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COURSE BROCHURE

Event Strategy and Conference Management Training Course

1 – 12 February 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Event Strategy and Conference Management Training Course

Ref: 320_10845 **Date:** 1 – 12 February 2027 **Location:** Amsterdam **Fees:** 11100 GBP

Event Strategy and Conference Management is a 2-week training course for event managers, conference organisers and corporate event planners who turn business objectives into conferences, festivals and launches, and each participant builds a full event management plan. Sponsors and executives now expect every event to prove its return while venues, suppliers and safety rules grow more demanding. Jupiter Prime Training offers this course for teams that plan and stage live events.

Why Event Strategy and Conference Management Matters Now

Three forces shape live events today: sponsors and executives who expect measurable return on objectives, attendees who compare every event with polished digital and hybrid experiences, and authorities and insurers who scrutinise crowd safety, accessibility and environmental impact. An organiser who sets clear objectives, contracts carefully and plans for risk protects budgets and reputation; one who improvises faces cost overruns, safety incidents and empty sessions. The course draws on recognised event sustainability management practice, crowd dynamics principles and return-on-investment measurement methods used by conference and festival organisers.

Who Gains Most from Event Strategy and Conference Management

- Event leads who own objectives, budgets and timelines for conferences and corporate gatherings
- Conference organisers who build agendas, speaker line-ups and delegate journeys
- Festival and public event producers who plan sites, crowd flow and stakeholder permits
- Corporate planners who run launches, incentives and leadership meetings for their organisations
- Agency account leads who manage client briefs, supplier networks and event budgets

An in-house events function or an event agency gains most when its project leads and its operations lead attend together and agree one planning method.

Event Strategy and Conference Management Capabilities

Participants link each planning choice, from venue to catering contract, to the objective the event exists to achieve.

- Design event objectives and success measures with sponsors — executive sign-off
- Build event budgets with contingency and cash flow schedules — finance approval
- Assess venue and supplier contracts for cancellation, force majeure and attrition terms — legal and procurement
- Specify attendee journeys from registration to follow-up — delegate satisfaction
- Test risk, crowd safety and emergency plans with venue and authorities — public safety
- Calculate post-event ROI and sustainability impact — sponsors and leadership

Key Event Strategy and Conference Management Terms

- Run sheet — a minute-by-minute schedule listing every cue, supplier and responsibility on the event day.
- Force majeure clause — contract wording that releases parties from obligations when events beyond their control prevent performance.
- Attrition — the agreed share of a room or catering block a client may release without paying a penalty.
- Crowd density — the number of people per square metre in a space, used to set capacity and flow controls.
- Event ROI — the return from an event, comparing measured business outcomes with its total cost.
- Hybrid event — an event combining an in-person audience with a remote audience joining through a digital platform.

Event Strategy and Conference Management Day by Day

Day 1: Event Landscape and Strategic Objectives

- Event Types From Conferences to Festivals — Format Selection
- Stakeholder Mapping of Sponsors, Attendees and Authorities — Priority Setting
- Objective Setting With Measurable Success Criteria — Executive Approval
- Event Portfolio Planning Across a Calendar — Resource Allocation
- Market Trends in Hybrid and Experiential Events — Format Innovation

Day 2: Concept, Agenda and Content Design

- Event Concept and Theme Development — Audience Relevance
- Conference Agenda Architecture and Session Formats — Delegate Engagement
- Speaker Sourcing, Briefing and Contracting — Content Quality
- Festival Line-Up and Activity Zoning — Visitor Experience
- Hybrid Content Production and Streaming Plans — Remote Audience Reach

Day 3: Budgeting and Financial Control

- Event Budget Structure and Cost Categories — Spending Control
- Revenue Streams From Tickets, Sponsorship and Exhibitors — Break-Even Point
- Contingency Planning and Cash Flow Scheduling — Financial Resilience
- Supplier Quotation Comparison and Negotiation — Value for Money
- Budget Tracking and Variance Reporting — Finance Accountability

