



# Event Production & Large-Scale Project Management

24 – 28 May 2027  
Vienna



## Event Production & Large-Scale Project Management

**Ref:** 111\_111502 **Date:** 24 – 28 May 2027 **Location:** Vienna **Fees:** 5700 Euro

### 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

## 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

## 5-Day 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 5 days.

### **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.