Sustainable Entertainment Complex Management Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #EL1163_274501

Course Introduction / Overview:

The global entertainment industry is undergoing a profound transformation, driven by a growing demand for environmental responsibility and social consciousness. This shift presents both challenges and immense opportunities for entertainment complexes, from theme parks and stadiums to concert venues and resorts. This course provides a comprehensive framework for integrating sustainable practices into every facet of operations, turning sustainability into a competitive advantage. Drawing on principles discussed by experts like Dr. Stefan Gössling in the field of sustainable tourism and carbon management, we explore how to reduce environmental impact while enhancing the guest experience and boosting financial performance. This program, offered by BIG BEN Training Center, moves beyond theoretical concepts, providing actionable strategies for energy efficiency, waste reduction, and sustainable procurement tailored specifically for high-traffic entertainment venues. Participants will learn to develop and implement robust sustainability strategies that align with global standards, improve brand reputation, and create long-term value, inspired by frameworks found in texts such as "Sustainable Event Management: A Practical Guide". This course is designed to empower leaders to pioneer a new era of green entertainment.

Target Audience / This training course is suitable for:

- Operations Managers and Directors.
- Venue and Facility Managers.
- Sustainability and CSR Officers.
- Event Planners and Coordinators.
- Procurement and Supply Chain Managers.
- Marketing and Communications Executives.
- Guest Experience and Services Managers.
- Project Managers in the entertainment sector.
- Hotel and Resort General Managers.
- Investors and Developers of entertainment properties.

Target Sectors and Industries:

- Theme Parks and Amusement Parks.
- Sports Stadiums and Arenas.
- Concert Halls and Theaters.
- Convention and Exhibition Centers.
- Museums and Cultural Attractions.
- Cinemas and Multiplexes.
- Hotels, Resorts, and Integrated Resorts.
- Cruise Lines and Entertainment Hubs.
- Governmental bodies and public agencies overseeing tourism, culture, and urban development.

Target Organizations Departments:

- Operations Management.
- Facilities and Engineering.
- Corporate Social Responsibility (CSR) and Sustainability.
- Procurement and Supply Chain.
- Marketing and Public Relations.
- Guest Services and Relations.
- Finance and Asset Management.
- Human Resources and Training.
- Strategic Planning and Development.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic sustainability plan tailored to an entertainment complex.
- Conduct energy and water audits to identify key areas for conservation.
- Implement effective waste management and circular economy principles.
- Design and execute a sustainable procurement and supply chain policy.
- Engage guests and employees in sustainability initiatives effectively.
- Measure and report on sustainability performance using key performance indicators (KPIs).
- Integrate green building principles into new projects and retrofits.
- Analyze the financial return on investment (ROI) of sustainability projects.
- Mitigate environmental risks and ensure regulatory compliance.
- Leverage sustainability efforts for enhanced brand reputation and marketing.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can translate knowledge directly into action. We move beyond traditional lectures to foster a dynamic learning environment. The course heavily relies on real-world case studies from leading sustainable entertainment venues across the globe, allowing participants to analyze successful strategies and common pitfalls. A significant portion of the training is dedicated to collaborative workshops and group exercises where participants will work on solving practical challenges, such as designing a waste reduction program or creating a green marketing campaign. These sessions encourage peer-to-peer learning and the exchange of diverse industry perspectives. Interactive discussions, brainstorming sessions, and problem-solving activities are woven throughout the five days. Participants will receive constructive feedback from the instructor and peers, helping them refine their strategies and build confidence in implementing sustainable practices within their own organizations. This hands-on approach ensures a deep and lasting understanding of sustainable operations management.

Course Agenda (Course Units):

Unit One: Foundations of Sustainable Entertainment Operations

- The Business Case for Sustainability in the Entertainment Industry.
- Understanding Key Frameworks: ESG, SDGs, and Circular Economy.
- Global Trends and Guest Expectations for Green Venues.
- Identifying Key Environmental and Social Impacts of Entertainment Complexes.
- Stakeholder Analysis and Engagement Strategies.
- Regulatory Compliance and Environmental Law Overview.
- Introduction to Sustainability Auditing and Baselining.

Unit Two: Resource Management and Operational Efficiency

- Energy Management: Auditing, Conservation, and Renewable Energy Solutions.
- Water Conservation Strategies for High-Consumption Venues.
- Waste Management Hierarchy: Reduction, Reuse, and Recycling Programs.
- Implementing a Zero-Waste-to-Landfill Strategy.
- Sustainable Food and Beverage Operations.
- Green Cleaning and Maintenance Practices.
- Biodiversity and Landscape Management on Complex Grounds.

Unit Three: Sustainable Procurement and Supply Chain

- Principles of Green Procurement for the Entertainment Sector.
- Developing a Sustainable Vendor and Supplier Code of Conduct.
- Evaluating the Lifecycle Cost of Products and Services.
- Local Sourcing and Supporting Community Economies.
- Managing Sustainable Merchandise and Retail Operations.
- Eliminating Single-Use Plastics from the Supply Chain.
- Tracking and Reporting on Supply Chain Sustainability Metrics.

Unit Four: Engaging Stakeholders and Building a Green Brand

- Developing Effective Internal and External Sustainability Communications.
- Training and Empowering Staff to be Sustainability Champions.
- Engaging Guests in Sustainability Initiatives without Sacrificing Experience.
- Green Marketing: Authentically Promoting Your Venue's Efforts.
- Building Community Partnerships and Social Responsibility Programs.
- Managing Brand Reputation and Handling Environmental Crises.
- Leveraging Technology for Guest Engagement and Education.

Unit Five: Measurement, Strategy, and Future-Proofing

- Establishing Sustainability Key Performance Indicators (KPIs).
- Introduction to Sustainability Reporting Standards (e.g., GRI).
- Conducting a Carbon Footprint Analysis for Your Venue.
- Developing a Long-Term Sustainability Roadmap and Action Plan.
- Calculating the Return on Investment (ROI) for Green Initiatives.
- Integrating Sustainability into Capital Projects and Renovations.
- Future Trends: Climate Resilience, Smart Technology, and Regenerative Models.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can entertainment complexes balance the pursuit of spectacular, high-energy guest experiences with the imperative of achieving carbon neutrality?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond generic sustainability theory to address the unique and complex operational realities of the entertainment industry. Unlike broader environmental management programs, our curriculum is meticulously tailored to the specific challenges of high-traffic, resource-intensive venues like theme parks, stadiums, and large-scale resorts. We focus on the intricate balance between operational excellence, unparalleled guest experience, and profound environmental responsibility. The course emphasizes practical, ROI-driven strategies, teaching participants not just what to do, but how to build a compelling business case for green initiatives that secures executive buy-in. Through industry-specific case studies, participants analyze how leading venues have successfully reduced their carbon footprint while increasing profitability and guest satisfaction. Furthermore, the program places a strong emphasis on stakeholder engagement, from training frontline staff to be sustainability ambassadors to communicating green credentials authentically to a global audience. It equips leaders with the skills to embed sustainability into the very DNA of their organization, transforming it from a cost center into a core component of brand identity and a powerful driver of long-term growth and resilience.