EVENT MANAGEMENT

The Event Manager's Toolkit: Fundamentals & Troubleshooting Strategies

Build the planning, coordination and problem-solving skills needed to keep events on track from brief to debrief.



DURATION	2 days	DELIVERY	Public or in-house

Why this programme

Successful events depend on far more than a creative concept. They require clear objectives, coordinated workstreams, disciplined supplier management and calm decisions when circumstances change. This programme equips participants with a practical toolkit for translating an event brief into a realistic plan, anticipating risks, managing delivery and troubleshooting issues without losing sight of the audience experience.

What participants will learn

01 Translate an event brief into measurable objectives and a workable plan.

02 Build schedules, budgets and responsibility matrices for delivery teams.

03 Identify operational risks and prepare practical contingencies.

04 Control live issues, communicate decisions and conduct effective debriefs.

Who should attend

Event managers, event coordinators, corporate communication teams, marketers, administrators, project teams and venue teams.

How you will learn

Trainer explanation, guided application and discussion connect the module topics to practical workplace situations. The final emphasis is on applying the methods in your own role or team.

Detailed programme

The sequence and emphasis can be tailored to participant needs.

01 From brief to success criteria

- Clarify the audience, stakeholders, purpose and scope of an event.
- Translate the brief into measurable objectives and success criteria.
- Balance delivery requirements with the experience expected by participants.

02 Work breakdown and scheduling

- Break the event into workstreams, milestones and critical tasks.
- Identify dependencies and assign responsibilities across the delivery team.
- Use schedules to track progress and recognise emerging delays.

03 Budgets, vendors and logistics

- Build a realistic budget and connect expenditure to event requirements.
- Prepare clear supplier briefs and coordinate procurement and logistics.
- Plan venue operations, resources and the practical needs of event delivery.

04 Risk and troubleshooting

- Identify operational risks and develop workable contingency arrangements.
- Clarify escalation routes and responsibilities when problems arise.
- Apply structured problem-solving while protecting the audience experience.

05 Live control and evaluation

- Use run sheets and coordination routines to manage the live event.
- Communicate incidents, decisions and changes clearly across the team.
- Conduct a debrief that turns lessons learned into improvements for the next event.

PRACTICAL APPLICATION

A controlled, contingency-ready event plan.

HRD Corp claimable training is arranged through Orange Revolution. Confirm programme eligibility and claim arrangements with ISDS before booking.

Plan your training with ISDS

Discuss fees, trainer arrangements and delivery options for your team.

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