Day 4: Venues, Suppliers and Contracts

- Venue Sourcing Criteria and Site Inspections — Venue Selection
- Contract Terms for Cancellation, Force Majeure and Attrition — Liability Limits
- Audio-Visual, Staging and Production Suppliers — Technical Readiness
- Catering, Accommodation and Transport Contracts — Delegate Logistics
- Supplier Performance Management on Site — Service Assurance

Day 5: Attendee Journey and Experience

- Registration Systems and Data Capture — Attendee Insight
- Delegate Communications Before and After the Event — Attendance Rates
- Accessibility and Inclusion Planning — Equal Participation
- Networking Design and Engagement Tools — Business Outcomes
- On-Site Wayfinding and Hospitality Touchpoints — Visitor Satisfaction

Day 6: Marketing, Sponsorship and Partnerships

- Event Marketing Plans and Audience Targeting — Registration Growth
- Sponsorship Packages and Activation Rights — Sponsor Retention
- Exhibitor Sales and Floor Plan Allocation — Revenue Targets
- Media Partnerships and Public Relations — Event Visibility
- Social Media and Content Amplification — Audience Reach

Day 7: Risk, Crowd Safety and Security

- Event Risk Assessment and Risk Register — Mitigation Priorities
- Crowd Dynamics, Capacity and Flow Planning — Public Safety
- Security, Accreditation and Access Control — Site Protection
- Medical, Emergency and Evacuation Planning — Incident Response
- Weather, Power and Supplier Failure Contingencies — Event Continuity

Day 8: Operations, Production and Show Day

- Production Schedules and Run Sheets — Show Day Control
- Event Control Room and Communication Protocols — Decision Speed
- Staff, Volunteer and Supplier Briefings — Role Clarity
- Build, Live and Break Phase Management — Timeline Integrity
- Real-Time Issue Logging and Escalation — Service Recovery

Day 9: Sustainability and Event Evaluation

- Event Sustainability Management Practice — Environmental Footprint
- Waste, Energy and Travel Reduction Measures — Impact Targets
- Post-Event Surveys and Attendee Data Analysis — Satisfaction Evidence
- Event ROI and Return on Objectives Models — Sponsor Reporting
- Lessons-Learned Debriefs and Knowledge Capture — Future Events

Day 10: Practising the Full Event Management Plan

- Objectives and Concept Applied to a Chosen Event — Strategic Fit
- Budget and Contracts Applied to the Event — Financial Control
- Attendee Journey and Marketing Applied to the Event — Audience Plan
- Risk and Operations Applied to the Event — Safe Delivery
- Full Event Management Plan Completed and Presented — Sponsor Approval

Applying Event Strategy and Conference Management After the Course

- Rewrite the objectives and success measures for the next event on the calendar and agree them with its sponsor before any venue is booked
- Review the cancellation, force majeure and attrition terms in current venue and catering contracts and propose amendments to procurement

Event Strategy and Conference Management Questions FAQ

What is Event Strategy and Conference Management and why does it matter now?

Event Strategy and Conference Management is the discipline of linking events to business objectives and planning their budgets, contracts, attendee journeys and risks. It matters now because sponsors demand proof of return and safety expectations keep rising.

Which roles gain most from Event Strategy and Conference Management?

Event managers, conference organisers, festival producers, corporate event planners and agency account leads gain most. Each of them carries responsibility for an event budget, its suppliers and its audience, so a shared planning method reduces risk.

How does Event Strategy and Conference Management differ from an exhibition management course?

An exhibition management course focuses on trade shows, exhibitor sales and floor plans. This subject covers the wider range of conferences, festivals and corporate events, from objectives and agenda design through crowd safety to ROI measurement.

What do you bring back from Event Strategy and Conference Management?

You bring back a full event management plan for a real or realistic conference or festival, covering objectives, budget, contracts, attendee journey, marketing, risk and evaluation, ready for sponsor review.

Event Strategy and Conference Management: The Way Forward

The full event management plan first informs the go decision, budget and venue choice for the next conference or festival. Event leads, finance partners and sponsors use it to align expectations before contracts are signed. After its first use, the risk and contingency sections deserve a second look, because crowd flow and supplier failures shape the attendee experience more than any agenda choice.