# Comprehensive Guide to Global Live Entertainment and Festival Production Training Course



16 - 20 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #EL2144_73712

## Course Introduction / Overview:

This comprehensive training course provides a deep and practical exploration of the intricacies involved in producing global festivals and large-scale live entertainment events. It is designed for professionals who need to master the end-to-end process, from initial concept and site planning to post-event analysis and legacy management. The curriculum draws on foundational knowledge from academic texts such as "Event Management: For Tourism, Cultural, Business and Sporting Events" by Lynn Van der Wagen and Lauren White, providing a robust theoretical framework combined with real-world application. This course covers crucial aspects like risk assessment, talent booking, vendor management, and creating a memorable audience experience. Participants will learn how to navigate the complex logistical, financial, and regulatory challenges that are unique to large-scale events. BIG BEN Training Center has developed this program to be highly interactive, and case-study driven, allowing participants to work through simulated production scenarios, ensuring they are prepared for the high-stakes environment of live event production. The training emphasizes sustainability, crowd safety, and the strategic use of technology to enhance both production efficiency and attendee satisfaction.

## Target Audience / This training course is suitable for:

- Event and festival producers.
- Production managers and coordinators.
- Live music promoters.
- Venue and operations managers.
- Public relations and marketing professionals in entertainment.
- Government officials involved in permitting and safety.
- Artists and talent agents.

## Target Sectors and Industries:

- Live entertainment and music.
- Cultural and arts festivals.
- Tourism and hospitality.
- Sports and large-scale public events.
- Exhibition and conference management.
- Government agencies and municipalities.
- Non-profit organizations focused on public events.

## Target Organizations Departments:

- Production and event management.
- Operations and logistics.
- Marketing and communications.
- Safety and security.
- Public relations.
- Sponsorship and business development.
- Audience and guest experience.

## Course Offerings:

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

- Master the end-of-the-end production process for global festivals and live events.
- Develop comprehensive risk management and crowd safety plans.
- Strategize and manage complex logistical challenges, including site design and infrastructure.
- Negotiate contracts with vendors, artists, and suppliers.
- Implement effective budget and financial controls for large-scale productions.
- Leverage technology to enhance attendee experience and operational efficiency.
- Navigate regulatory frameworks and permitting processes in multiple jurisdictions.

## Course Methodology:

This training course employs a dynamic and hands-on methodology to simulate the pressures and complexities of live event production. The program blends expert instruction with intensive, case-study-based workshops and group projects. Participants will be organized into teams to work on a simulated festival production from conception to execution, covering key stages such as site selection, vendor procurement, and crisis management planning. This practical approach, offered by BIG BEN Training Center, ensures that theoretical concepts are immediately applied in a realistic context. The training incorporates interactive sessions, where participants will present their production plans and receive constructive feedback from instructors and peers. We will also utilize problem-solving scenarios to prepare participants for unexpected challenges. The course emphasizes teamwork and communication, which are critical skills in the high-stakes environment of live entertainment production. By engaging in this active learning process, participants will not only acquire a robust set of skills but also gain the confidence to manage any production challenge that comes their way.

## Course Agenda (Course Units):

### Unit One: The Business of Global Event Production

- Conceptualizing and designing a large-scale event.
- Market research and audience profiling.
- Feasibility and financial planning.
- Stakeholder management and community relations.
- Legal and contractual considerations.
- Developing a production timeline.
- Team structures and roles.

### Unit Two: Site Planning and Infrastructure

- Site selection criteria and layout design.
- Temporary infrastructure and technical requirements.
- Power, sanitation, and waste management.
- Access control and credentialing.
- Vendor management and procurement.
- Sustainable production practices.
- Accessibility and inclusivity.

### Unit Three: Safety, Security, and Risk Management

- Developing a comprehensive risk assessment matrix.
- Crowd management and security protocols.
- Emergency response and medical planning.
- Crisis communication strategies.
- Permitting and compliance with local regulations.
- Weather-related contingency plans.
- Post-event analysis for continuous improvement.

## Unit Four: Programming, Talent, and Audience Experience

- Talent booking and artist relations.
- Programming and scheduling.
- Ticketing and revenue management.
- Audience flow and experience design.
- Marketing and promotional strategies.
- Sponsorship and brand activation.
- Media and press relations.

## Unit Five: Financial Management and Post-Production

- Budgeting and cost control for large-scale events.
- Sponsorship fulfillment and reporting.
- Closing out contracts and payments.
- Post-event financial reconciliation.
- Production debriefs and lessons learned.
- Analyzing event ROI and success metrics.
- Building a legacy and securing future events.

# 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 does a producer's strategic foresight in risk management and audience experience design become the most critical factor in transforming a high-risk festival venture into a celebrated cultural landmark?

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

This training course is distinguished by its holistic and strategic approach to large-scale event production, moving beyond simple logistics to address the complex interplay of finance, risk, and audience experience. Unlike programs that focus on a single aspect of event management, this curriculum, developed by BIG BEN Training Center, provides an integrated roadmap for producing successful global festivals and live entertainment. The course emphasizes the crucial, often overlooked, stages of pre-production planning and post-event analysis. It provides practical, real-world case studies that challenge participants to think critically and creatively about problem-solving, from securing permits in different countries to managing a crowd of tens of thousands. The focus on sustainability, safety, and a unique attendee journey ensures that participants are prepared to not only produce a successful event but to also create a positive and lasting impact on both their audience and the community.