

# FAQ



## WHAT IS CONCERT TOUR?

Concert Tour is an educational program geared toward business education and career tech students in grades 9-12. The Concert Tour program is the ultimate project based learning experience. Nine weeks of curriculum culminate with a concert, which is planned, promoted and executed by students. Through Concert Tour, students not only gain content knowledge, but also gain the employability skills necessary to succeed after high school.

## HOW DOES CONCERT TOUR WORK?

Career tech teachers implement the 9 -13 week curriculum into their classroom. The curriculum is designed to be student-led, meaning the teacher acts as merely a guide. This allows students to experience every aspect of planning, promoting and executing a concert, including issuing a press release, maintaining an online presence and developing an event budget.

The program also provides opportunities for students to work directly with industry professionals. At the end of the program, students will reap the reward of their hard work by enjoying a concert on campus, which can be used as a 100% profit fundraiser for the school.

## HOW MUCH DOES CONCERT TOUR COST?

Concert Tour is provided to educational institutions free of charge. In order to provide the Concert Tour program at no cost, schools must allow Reach and Teach to promote their official sponsors throughout the duration of the program. Representatives and industry professionals affiliated with our official sponsors are also provided opportunities to mentor students during the 9 -13 week program.