JUPITER PRIME

Consulting • Training • Advisory

جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Event Design and Decor Planning Training Course

4 – 8 January 2027
Amsterdam

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Event Design and Decor Planning Training Course

Ref: 3173_120586 **Date:** 4 – 8 January 2027 **Location:** Amsterdam **Fees:** 6200 GBP

Event Design and Decor Planning is a 1-week training course for event planners, venue coordinators and hospitality staff who shape how a room looks, and it ends with each participant producing a costed event design and decor plan. Guests now judge an occasion by its atmosphere as much as its agenda, and hosts expect a clear visual story within a fixed budget. Jupiter Prime Training runs this Event Design and Decor Planning course for practitioners.

Why Event Design and Decor Planning Matters Now

Three pressures shape event styling today. Guests share images of every occasion, so a weak entrance is seen far beyond the room. Venues set tighter rules on rigging and load-in times, which limits what decorators can build on the day. Finance teams also ask for a costed scheme before they approve suppliers. Handled well, design wins repeat bookings; handled badly, it brings late changes and wasted hire stock. The course rests on sound design principles of balance, scale, contrast and guest flow.

Who Gains Most from Event Design and Decor Planning

- Planners who turn a client brief into a theme, mood and visual story
- Venue coordinators who manage room layouts, access routes and set-up schedules
- Banqueting staff who dress tables, buffets and reception areas
- Supplier liaisons who brief florists, lighting crews and staging contractors
- Hospitality supervisors who control decor stock, hire items and spending

Hotel banqueting teams and corporate event offices gain most when several members attend together and agree one way of costing a scheme.

Event Design and Decor Planning Capabilities

Participants learn to move from a client mood to a buildable, priced scheme that suppliers and venues can follow.

- Translate a client brief into a theme statement and mood board — client approval
- Design a floor plan that balances seating, stage sightlines and guest flow — venue sign-off
- Specify lighting, colour and floral choices that support the theme — supplier briefing
- Calculate decor quantities, hire costs and contingency — budget holder
- Build a set-up and strike schedule with clear crew duties — operations lead
- Communicate the scheme through drawings, samples and a styling sheet — host and suppliers

Key Event Design and Decor Planning Terms

- Mood board — a collage of colours, textures and images showing the intended look.
- Focal point — the area guests notice first, such as a stage backdrop.
- Uplighting — lights placed on the floor and aimed upward to wash walls, columns or drapes with colour.
- Tablescape — the full arrangement on a table, from linen to place cards.
- Load-in window — the agreed time slot when suppliers may enter the venue.
- Strike — the removal of all decor, staging and hire items after the event ends.

Event Design and Decor Planning Day by Day

Day 1: Reading the Brief and Setting the Theme

- Client Discovery Questions — Purpose, Guests and Desired Atmosphere
- Theme Statement Writing — One Clear Story for Every Design Choice
- Mood Board Assembly — Colour, Texture and Material Direction
- Cultural and Seasonal Cues — Fitting Decor to the Occasion
- Venue Character Survey — Working With Existing Architecture and Finishes

Day 2: Space, Layout and Guest Flow

- Scaled Floor Plan Drawing — Seating Capacity and Aisle Widths
- Stage and Screen Sightlines — Where the Audience Looks
- Entrance and Reception Zoning — First Impressions and Queue Control
- Focal Point Placement — Directing Attention Across the Room
- Venue Safety Rules — Fire Exits, Rigging Limits and Open Flame

Day 3: Lighting, Colour and Florals

- Colour Palette Selection — Contrast, Harmony and Brand Colours
- Uplighting and Pin Spotting — Mood Changes Through the Evening
- Floral Design Styles — Height, Density and Seasonal Availability
- Tablescape Composition — Linen, Centrepieces and Place Settings
- Draping and Backdrop Fabrics — Cost, Weight and Fire Rating

Day 4: Suppliers, Costs and Schedules

- Decor Quantity Take-Off — Counting Items From the Floor Plan
- Hire Versus Buy Comparison — Reuse, Storage and Unit Cost
- Supplier Brief and Styling Sheet — Clear Specifications for Florists and Crews
- Decor Budget With Contingency — Approval and Change Control
- Load-In and Strike Schedule — Crew Duties and Venue Time Slots

Day 5: Practising the Costed Event Design and Decor Plan

- Theme and Mood Board Refinement — Applying Day One Choices to a Live Brief
- Layout and Lighting Walk-Through — Testing Flow and Sightlines Together
- Cost Review Against Budget — Trimming Items Without Losing the Story
- Peer Critique of Schemes — Spotting Gaps Before the Client Does
- Costed Event Design and Decor Plan — Final Presentation to the Host

Applying Event Design and Decor Planning After the Course

- Run a mood board and theme statement session with the next client before any supplier is briefed.
- Rebuild one upcoming floor plan with sightlines, focal points and a decor quantity take-off, then compare its cost with the last similar event.

Event Design and Decor Planning Questions FAQ

What is event design and decor planning and why does it matter now?

Event design and decor planning is the work of turning a brief into a styled, priced and buildable scheme. It matters now because guests share every image and clients expect a strong look within a firm budget, from a gala dinner to a product launch.

Which roles gain most from event design and decor planning?

Planners, venue coordinators, banqueting staff and supplier liaisons gain most. Each shapes part of the look and cost, so one shared method cuts late changes.

How does event design and decor planning differ from an event catering course?

Event design and decor planning deals with the visual scheme: theme, layout, lighting, colour, florals and staging. A catering course deals with menus, food production and service.

What do you bring back from event design and decor planning?

You bring back a costed design and decor plan for a real event. It holds a theme, mood board, floor plan, styling sheet, budget and load-in schedule.

Event Design and Decor Planning: The Way Forward

The costed event design and decor plan first informs the choice between hiring and buying the key decor items for the next booking. Planners and suppliers use it from first brief to strike. After its first use, the perspective worth revisiting is guest flow, since how people move through a room often decides whether the design works.