

## Live Event Management

*Accra (Ghana)*

*6 - 10 July 2026*

UK Training

# **PARTNER**



## Live Event Management

Code: EL32 From: 6 - 10 July 2026 City: Accra (Ghana) Fees: 4200 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

The logo for UK Training Partner features the text 'UK Training' in a smaller font above the word 'PARTNER' in a large, bold, black font. The text is positioned over a background of a chessboard with several chess pieces (a king, a pawn, and a knight) and a circular ripple effect.

- 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

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) positioned on the board. The pieces are rendered in a 3D style with metallic textures. The board is a standard black and white checkered pattern.

UK Training  
**PARTNER**



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

A graphic illustration of a chessboard in the bottom right corner. It shows a portion of the board with several chess pieces: a silver pawn, a silver knight, and a gold king. Behind the pieces are several concentric, semi-transparent circles that create a ripple effect.

UK Training  
**PARTNER**

Head Office: +44 7480 775 526  
Email: [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)  
Website: [www.blackbird-training.com](http://www.blackbird-training.com)

## Blackbird Training Clients



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)  
Sustainability, ESG & Corporate Responsibility  
Advanced Courses  
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