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COURSE BROCHURE

# Community Event Planning and Local Engagement Training Course

25 – 29 January 2027
Madrid

# Community Event Planning and Local Engagement Training Course

**Ref:** 3249_123707 **Date:** 25 – 29 January 2027 **Location:** Madrid **Fees:** 6200 GBP

Community Event Planning and Local Engagement is a 1-week training course for community officers and event coordinators who take a neighbourhood gathering from first idea to evaluated outcome, and who leave with a Community Event Delivery File. Residents now expect events that feel open, safe and worth their time, while councils, charities and sponsors want proof that each gathering strengthens local ties. Jupiter Prime Training offers this course to sharpen community event planning in practice.

## Why Community Event Planning Matters Now

Three forces shape community event planning today. Residents compare every fair or clean-up day with polished commercial events, so expectations keep rising. Funders and partner bodies ask for evidence of reach and social benefit rather than attendance counts alone. Volunteer time has become scarcer and more flexible, which changes how rosters and briefings are built. Handled well, these forces bring trust and willing partners; handled badly, thin crowds, incidents and departing sponsors. The course rests on a lifecycle view of events, a stakeholder mapping approach, dynamic risk assessment and a logic model for community impact.

## Who Gains Most from Community Event Planning

- Officers who shape the yearly calendar of local gatherings
- Coordinators who recruit, brief and look after volunteer crews on the day
- Staff who secure venues, permits, suppliers and accessible layouts for public gatherings
- Outreach staff who build ties with residents, schools and local businesses
- Monitoring staff who report attendance, satisfaction and social benefit to funders and boards

A municipal community services unit, a housing association or a charity events team gains most when several of its members attend together.

## Community Event Planning Capabilities

Participants turn a promising idea into a well-attended gathering, with evidence partners need to fund it again.

- Assess resident needs and local assets through listening sessions and simple surveys — event concept approval
- Design a venue layout, run sheet and accessibility checklist — site and supplier selection
- Build a volunteer roster with role cards and briefing scripts — crew leaders and duty managers
- Calculate an event budget with contingency, in-kind support and sponsorship tiers — finance officers and sponsors
- Apply dynamic risk assessment and crowd flow mapping — safety advisory partners
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Communicate outcomes through a logic model and impact summary — funders, boards and residents

## Key Community Event Planning Terms

- Event lifecycle — the sequence of concept, planning, promotion, delivery, close-down and evaluation.
- Stakeholder map — a chart of residents, partners, sponsors and authorities, rated by their influence on and interest in an event.
- Run sheet — a minute-by-minute schedule showing who does what, where and when on event day.
- Dynamic risk assessment — continuous checking of hazards as conditions change during set-up, live hours and break-down.
- In-kind support — goods, space or services donated by partners instead of cash.
- Logic model — a chain linking event inputs and activities to outputs, short-term outcomes and longer community benefit.

## Community Event Planning Day by Day

## Day 1: Community Context and Event Purpose

- Resident Listening Sessions — Which Needs the Event Should Answer
- Local Asset Mapping — Spaces, Groups and Skills Already Available
- Stakeholder Influence and Interest Grid — Whom to Involve and When
- Event Concept Brief — Purpose, Audience and Success Measures Agreed
- Inclusion and Cultural Sensitivity Review — Timing, Food, Dress and Gender Considerations

## Day 2: Venues, Logistics and Volunteers

- Venue Selection Matrix — Capacity, Access, Cost and Neighbour Impact
- Site Layout and Accessibility Checklist — Routes, Seating, Toilets and Quiet Areas
- Supplier and Permit Tracker — Licences, Insurance and Delivery Windows
- Volunteer Role Cards and Roster — Coverage, Rest Breaks and Supervision
- Volunteer Briefing and Recognition — Retention Across the Event Calendar

## Day 3: Budgets, Sponsors and Safety

- Event Budget With Contingency Line — Spending Limits and Approval Points
- Sponsorship Tiers and In-Kind Pledges — Partner Benefits Without Overcommitment
- Dynamic Risk Assessment — Hazards During Set-Up, Live Hours and Break-Down
- Crowd Flow and Capacity Mapping — Entry Points, Pinch Points and Exits
- Incident Response and Lost Child Procedure — Roles, Radios and Escalation

## Day 4: Promotion and Measuring Community Impact

- Audience Segments and Message Calendar — Reaching Families, Youth and Older Residents
- Community Channels and Local Media — Noticeboards, Messaging Groups and Radio
- Registration and Footfall Counting — Reliable Attendance Figures for Partners
- Logic Model for Social Benefit — Outputs Versus Lasting Community Outcomes
- Post-Event Survey and Debrief — Lessons Feeding the Next Gathering

## Day 5: Practising the Community Event Delivery File

- Concept Brief and Stakeholder Grid Rehearsal — Testing Day 1 Choices
- Run Sheet Walk-Through With Volunteer Roster — Gaps Exposed Before Event Day
- Budget and Risk Register Peer Challenge — Contingencies Defended Under Questioning
- Impact Summary for a Funder Audience — Evidence Presented Clearly
- Community Event Delivery File — Final Assembly and Sign-Off Route

## Applying Community Event Planning After the Course

- Run a resident listening session for the next gathering, then rewrite its concept brief around what residents said.
- Replace the current attendance headcount with a short logic model and post-event survey, and share the first impact summary with one funder or partner.

## Community Event Planning Questions FAQ

### What is community event planning and why does it matter now?

Community event planning turns a local idea into a safe, welcoming gathering with measurable social benefit. It matters now because residents expect more and funders ask for evidence of benefit.

### Which roles gain most from community event planning training?

Community officers, event coordinators, volunteer leads and outreach staff gain most, along with anyone who books venues, briefs volunteers or reports results to sponsors.

### How does community event planning differ from corporate conference or festival production courses?

Community event planning centres on residents, volunteers and modest budgets rather than paying delegates or ticketed crowds. Conference and festival courses focus on commercial venues and large-scale production.

### What do you bring back from community event planning training?

You bring back a Community Event Delivery File for a real gathering, holding its concept brief, run sheet, roster, budget, risk assessment and impact logic model.

## Community Event Planning: The Way Forward

The Community Event Delivery File first informs whether a proposed gathering goes ahead and in what form. Coordinators and volunteer leads use it to brief crews, while managers share its impact summary with funders. After its first use, revisit the stakeholder grid and survey results, because residents' priorities shift and the next event should answer them.