

Event Production & Large-Scale Project Management

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Course Overview

Event Production and Large-Scale Project Management provides a practical framework for planning, governing, and delivering complex conferences, exhibitions, festivals, ceremonies, sporting events, and corporate gatherings. It integrates event strategy, scope control, scheduling, budgeting, procurement, technical production, venue logistics, safety, live operations, and project closeout. It is delivered by Agile Leaders Training Center.

Target Audience

- Event producers, event managers, and production coordinators
- Project managers, PMO professionals, and delivery leads
- Venue, logistics, hospitality, and technical operations teams
- Marketing, communications, sponsorship, and stakeholder managers
- Safety, security, emergency planning, and business continuity professionals

Targeted Organizational Departments

- Event Management and Production
- Project Management Office and Corporate Strategy
- Marketing, Communications, and Public Relations
- Procurement, Finance, and Vendor Management
- Operations, Facilities, Safety, and Security

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Targeted Industries

- Events, exhibitions, conferences, and experiential marketing
- Hospitality, tourism, venues, and convention services
- Entertainment, sports, culture, and public events
- Government, education, and nonprofit organizations
- Corporate, financial, technology, and professional services

Course Offerings

- A complete event project lifecycle framework from concept to closeout
- Guided work on a realistic large-scale event case study
- Practical templates for scope, schedules, budgets, suppliers, risks, and show control
- Venue, attendee-flow, technical production, and contingency planning exercises
- A capstone live-delivery simulation and structured production review

Training Methodology

The course combines concise instructor input with case analysis, facilitated discussion, planning workshops, team exercises, document reviews, and a live-event control simulation. Participants apply each tool to a connected event scenario and receive practical feedback.

Course Toolbox

- Event brief, scope statement, and work breakdown structure
- Integrated master schedule, milestone plan, and critical path map
- Production budget, supplier evaluation matrix, and contract checklist
- Venue survey, technical schedule, site logistics map, and attendee journey plan
- Risk register, crowd-flow plan, contingency matrix, and escalation tree
- Run of show, cue sheet, decision log, closeout checklist, and lessons-learned report

1-Week Course Agenda

Day 1: Event Strategy, Scope, and Governance

Topic 1: Translating Event Objectives into Measurable Success Criteria

Topic 2: Developing the Event Brief and Experience Concept

Topic 3: Defining Scope, Deliverables, and Exclusions

Topic 4: Building the Event Work Breakdown Structure

Topic 5: Establishing Governance, Decision Rights, and Accountability

Topic 6: Mapping Stakeholders and Communication Requirements

Reflection & Review: Validating the Event Charter and Governance Model

Day 2: Scheduling, Budgeting, and Supplier Management

Topic 1: Building the Integrated Event Master Schedule

Topic 2: Managing Dependencies, Milestones, and the Critical Path

Topic 3: Developing Cost Codes, Budgets, and Forecasts

Topic 4: Preparing Technical Supplier Briefs and Requests for Proposal

Topic 5: Evaluating Suppliers through Weighted Selection Criteria

Topic 6: Controlling Contracts, Service Levels, and Change Requests

Reflection & Review: Testing Schedule, Budget, and Supplier Alignment

Day 3: Venue, Technical Production, and Logistics

Topic 1: Conducting Venue Feasibility Reviews and Site Surveys

Topic 2: Coordinating Audio, Lighting, Video, Power, and Rigging

Topic 3: Planning Access, Loading, Storage, and Back-of-House Movement

Topic 4: Designing Registration, Wayfinding, Queue, and Exit Flows

Topic 5: Integrating Floor Plans, Technical Schedules, and Run Sheets

Topic 6: Managing Crew, Equipment, Credentials, and Site Readiness

Reflection & Review: Reviewing the Integrated Venue Production Plan

Day 4: Risk, Safety, Security, and Contingency Planning

Topic 1: Building the Event Risk Register and Control Plan

Topic 2: Assessing Crowd Density, Capacity, Queues, and Egress

Topic 3: Establishing Security Zones, Access Controls, and Credentialing

Topic 4: Planning Medical, Fire, Emergency, and Evacuation Responses

Topic 5: Developing Weather, Technology, Venue, and Supplier Contingencies

Topic 6: Designing Incident Escalation and Crisis Communication Protocols

Reflection & Review: Stress-Testing the Event Contingency Strategy

Day 5: Live Event Control and Project Closeout

Topic 1: Establishing the Event Control Room and Command Structure

Topic 2: Managing the Run of Show, Cue Sheets, and Operational Checkpoints

Topic 3: Coordinating Real-Time Communications and Decision Logs

Topic 4: Triaging Issues, Escalating Incidents, and Recovering Milestones

Topic 5: Managing Breakdown, Handover, Asset Control, and Site Sign-Off

Topic 6: Completing Financial Reconciliation, Performance Review, and Lessons Learned

Reflection & Review: Capstone Live-Delivery Simulation and Executive Debrief

FAQ

1. What specific qualifications or prerequisites are needed before enrolling?

No formal qualification is required. Experience in events, projects, venues, procurement, marketing, hospitality, safety, or operations is useful but not mandatory.

2. How long is each day's session, and what is the total course duration?

Each training day typically lasts 4–5 hours, with a total course duration of approximately 20–25 hours over 1 week.

3. Which types of events does the course address?

The tools apply to conferences, exhibitions, festivals, ceremonies, sporting events, public programmes, and large corporate gatherings involving multiple suppliers and stakeholders.

4. Will participants receive practical event management tools?

Yes. Participants work with adaptable templates for scope, schedules, budgets, suppliers, venues, risks, show control, closeout, and lessons learned.

How This Course Is Different

This course connects formal project management controls with the operational realities of live event production. It integrates planning, technical production, logistics, safety, and show control into one delivery system supported by practical documents, simulations, and a continuous case study.

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Training Course Categories

- Agile PM and Project Management Training Courses
- Agribusiness & Food Security Training Courses
- Aviation Management and Operations Training Courses
- Certified Courses By International Bodies
- Communication and Public Relations Training Courses
- Crisis Management and Business Continuity Training Courses
- Data Analytics Training and Data Science Courses
- Digital Government & Public Service Training Courses
- Education and Learning Development Training Courses
- Environment & Sustainability Training Courses
- Facilities and Real Estate Training Courses
- Finance and Accounting Training Courses
- Governance, Risk and Compliance Training Courses
- Healthcare Management Training Courses
- Heritage Conservation and Museum Management Training Courses
- Hospitality and Tourism Training Courses
- Human Resources Training and Development Courses
- IT Security Training & IT Training Courses
- Leadership and Management Training Courses
- Legal Training, Procurement and Contracting Courses
- Maintenance Training and Engineering Training Courses
- Marketing, Customer Relations, and Sales Courses
- NGO, Humanitarian and Development Management Training Courses
- Occupational Health, Safety and Security Training Courses
- Oil & Gas Training and Other Technical Courses
- Personal & Self-Development Training Courses

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Training Course Categories

- Quality and Operations Management Training Courses
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- Shipping, Maritime and Ports Training Courses

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