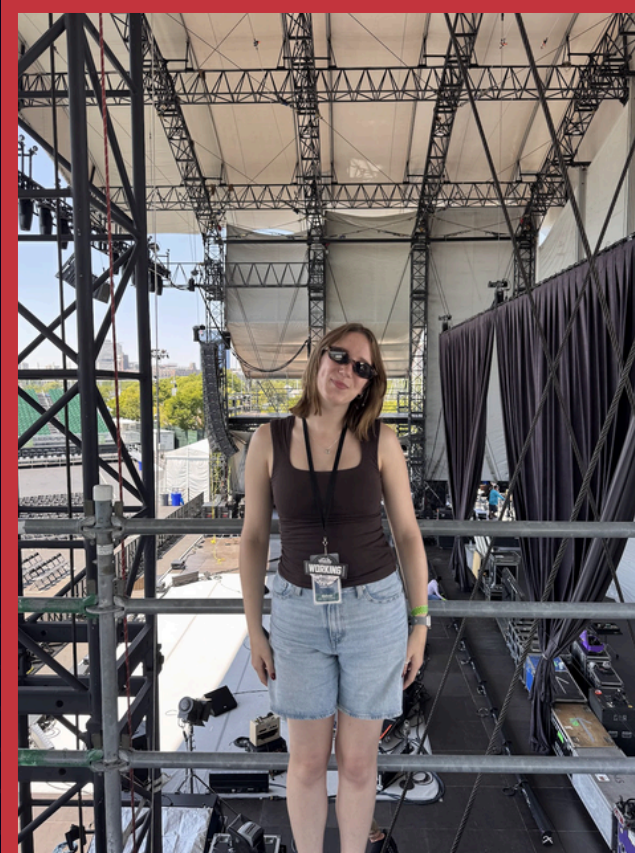
- **Communication**
 - Sender → Message → Channel → Receiver
- **Understanding Myself: Clifton Strengths**
 - Command — 90%
 - Responsibility — 90%
 - Learner — 80%
 - Communication — 78%
 - Achiever — 75%
- **Bonus Sustainability Call!!**
 - Artists are increasingly demanding sustainability initiatives
 - Saw this firsthand with Jack Johnson’s Green Village



WEEK SEVEN: PRODUCTION

WHAT I LEARNED:

- **Fulfilling artist riders & dressing rooms**
 - Learning how to prepare spaces and meet each artist's specific needs
- **Keeping morale high**
 - Finding small ways to keep the team energized
- **Long hours & early mornings**
 - Experiencing the demanding schedule that comes with live event production
- **Every artist is different**
 - No two shows are the same, and flexibility is essential





WEEK EIGHT: MERCH

WHAT I LEARNED:

- **Point-of-sale operations**
 - Learned the POS system, including returns, swaps, and tipping out
- **Inventory organization**
 - Keeping merchandise organized by size and by stacks of 12
- **Inventory management**
 - Learning when to declare an item sold out versus pulling from stock reserved for other tour stops
- **Count-in & count-out**
 - Tracking inventory before and after the show to ensure everything is accounted for
- **Venue & artist differences**
 - Seeing how merch operations change based on the size of the venue and the artist's tour





