



Advanced Event Finance Control and Sponsorship Training Course

22 – 26 August 2027
Johannesburg

Advanced Event Finance Control and Sponsorship Training Course

Ref: 1117_182477 **Date:** 22 – 26 August 2027 **Location:** Johannesburg **Fees:** 4500 Euro

Overview

Advanced Event Finance Control and Sponsorship Training Course is a one-week course for event, sponsorship, finance, venue, procurement and project teams, who leave with an Event Finance Control Pack. Participants integrate event budget control, sponsorship revenue modeling, supplier commitment tracking, event cash-flow forecasting and post-event financial reconciliation. The course connects commercial assumptions, approvals, contingency, tax inputs and reporting from forecast through closeout. Agile Leaders Training Center develops event finance control and sponsorship capability.

Who Should Attend

- Teams responsible for event budgets and commercial outcomes
- Teams responsible for sponsorship packages and benefit commitments
- Teams responsible for financial planning and management reporting
- Teams responsible for venue, supplier and procurement commitments
- Teams responsible for conference and event delivery
- Teams responsible for project approvals and financial governance

The course assumes participants can work with budgets, supplier quotations and event revenue assumptions, and it leaves out legal advice, jurisdiction-specific tax rulings and sponsorship sales techniques.

Departments and Industries

The course supports departments and industries that plan, fund, deliver and reconcile events.



- Events, conferences and exhibitions
- Finance, accounting and commercial planning
- Marketing, sponsorship and partnerships
- Hospitality, venues and tourism
- Procurement, projects and supplier management
- Associations, education and professional services

Learning Objectives

By the end of this course, participants will be able to:

- Build an event cost and revenue model
- Analyze sponsorship value, revenue and benefit commitments
- Evaluate pricing, attendance and break-even scenarios
- Apply cash-flow, contingency and commitment controls
- Prioritize changes through approval and variance evidence
- Build reconciliation and stakeholder finance reports



Course Agenda

Day 1: Event Budget Architecture

- Event Financial Objective and Assumption Map
- Event Cost Breakdown Structure
- Fixed and Variable Cost Classification Matrix
- Projected-versus-Actual Budget Model
- Budget Ownership and Approval Responsibility Chart

Day 2: Revenue and Sponsorship Finance

- Ticket and Ancillary Revenue Schedule
- Sponsorship Tier and Benefit Valuation Matrix
- Sponsor Revenue and Deliverable Recognition Schedule
- Revenue Assumption Evidence Register
- Income Risk and Collection Control Checklist



Day 3: Pricing, Cash Flow and Contingency

- Attendance, Pricing and Break-Even Scenario Model
- Event Cash-Flow Forecast
- Supplier Payment Milestone Schedule
- Contingency Basis and Drawdown Log
- Tax Assumption and Finance Review Register

Day 4: Commitments, Changes and Reporting

- Supplier Commitment and Purchase Register
- Budget Change Request and Approval Workflow
- Cost and Revenue Variance Analysis Board
- Sponsor Benefit Delivery Evidence Tracker
- Management and Sponsor Finance Report Pack

Day 5: Event Finance Control Practice

- Exercise: Diagnose an Event Budget Gap
- Exercise: Test Pricing and Attendance Scenarios
- Exercise: Reconcile Sponsorship Revenue and Benefits
- Exercise: Complete a Post-Event Financial Reconciliation
- Capstone Exercise: Event Finance Control Pack



Practical Exercises

The course uses suggested activities to turn event assumptions and transaction evidence into financial decisions.

- Suggested activity: classify conference, exhibition and hospitality costs by behavior, ownership and approval route
- Suggested activity: model ticket, sponsorship and ancillary revenue against attendance and collection scenarios
- Suggested activity: reconcile supplier commitments, invoices, sponsor benefits and cash movements
- Suggested activity: present a variance narrative with corrective actions and closeout evidence

FAQs

Who suits event finance control and sponsorship training, and what does it assume?

Event, sponsorship, finance, venue, procurement and project teams suit the training. It assumes experience with budgets, quotations, revenue assumptions and event delivery decisions.

How does event finance control training differ from general event-planning training?

Event finance control training focuses on cost, revenue, sponsorship, cash flow, commitments, variances and reconciliation; general event-planning training commonly spans scheduling, logistics, promotion and attendee experience.

What belongs in an event budget control model?

An event budget control model should connect objectives, assumptions, cost categories, revenue streams, supplier commitments, payment timing, contingency, approvals, actuals and forecast changes.

How should sponsorship revenue and benefits be controlled?

Sponsorship revenue and benefits should be controlled through approved packages, contract-linked schedules, collection status, deliverable ownership, evidence of delivery, changes and reconciliation under the applicable accounting policy.



How is post-event financial reconciliation completed?

Post-event financial reconciliation compares approved forecasts, commitments, invoices, receipts, sponsor obligations, tax inputs, cash movements and actual outcomes, then records variances, unresolved items and closeout actions.

Conclusion

Participants take back an Event Finance Control Pack containing budget, revenue, sponsorship, cash-flow, commitment, change, reconciliation and reporting artifacts. The pack makes assumptions, approvals and financial evidence traceable across delivery teams. It supports earlier intervention, clearer sponsor reporting and consistent post-event closeout.