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THE NATIONAL INDEPENDENT VENUE FOUNDATION ANNOUNCES NEW WINTER 2024 VOX COHORT AND WELCOMES AN ALL FEMALE & NONBINARY CLASS



The Venue Operations eXperience (VOX) Program Prepares Participants for Continued Work in the Independent Live Entertainment Industry

January 16, 2024 – The [National Independent Venue Foundation](https://www.nivf.org) (NIVF) welcomes 11 participants into its 2024 Winter VOX (Venue Operations eXperience) program. The Foundation’s four-month workforce development program provides participants with job-specific training through a virtual gamification program and leading training tools, such as 1Huddle, venue placement for paid internship, and industry mentorship to prepare participants for continued work in the sector.

With a need to diversify the workforce in an industry that can often rely on networks and word of mouth, NIVF intentionally creates opportunities for under-represented groups. This new

cohort welcomes an all female/nonbinary class who are 55 percent BIPOC, selected from a competitive pool of 122 applicants from around the country.

Through VOX, participants are challenged with a curriculum that is both holistic and specific to venues. Participants complete courses on general venue studies like physical accessibility and safety, and inclusive culture, unconscious bias and mental health, followed by a specific focus on digital marketing for venues and venue operations. The digital marketing specialty includes training in social media, local partnerships, newsletters, and more.

“NIVF is dedicated to providing top tier resources through the the VOX program and extends our gratitude to the venues and event professionals who support our cohorts,” said NIVF Board President, Hal Real. “Through an expanded expertly-developed curriculum, we are building a program that introduces people to the independent live entertainment industry, and prepares them for continued work in the sector. We look forward to introducing our participants to the many wonderful facets of live entertainment.”

Participants have been placed at a local host venue and receive mentorship from an assigned industry expert. The following host venues will support the Winter ‘24 cohort through April:

- [The Basement & The Basement East](#), Nashville, TN
- [The Granada](#), Lawrence, KS
- [Treefort Music Hall](#), Boise, ID
- [Washington’s](#), Fort Collins, CO
- [World Cafe Live](#), Philadelphia, PA
- [xBk Live](#), Des Moines, IA

The VOX experience continues to expand its offerings by welcoming new academic partnerships and creating additional networking opportunities for members. The experience exposes cohort members to all facets of the independent venue industry, with a focus on digital and social media marketing, and gives participants the necessary skills to become successful venue owners and operators in the future. Future trainings will provide participants with an extensive front of house curriculum, to better support ticketing, box office, and fan experience.

"This has been such a well thought out program. I appreciated the training course work winding down as the venue time began and [Program Manager – Workforce Development] Christy Culver was such a great guide throughout the program,” said Alicia Machuca, cohort participant from the 2023 initial pilot, now working full-time in the live music industry at Washington’s in Fort Collins, CO, the NIVA member venue in which Alicia received her VOX training. “I felt very supported, and I appreciate having had the great opportunity to participate in it.”

To learn more about the program and to apply for VOX Summer '24, please visit the link here: <https://www.nivf.org/vox>

For more information about the VOX program and Workforce Development programming, contact Christy Culver, Program Manager – Workforce Development, at christy@nivf.org.

About NIVF

The mission of the National Independent Venue Foundation (NIVF), a 501(c)(3), is to preserve and nurture the ecosystem of independent live performance venues and promoters throughout the United States by supporting a transparent, competitive marketplace serving a diverse and inclusive community of artists, fans, and industry workers. The Foundation focuses on activities in support of the mission, such as the Emergency Relief Fund, Workforce Development programming, education and community programming, sector support, economic development initiatives, and to support the National Independent Venue Association's and NIVF's efforts to enhance diversity, equity, and inclusion in the sector. <https://www.nivf.org/>

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