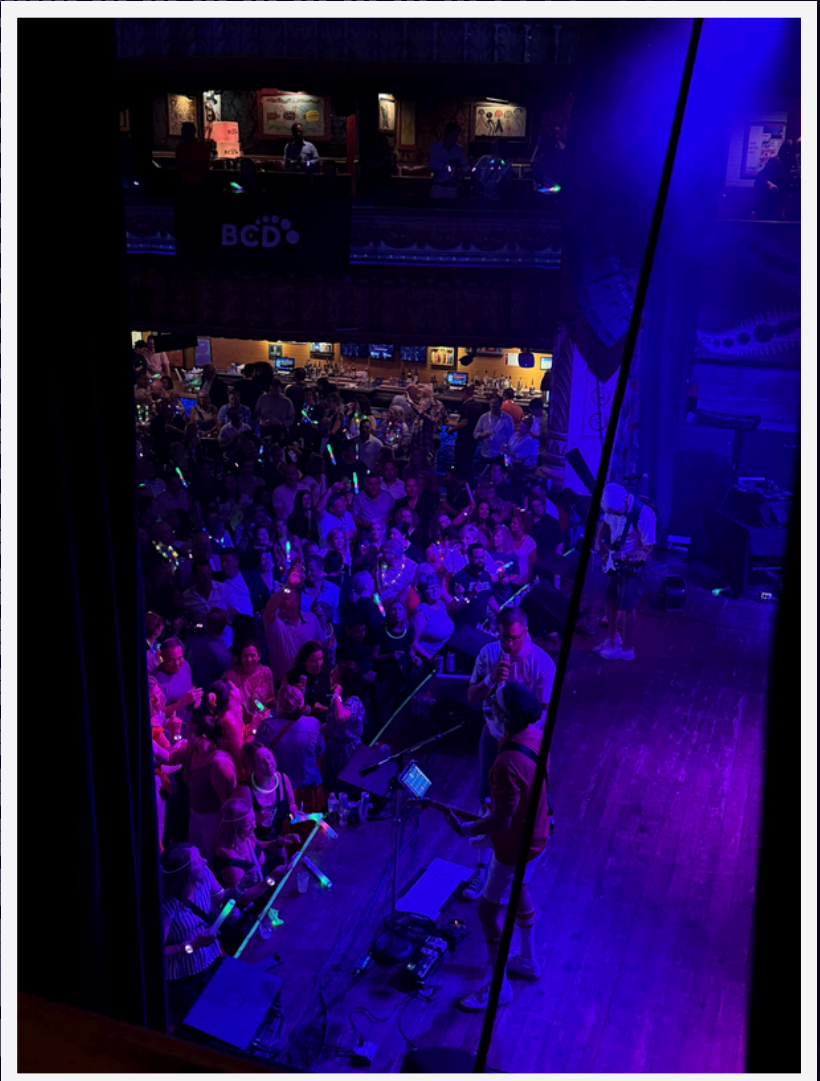
WEEK NINE: PSS

WHAT I LEARNED:

- **Shadowed different events**, from private networking events to concerts
- **Client relationships matter**: Learned the value of personal touches, like handwritten thank-you notes
- **Premium seating is not always about the artist**: Many clients purchase season-long seats for the venue, experience, and service



WEEK TEN: SPECIAL EVENTS

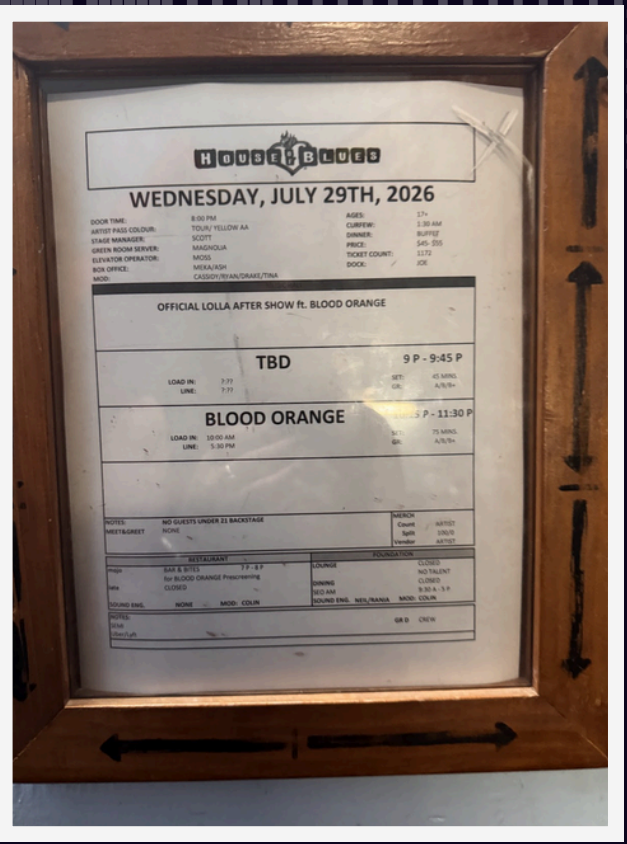
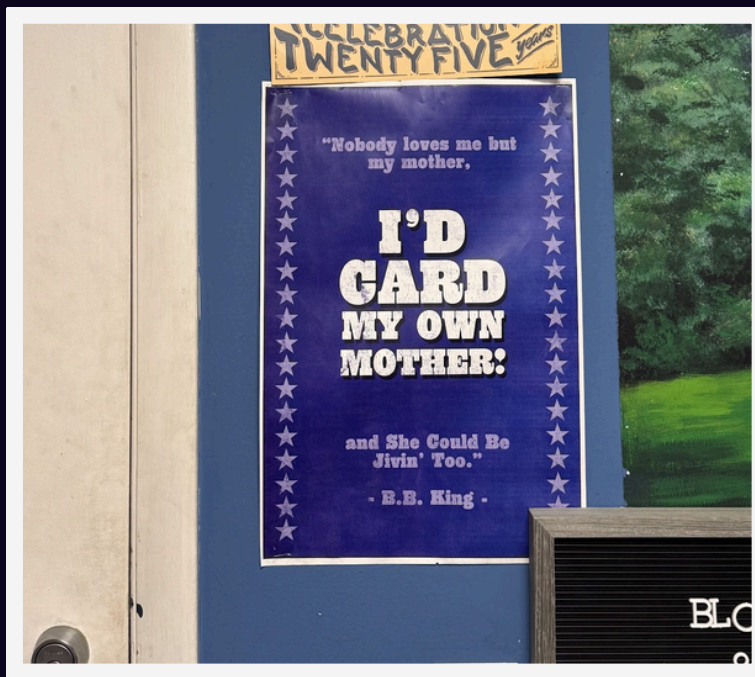


