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COURSE BROCHURE

Event Planner Communication and Client Briefing Training Course

7 – 11 February 2027
Dubai

Event Planner Communication and Client Briefing Training Course

Ref: 790_29955 **Date:** 7 – 11 February 2027 **Location:** Dubai **Fees:** 4900 GBP

Event Planner Communication and Client Briefing is a 1-week training course for event planners, conference coordinators and event sales staff, and each participant builds an event communication plan. Clients, suppliers, crews and attendees now expect clear, timely messages at every stage of a conference, launch or gala. Jupiter Prime Training treats event planner communication as the thread that keeps briefs, contracts, cues and crisis updates aligned.

Why Event Planner Communication Matters Now

Three pressures shape how planners talk and write today. Clients compress lead times and change scope late, so briefs must capture intent quickly. Supplier chains for venues, catering, staging and transport have grown longer, and every handover between them risks a missed detail. Attendees share every delay or mishap online within minutes. Planners who brief precisely, call cues cleanly and respond calmly protect reputations and repeat business; vague messages lead to rework, disputes and visible failures on the day.

Who Gains Most from Event Planner Communication

- Planners who turn client objectives into event briefs and proposals
- Coordinators who manage speakers, delegates and venue liaison
- Sales staff who handle enquiries, quotations and client handover
- Production leads who run cue sheets, crews and stage timing
- Supervisors who brief hosts and registration teams

Event agencies and in-house conference teams gain most when planners, sales staff and production leads attend together.

Event Planner Communication Capabilities

Participants practise the conversations, documents and radio calls that move an event from first enquiry to final debrief.

- Conduct a structured client briefing that captures objectives, audience and constraints — client sign-off
- Negotiate supplier terms, inclusions and change requests in writing — venue and vendor contracts
- Write a run-of-show with cues, owners and timings — production crews and speakers
- Apply a disciplined radio protocol with call signs and channel plans — on-site operations teams
- Draft holding statements and escalation messages for incidents — clients, attendees and venue managers
- Lead a post-event debrief that records lessons and client feedback — the next proposal

Key Event Planner Communication Terms

- Event Brief — a written summary of the client's objectives, audience, budget limits, key messages and success measures for an event.
- Run-of-Show — a minute-by-minute script listing every cue, speaker, technical change and responsible person during an event.
- Call Sign — a short agreed name used on radio to identify a role or position, such as stage manager or registration.
- Holding Statement — a brief, factual message issued early in an incident while details are still being confirmed.
- Banquet Event Order — a venue document detailing room setup, menus, timings and service instructions for a function.
- Hot Debrief — a short review held immediately after an event while observations from crews and clients are fresh.

Event Planner Communication Day by Day

Day 1: Stakeholders and the Client Brief

- Stakeholder Mapping for Events — Who Needs Which Message and When
- Client Discovery Questions — Clarifying Objectives, Audience and Constraints
- Event Brief Template — Turning Conversations into a Signed Scope
- Active Listening and Paraphrasing — Avoiding Misread Client Expectations
- Proposal Presentation Techniques — Winning Approval for Concept and Budget

Day 2: Supplier Negotiation and Written Agreements

- Supplier Request for Quotation — Comparing Venues, Caterers and Production Firms
- Principled Negotiation Methods — Securing Inclusions Without Damaging Relationships
- Banquet Event Orders and Function Sheets — Confirming Venue Details in Writing
- Change Request Log — Controlling Late Scope Changes and Their Cost
- Email and Message Etiquette — Keeping Supplier Threads Clear and Traceable

Day 3: Run-of-Show and Production Cues

- Run-of-Show Scripting — Sequencing Speakers, Media and Stage Changes
- Cue Calling Conventions — Standby and Go Calls for Technical Crews
- Speaker and Host Briefing Packs — Preparing Presenters for Timings and Transitions
- Production Meeting Agenda — Aligning Crews Before Doors Open
- Attendee Information Flow — Signage, Apps and Announcements on the Day

Day 4: Radio Protocol and Crisis Messaging

- Radio Channel Plan and Call Signs — Organising Talk Groups by Function
- Concise Radio Phrasing — Reducing Air Time During Busy Moments
- Incident Escalation Ladder — Deciding Who Is Told and How Fast
- Holding Statements and Attendee Announcements — Calm Messages During Disruption
- Client Updates During Incidents — Protecting Trust While Facts Emerge

Day 5: Practising the Event Communication Plan

- Hot and Cold Debrief Formats — Capturing Lessons from Crews and Clients
- Client Feedback Interview — Converting Comments into the Next Proposal
- Simulated Briefing and Negotiation Round — Applying Earlier Methods Under Time Pressure
- Live Cue and Radio Exercise — Testing the Run-of-Show and Channel Plan
- Event Communication Plan Assembly — Final Plan for a Chosen Event

Applying Event Planner Communication After the Course

- Introduce the event brief template on the next client enquiry and review it with the sales lead before proposal
- Run a radio channel plan and call sign briefing for crews ahead of the next conference or launch

Event Planner Communication Questions FAQ

What is event planner communication and why does it matter now?

Event planner communication is the set of briefings, negotiations, cues and updates that connect clients, suppliers, crews and attendees. It matters now because lead times are shorter, supplier chains longer and attendees share every problem instantly, so clear messages decide whether an event runs smoothly.

Which roles gain most from event planner communication training?

Event planners, conference coordinators and event sales staff gain most. Production leads and on-site supervisors also benefit in corporate and association events alike.

How does event planner communication differ from general event management training?

Event planner communication focuses on what is said and written at each stage rather than on budgeting, logistics or venue selection. You practise client briefings, supplier negotiation, cue calling, radio discipline and incident messages instead.

What do you bring back from event planner communication training?

You bring back an event communication plan for a real or planned event. It sets out stakeholders, brief templates, supplier channels, the run-of-show structure, radio call signs, escalation steps, holding statements and the debrief format your team can use immediately.

Event Planner Communication: The Way Forward

The event communication plan first informs how the next client brief is captured and signed off. Planners, sales staff and production leads use it to align suppliers, cue sheets and radio channels before the event opens. After its first use, the debrief findings are worth revisiting to tighten escalation steps and refine messages for the following event.