

# Sustainable Event Management and Performance Training Course

28 February – 4 March 2027
Kuwait

AGILE LEADERS
Training Center

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**Ref:** 2196_260709 **Date:** 28 February – 4 March 2027 **Location:** Kuwait **Fees:** 5500 Euro

## Overview

Sustainable Event Management and Performance Training Course is a one-week professional course for event owners, managers, venue teams, procurement functions, and sustainability practitioners, who leave with a Sustainable Event Management and Reporting Pack. The course connects ISO 20121, stakeholder engagement, venue and supplier criteria, resource-impact controls, accessibility, performance indicators, and event legacy. Agile Leaders Training Center develops sustainable event management practice.

## Who Should Attend

- People responsible for event objectives, governance, and delivery
- Teams responsible for venues, production, logistics, and attendee services
- Functions responsible for supplier selection and contract requirements
- People responsible for sustainability, accessibility, and community impacts
- Teams responsible for event measurement, communications, and reporting

The course assumes participants can plan or support events and work with suppliers and operating data; it leaves out general protocol, public relations campaigns, and introductory event logistics.

## Departments and Industries

The course supports sustainable event decisions across business, cultural, sports, public, and association settings.

- Event management and conference operations
- Venues, exhibitions, festivals, and sports organizations
- Procurement and supplier management functions
- Corporate communications and stakeholder engagement teams
- Sustainability, facilities, and environmental functions
- Hospitality and destination event operations

## Learning Objectives

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

- Analyze event sustainability context, impacts, and stakeholders.
- Apply ISO 20121 principles to event planning.
- Build venue and supplier sustainability criteria.
- Prioritize energy, water, materials, food, and transport controls.
- Evaluate accessibility, community, and event-legacy considerations.
- Build event performance indicators and a sustainability report.

## Course Agenda

### Day 1: Frame Event Sustainability

- ISO 20121 Event Sustainability Management System Map
- Event Context and Scope Definition Sheet
- Stakeholder Needs and Influence Matrix
- Environmental, Social, and Economic Impact Register
- Sustainable Event Purpose and Objectives Statement

### Day 2: Design Venue and Supply Controls

- Venue Sustainability Assessment Scorecard
- Sustainable Procurement Requirement Template
- Supplier Prequalification and Evidence Checklist
- Contract Sustainability Clause Review
- Local Supplier and Community Value Criteria

### Day 3: Control Event Impacts

- Energy and Temporary-Power Control Plan
- Water Use and Sanitation Impact Checklist
- Materials, Signage, and Waste Hierarchy Map
- Food Service and Food-Waste Control Sheet
- Attendee and Freight Mobility Options Matrix

### Day 4: Measure Performance and Legacy

- Accessibility and Inclusive Participation Review
- Community Impact and Event Legacy Plan
- Event Sustainability Performance Indicator Register
- Data Collection and Evidence Ownership Matrix
- Post-Event Sustainability Report Template

## Day 5: Practice Sustainable Event Decisions

- Exercise: Complete an Event Impact Register
- Exercise: Evaluate a Venue and Supplier Proposal
- Exercise: Prioritize Resource and Mobility Controls
- Exercise: Test Performance Evidence and Findings
- Capstone Exercise: Complete the Sustainable Event Management and Reporting Pack

## Practical Exercises

The course uses suggested activities based on conferences, exhibitions, festivals, sports events, and corporate meetings.

- Suggested activity: identify stakeholders and rank environmental, social, and economic impacts for an event concept.
- Suggested activity: compare venue and supplier submissions against evidence-based sustainability criteria.
- Suggested activity: design controls for energy, water, materials, food, transport, accessibility, and community impacts.
- Suggested activity: reconcile performance data and draft findings for a post-event sustainability report.

## FAQs

### Who suits sustainable event management training?

Sustainable event management training suits professionals who own, plan, procure, host, operate, or report on events and who can work with event plans, supplier information, and operating data.

### How does sustainable event management differ from general event logistics training?

Sustainable event management integrates environmental, social, and economic impacts into event governance and delivery, while general event logistics training focuses on schedules, production, movement, and service coordination.

### How does ISO 20121 support sustainable event management?

ISO 20121 supports sustainable event management through a management-system approach covering context, leadership, planning, operations, performance evaluation, and improvement across event activities and supply chains.

## What should sustainable event performance indicators measure?

Sustainable event performance indicators should measure material objectives such as energy, water, waste, mobility, procurement, accessibility, community effects, and evidence completion.

## What belongs in a post-event sustainability report?

A post-event sustainability report should state objectives, scope, indicators, methods, results, variances, stakeholder findings, evidence limitations, corrective actions, and legacy commitments.

## Conclusion

Participants take back a Sustainable Event Management and Reporting Pack connecting objectives, impacts, stakeholders, venues, suppliers, controls, indicators, and findings. It makes sustainability responsibilities and evidence traceable through the event life cycle. The pack supports informed delivery decisions, post-event review, and continual improvement across future events.