WHAT I LEARNED:

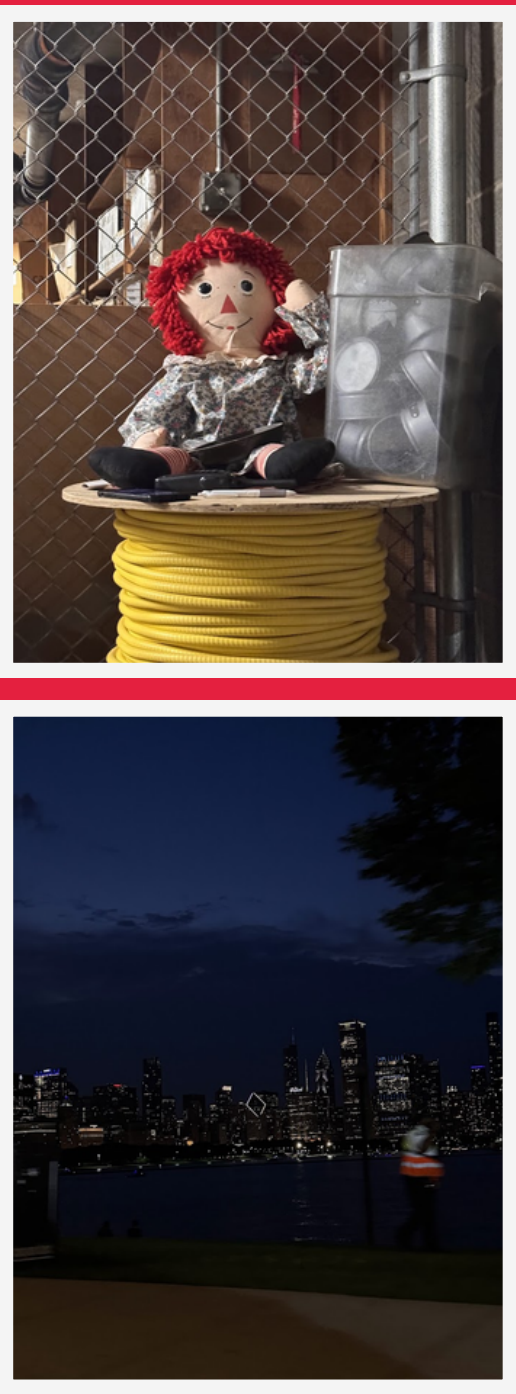
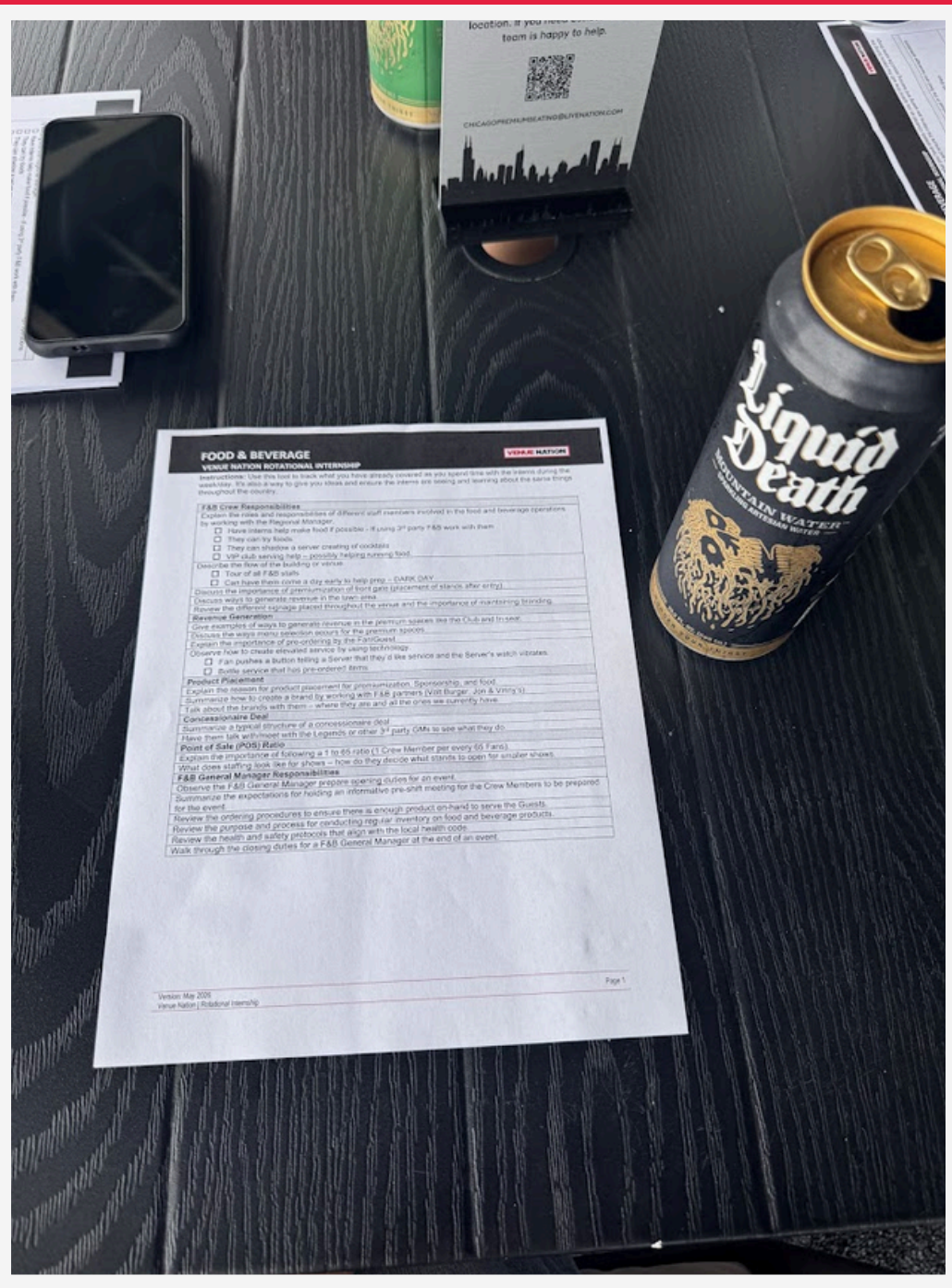
- **SEO** = Special Event Order: Learned how events are organized and documented
- **Department structure**
- **CM Model:** Learned how the venue's event sales model operates

