
Event Logistics and Venue Operations Training Course

29 November – 3 December 2026
Doha





Event Logistics and Venue Operations Training Course

Ref: 78_13136 **Date:** 29 November – 3 December 2026 **Location:** Doha **Fees:** 4300 GBP

Programme Summary

Event logistics and venue operations is a five-day training course for senior leaders at strategic level, culminating in an event logistics and operations plan for a forthcoming conference, exhibition or summit. Large events depend on many suppliers, tight venue contracts and international delegates, yet are often run on informal checklists. The approach equips leaders to contract venues, control suppliers and freight, move delegates and command the show day. Mars Training Centre UK delivers this programme in event logistics and venue operations.

The Business Case

When event logistics fail, the cost is visible to everyone: delegates queue for badges, stands are unfinished at opening and budgets overrun through late changes and penalty clauses. Organisations that treat events as a managed supply chain, with clear contracts, schedules and on-site command, protect their reputation, control spending and give senior guests an experience that reflects well on the host.

- Event Budget Variance: Narrows as supplier commitments are tracked against one cost plan.
- On-Time Readiness: Improves as freight, build-up and rehearsals follow one critical path.
- Delegate and Stakeholder Satisfaction: Rises as arrival, accommodation and registration are designed around the guest journey.

Principles and Evidence Base

- ISO 20121 Event Sustainability Management Systems: Frames how venue, supply chain and legacy decisions are planned and reviewed in Sessions 1, 2 and 5.
- Exhibition and Event Operations Practice: Applies the operational discipline of the International Association of Exhibitions and Events to floor plans, freight and contractors in Sessions 2 and 4.
- Critical Path Scheduling: Sequences build-up, delivery and rehearsal tasks to show which delays threaten the opening in Session 3.
- Scalable On-Site Command: Organises the control room roles and escalation routes rehearsed in Session 4.

Intended Participants

- Leaders accountable for delivering large conferences, exhibitions and summits.
- Directors who approve venue choices, event budgets and major supplier contracts.
- Senior managers who coordinate protocol, transport and hospitality for high-level guests.
- Heads of operations who command build-up, show days and breakdown at venues.



The programme serves government agencies, corporate communications functions, exhibition organisers and venue operators.

Learning Outcomes

1. Participants will be able to evaluate candidate venues against capacity, access, safety and sustainability criteria.
2. Participants will be able to construct venue and supplier contracts that protect the organiser on cancellation and attrition.
3. Participants will be able to design freight, build-up and delegate movement plans on a single critical path.
4. Participants will be able to organise an on-site command structure with escalation routes.
5. Participants will be able to prioritise event risks and justify contingency reserves.
6. Participants will be able to diagnose event performance from budget and feedback data.

Programme Structure

Day 1: Event Logistics Strategy and Venue Selection

Which venue and delivery model will carry the event objectives at an acceptable cost and risk?

- Event Objectives, Scale and Format Decisions
- Venue Selection Criteria and Site Inspection Checklists
- Capacity, Floor Plan and Accessibility Assessment
- ISO 20121 Sustainability Issues for Venues
- In-House Versus Outsourced Delivery Models

Day 2: Venue Contracts and the Event Supply Chain

How are venues and suppliers sourced, contracted and held to performance?

- Venue Contract Clauses: Attrition, Cancellation and Force Majeure
- Supplier Mapping for Audiovisual, Catering, Stands and Security
- Tendering and Evaluating Event Suppliers
- Service Level Schedules and Performance Penalties
- Exhibitor Manuals and Contractor Rules

Day 3: Freight, Build-Up and Delegate Movement

How do goods, contractors and people arrive in the right place at the right time?

- Critical Path and Production Schedule for Build-Up
- Freight Forwarding, Customs Paperwork and Marshalling Yards
- Delegate Accommodation Blocks and Room Allocation
- Airport Arrivals, Ground Transport and VIP Protocol
- Registration, Accreditation and Badge Flow Design



Day 4: Show-Day Command, Risk and Contingency

Who decides what on the day, and what happens when something goes wrong?

- Event Control Room Set-Up and Command Roles
- Run-of-Show Scripts and Cue Sheets
- Event Risk Register and Contingency Triggers
- Crowd Flow, Emergency Evacuation and Medical Cover
- Breakdown, Load-Out and Venue Handback

Day 5: Applying Event Logistics and Venue Operations

How are venue, supply chain, movement and command combined into one tested plan?

- Event Budget Control and Change Requests
- Post-Event Evaluation and Delegate Feedback Analysis
- Venue and Supplier Shortlist for a Participant Event
- Tabletop Rehearsal of a Show-Day Disruption
- Event Logistics and Operations Plan Presentation

Methodology

The programme is built around simulation and case analysis. Participants follow a fictional international summit from venue choice to final handback, deciding as new information arrives. Cases come from government summits, trade exhibitions, sporting events and corporate conferences, and each tool is applied to an event the participant is currently planning.

- Suggested activity: Scoring three candidate venues after a virtual site inspection.
- Suggested activity: Negotiating attrition and cancellation terms in a venue contract role play.
- Suggested activity: Running the event control room during a simulated power failure at opening.

Capstone Output

Each participant completes an event logistics and operations plan for a real forthcoming event. It contains a venue evaluation, a supplier and contract map, a critical path schedule, a delegate movement plan, a command chart and a risk register, ready for sponsor approval.

Frequently Asked Questions

Is event logistics and venue operations training suitable for directors without an events background?

Yes. It assumes management experience but no formal events training.



Which standards underpin event logistics and venue operations?

It draws on ISO 20121 for event sustainability management, recognised exhibition and event operations practice, critical path scheduling and scalable on-site command.

How is the event logistics and operations plan used at work?

You take back a plan for a real event that your sponsor can approve and your team can run.

How does event logistics and venue operations differ from general event management?

It concentrates on contracts, freight, delegate movement and show-day command rather than event marketing, content or sponsorship sales.