
Conference and Corporate Event Management Training Course

13 – 17 September 2027
Cape town





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Ref: 88_13482 **Date:** 13 – 17 September 2027 **Location:** Cape town **Fees:** 4800 GBP

Programme Summary

Conference and corporate event management is a five-day training course for senior leaders at strategic level, culminating in an event strategy and delivery plan for a forthcoming conference, launch, exhibition or summit. Organisations spend heavily on events, yet many are planned as logistics exercises with vague objectives, overrun budgets and no evidence of what they achieved. The approach links objectives, budget, contracting, delegate experience, sponsorship, risk, sustainability and evaluation into one governed plan. Mars Training Centre UK delivers this programme in conference and corporate event management.

The Business Case

A flagship event carries the organisation's reputation in front of ministers, clients and partners. When objectives are unclear, suppliers are poorly contracted or risks are left to chance, costs rise and the occasion can damage rather than build standing. Leaders who govern events as investments, with defined outcomes, controlled budgets and evidence of impact, can justify and improve their programme of events.

- Event Cost Control: Improves as budgets, contracts and change requests are managed against approved objectives.
- Stakeholder and Delegate Outcomes: Strengthen as programme design, hospitality and follow-up are planned around what each audience must take away.
- Reputational and Operational Risk: Falls as risks are assessed, owned and rehearsed before the doors open.

Principles and Evidence Base

- Phillips ROI Methodology for Meetings and Events: Structures the setting of event objectives and the evaluation of reaction, learning, application, impact and return in Sessions 1 and 5.
- ISO 20121 Event Sustainability Management Systems: Guides the sustainability policy, supplier requirements and legacy choices in Session 4.
- ISO 31000 Risk Management Principles: Frame the event risk register, contingency plans and escalation routes in Session 4.

Intended Participants

- Leaders accountable for an organisation's portfolio of conferences, launches and summits.
- Executives who approve event budgets, sponsorship packages and supplier contracts.
- Senior managers responsible for protocol, VIP hospitality and delegate experience.
- Communications and marketing leaders who use events to reach clients, partners and the media.



The programme serves government entities, financial services, energy companies and professional associations.

Learning Outcomes

1. Participants will be able to construct measurable objectives that link an event to organisational strategy.
2. Participants will be able to prioritise budget lines and evaluate venue and supplier contracts.
3. Participants will be able to design a programme and delegate journey for distinct audiences, including VIP guests.
4. Participants will be able to justify sponsorship, marketing and registration plans that meet attendance and revenue targets.
5. Participants will be able to diagnose event risks and sustainability impacts and set controls for each.
6. Participants will be able to evaluate event results against objectives and report return on investment.

Programme Structure

Day 1: Conference and Corporate Event Management Strategy

Why is the event being held, and how will success be judged?

- Event Portfolio Review and Strategic Fit
- Objective Setting With the Phillips ROI Methodology
- Audience and Stakeholder Mapping
- Event Formats: In-Person, Hybrid and Virtual
- Event Governance, Roles and Approval Gates

Day 2: Budget, Venue and Supplier Contracting

How are money, venues and suppliers secured on terms the organisation can control?

- Event Budget Structure and Contingency Reserves
- Venue Selection Criteria and Site Inspections
- Hotel Room Blocks, Attrition and Cancellation Clauses
- Supplier Tendering for Production, Catering and Technology
- Contract Change Control and Payment Milestones

Day 3: Programme, Delegate Experience and Protocol

What will delegates, speakers and VIP guests experience from invitation to follow-up?

- Conference Agenda and Speaker Management
- Delegate Journey Mapping
- VIP Protocol, Seating and Hospitality Plans
- Sponsorship Packages and Partner Activation
- Event Marketing, Registration and Attendance Forecasting



Day 4: Risk, Sustainability and Event Operations

How are threats, impacts and live-day pressures controlled?

- Event Risk Register Using ISO 31000 Principles
- Contingency Plans and Incident Escalation
- ISO 20121 Sustainability Policy and Supplier Requirements
- Run-of-Show, Command Roles and Rehearsals
- Post-Event Data Collection Design

Day 5: Applying the Event Strategy and Delivery Plan

How are objectives, contracts, experience, risk and evaluation combined into one plan?

- Objective and Budget Review for a Participant Event
- Supplier and Venue Decisions
- Delegate, Sponsor and Risk Priorities
- Peer Challenge of Evaluation and Return Reports
- Event Strategy and Delivery Plan Presentation

Methodology

The programme is built around case analysis of conferences, product launches and summits run by public bodies, banks and energy companies. Participants trace why some events met their objectives while others overran or disappointed, then apply each planning, contracting and evaluation tool to an event their own organisation is preparing.

- Suggested activity: Rewriting a set of vague event goals as measurable objectives.
- Suggested activity: Negotiating attrition and cancellation terms for a hotel room block.
- Suggested activity: Running a tabletop exercise on a keynote speaker cancellation.

Capstone Output

Each participant completes an event strategy and delivery plan for a forthcoming event. It sets out objectives and evaluation measures, the budget and contracting approach, the delegate and VIP journey, sponsorship and marketing plans, the risk register and sustainability commitments, ready for sign-off by the event sponsor.



Frequently Asked Questions

Is conference and corporate event management suitable for leaders who oversee rather than run events?

Yes. It suits executives who sponsor or approve events as well as heads of events, and assumes senior management experience but no event planning background.

Which standards underpin conference and corporate event management in this programme?

It draws on the Phillips ROI Methodology for meetings and events, ISO 20121 for event sustainability management and ISO 31000 risk management principles.

How is the conference and corporate event strategy and delivery plan used at work?

You take back a plan that the event sponsor can approve and that the event team can deliver, contract and evaluate against.

How does conference and corporate event management differ from crowd safety training for mass gatherings?

It addresses objectives, budgets, contracts and return for institutional events, whereas crowd safety programmes concentrate on large public crowds.