BONUS NEW VENUE OPENINGS CALL

- **2 Years Out:** Planning & Design
- **1 Year Out:** Stakeholder Alignment + Going Public
- **6 Months Out:** Procurement
- **2-3 Months Out:** Move-In + Set-Up
- **2-3 Days Out:** Community Event



WEEK ELEVEN: F&B



WHAT I LEARNED:

- **Budgeting**
 - Understanding the financial side of F&B operations
- **R&D**
 - Developing and testing new food & beverage offerings
- **Sponsorships**
 - How brands are a part of F&B
- **Partnerships**
 - Learning about partnerships, including Legends
- **Behind the scenes**
 - Seeing how much strategy goes into the food & beverage experience beyond what fans see at the concession stand

KEY TAKEAWAYS

EVERY SHOW IS DIFFERENT

No two artists, venues, or events have the same needs. Flexibility is essential.

EVERYTHING IS CONNECTED

Marketing, ticketing, production, F&B, merch, PSS, HR, and operations all work together to create the fan experience.

IT'S A RELATIONSHIP INDUSTRY

From clients to artists to coworkers and partners, strong relationships are vital in this industry.

I LEARNED WHERE I FIT

This experience confirmed my interest in live entertainment, events, and the intersection of PR and the music industry.

ANNA KUELL

THANK YOU!

QUESTIONS? COMMENTS?

STAY IN TOUCH!



ANNAKUELL@LIVENATION.COM / ANNAKUELL11@GMAIL.COM

VENUE NATION[®]

