

Live Event Management

Toronto (Canada)

13 - 17 October 2025

UK Training

PARTNER



Live Event Management

Code: EL28 From: 13 - 17 October 2025 City: Toronto (Canada) Fees: 4700 Pound

Introduction

Live Event Management is an essential skill in today's fast-paced world, especially across sectors like entertainment, marketing, government, public relations, and corporate communications. In the MENA region, the rise of large-scale festivals, concerts, and corporate events has created a growing need for professionals who can plan, execute, and evaluate live events effectively.

This course is designed for executives, team leaders, and specialists at all levels—from junior staff to senior management—who aim to master both the strategic and operational sides of live event management. It combines best practices, real-world tools, and global trends to ensure participants gain actionable knowledge that improves organizational performance and audience engagement.

Course Objectives

By the end of this program, participants will be able to:

- Understand the fundamental concepts of live event management
- Design full event plans from concept to evaluation
- Execute marketing and promotion strategies effectively
- Manage teams, vendors, and budgets with confidence
- Handle emergency scenarios and make agile decisions
- Utilize technology tools to optimize delivery and audience interaction
- Measure performance through practical KPIs
- Create immersive audience experiences and collect feedback

Course Outlines

Day 1: Introduction to Live Event Management

- Definition and types of live events
- Key planning stages from concept to execution
- Understanding audience segmentation and expectations
- Writing SMART objectives for events
- Budget planning and resource allocation
- Legal requirements and permits for live events

Day 2: Creative Design and Marketing

- Building a strong event identity and branding
- Structuring the event's marketing plan
- Creating engaging digital content
- Managing media partnerships and sponsorships

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in the foreground. The text 'UK Training PARTNER' is overlaid on the image.

UK Training
PARTNER

- Enhancing audience anticipation and pre-engagement
- Promotional campaigns and ROI analysis

Day 3: Operations and Field Coordination

- Daily operations scheduling
- Managing production crews and logistics
- Coordinating vendors and service providers
- Task allocation and real-time monitoring
- Safety protocols and contingency plans
- Technical and AV support on-site

Day 4: On-site Event Execution

- Running the event according to master schedule
- Monitoring audience engagement and live feedback
- Managing teams in real-time
- Troubleshooting technical or logistical issues
- Collecting live data and observations
- Adjusting execution based on real-time performance

Day 5: Evaluation and Closure

- Post-event performance analysis using KPIs
- Gathering feedback from attendees and stakeholders
- Compiling final performance reports
- Identifying lessons learned and areas of improvement
- Planning for future event enhancements
- Final assessment and participant feedback

Why Attend This Course: Wins & Losses!

- Gain practical skills you can apply immediately
- Become certified in a high-demand professional area
- Learn from real scenarios and best practices
- Leverage the latest tech tools for event success
- Strengthen your ability to lead teams and manage vendors
- Improve audience experience and engagement
- Expand career opportunities in regional and global markets
- Build a professional network within the industry

Conclusion

Live Event Management is a dynamic, demanding field that blends creativity, logistics, communication, and analytics. This course equips participants with essential tools and techniques to deliver exceptional events, no matter the size or scale.

By joining, you'll gain real value, not just in technical knowledge but in leadership, agility, and innovation—critical

UK Training
PARTNER





competencies for anyone managing live events in today's evolving landscape.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Bangkok
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul



Pulau Ujong (Singapore)



Irbid



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior,
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

