BLACKBIRD FOR TRAINING

Advanced Leadership Program in Communication & Sustainable Event Innovation

9 – 13 August 2027
Lyon (France)



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Introduction

Welcome to the Advanced Leadership Program in Communication & Sustainable Event Innovation, a comprehensive one-week training experience designed to elevate participants' leadership, communication, and event-innovation capabilities.
This program blends strategic communication, stakeholder engagement, creative planning, and modern sustainable event practices into a unified learning journey. Through real case studies, interactive exercises, and applied scenarios inspired by the events industry, participants gain the confidence and tools needed to communicate with impact and lead successful, future-ready events.

The program aims to prepare leaders who can make informed decisions, manage diverse teams, overcome challenges creatively, and integrate sustainability at every stage of the event lifecycle.

Course Objectives

This program is structured to build a well-rounded set of leadership and communication competencies essential for professionals in the field. By the end of the course, participants will be able to:

- Communicate with influence across teams, stakeholders, and audiences: Participants learn how to craft clear, persuasive messages and adapt their communication style to different personalities and settings.
- Apply sustainable leadership principles to event planning and execution: The program explains how environmental, economic, and social sustainability can be embedded into every event decision.
- Strengthen decision-making through structured and impactful communication: Participants improve their ability to analyze complex information and advocate for their ideas confidently.
- Manage challenges, conflicts, and pressure through effective communication strategies: The course emphasizes techniques to maintain clarity and cohesion during stressful or unexpected situations.
- Design innovative, environmentally responsible events: Participants explore creative concepts and learn how to integrate sustainability into event themes and operations.
- Use modern tools and technologies to enhance engagement: The training highlights digital tools and planning systems that improve participant experience and streamline event management.
- Lead teams with clarity, confidence, and strategic direction: Participants develop leadership behaviors that inspire teams and support high-performance outcomes.



Course Outlines

Day 1: Leadership Communication & Sustainable Mindset

- Understanding different leadership communication styles and their impact on teams.
- Developing a sustainability-focused mindset for modern event leadership.
- Communicating vision, mission, and expected outcomes clearly and persuasively.
- Identifying stakeholder needs and aligning them with sustainable event goals.
- Practical exercises on communicating purpose with clarity and influence.

Day 2: Interpersonal Excellence & Event Concept Development

- Enhancing interpersonal communication: active listening and emotional intelligence.
- Building trust and rapport within teams and stakeholder groups.
- Designing an event concept that integrates creativity, purpose, and sustainability.
- Techniques for presenting ideas to gain buy-in from clients and partners.
- Overcoming communication barriers in collaborative work environments.
- Applying interpersonal strategies to improve teamwork and innovation.

Day 3: Public Speaking, Presentation Skills & Event Planning Tools

- Mastering public speaking fundamentals for diverse audiences.
- Structuring professional presentations and event proposals effectively.
- Using communication insights to support event planning and decision-making.
- Exploring digital tools for planning, coordination, and sustainability tracking.
- Building confidence in delivering briefings and pitching event concepts.
- Practical training on using modern event-management software.

Day 4: Crisis Communication & On-Ground Event Leadership

- Strategies for communicating clearly during crises or unexpected changes.
- Conflict-resolution techniques for teams, vendors, and stakeholders.
- Leading on-site event operations with a sustainability-first mindset.
- Managing logistics while maintaining strong communication channels.
- Handling pressure and maintaining professionalism in real-time event situations.
- Coordinating across teams to ensure seamless execution.

Day 5: Stakeholder Influence & Future Trends in Events

- Influence-based communication for negotiations and stakeholder engagement.
- Building long-term relationships through transparent, strategic communication.
- Exploring global trends in sustainable event management and digital engagement.
- Using data, analytics, and technology to support future event strategies.
- Incorporating innovation into event design to stay competitive.
- Developing a forward-thinking mindset for tomorrow's event landscape.



Why Attend This Course: Wins & Losses!

- Advanced leadership and communication skills tailored to the evolving events industry.
- Practical frameworks for designing and delivering innovative, sustainable events.
- Greater confidence in leading teams, managing expectations, and navigating challenges.
- Insight into global trends shaping the future of events and engagement.
- Opportunities to build valuable professional connections with peers and industry experts.

Conclusion

This integrated program combines advanced communication techniques with sustainable event leadership practices to deliver a comprehensive and impactful learning experience.
By the end of the program, participants will be equipped with the skills to lead teams effectively, communicate with clarity, and create events that are meaningful, innovative, and aligned with global sustainability standards.
They will leave with a structured approach to decision-making, creative problem-solving, and event management, all of which contribute to their professional growth and ability to thrive in the dynamic world of event leadership.

Ultimately, this program is an investment in future-ready leadership, providing participants with the mindset

