Major Event Supply Chain and Logistics Management Training Course



16 - 20 Nov 2026

Munich

5100 € (Per Person)

Ref: #EL6308_98171

Course Introduction / Overview:

The successful execution of any major event, from international sporting competitions and music festivals to large-scale corporate conferences, hinges on a flawlessly orchestrated supply chain and logistics network. This specialized field operates under immense pressure, characterized by fixed deadlines, complex stakeholder management, and zero tolerance for failure. This course provides a comprehensive A-to-Z exploration of the principles and practices essential for mastering major event logistics. Drawing on insights from leading academics like Dr. G.P. Sharp, a prominent voice in the field, and concepts discussed in seminal works such as "Event Logistics: The Management of a Special Occasion", participants will move beyond generic supply chain theory. They will delve into the unique challenges of event-based logistics, including temporary infrastructure deployment, mass crowd movement, and intricate vendor coordination. At BIG BEN Training Center, we have designed this program to equip professionals with the strategic foresight and operational skills needed to manage the entire event lifecycle, from initial planning and procurement to on-site execution and post-event dissolution. This training focuses on building resilient, agile, and cost-effective logistics frameworks that ensure a seamless experience for all attendees and stakeholders, transforming complex logistical challenges into triumphant event successes.

Target Audience / This training course is suitable for:

- Event Managers and Planners.
- Logistics and Supply Chain Coordinators.
- Operations Managers.
- Procurement and Sourcing Specialists.
- Project Managers in the events industry.
- Venue Managers and their operational teams.
- Festival Organizers.
- Corporate Event Planners.
- Public Relations and Marketing professionals involved in event execution.

Target Sectors and Industries:

- Sports and Entertainment.
- Hospitality and Tourism.
- MICE (Meetings, Incentives, Conferences, and Exhibitions).
- Music and Arts Festivals.
- Corporate Events and Product Launches.
- Non-Profit and Fundraising Galas.
- Governmental agencies organizing public ceremonies and national events.
- Exhibition and Trade Show Management.

Target Organizations Departments:

- Operations Department.
- Logistics and Supply Chain Department.
- Procurement and Purchasing Department.
- Event Management and Planning Department.
- Project Management Office (PMO).
- Facilities and Venue Management.
- Marketing and Communications.
- Finance and Budgeting.

Course Offerings:

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

- Develop a comprehensive logistics master plan for large-scale events.
- Master strategic sourcing, procurement, and vendor management techniques specific to the events industry.
- Design and implement effective on-site logistics and material handling systems.
- Analyze and mitigate supply chain risks through robust contingency planning.
- Manage the complexities of transportation, freight, and customs for international events.
- Integrate technology and logistics software to optimize event operations and visibility.
- Coordinate multi-agency and stakeholder logistics for security, health, and safety.
- Implement sustainable practices within the event supply chain.
- Conduct post-event logistical analysis and performance measurement for continuous improvement.
- Optimize crowd flow and management logistics for enhanced attendee experience.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning to real-world scenarios. We move beyond traditional lectures to create a dynamic learning environment. The course is built around a series of in-depth case studies of major global events, allowing participants to analyze both successes and failures in event logistics. Through interactive workshops and group-based problem-solving exercises, attendees will collaborate to design logistics plans, develop risk mitigation strategies, and tackle simulated operational challenges. Expert-led discussions will facilitate the sharing of best practices and innovative solutions. The program emphasizes a hands-on approach, where participants will draft key logistical documents and present their strategies for peer and instructor feedback. This immersive methodology ensures a deep understanding of the complexities of event logistics and equips participants with the confidence and competence to manage high-stakes event supply chains effectively. Our experienced facilitators guide each session to ensure that theoretical concepts are firmly linked to practical, actionable outcomes.

Course Agenda (Course Units):

Unit One: Foundations of Major Event Logistics

- Introduction to the unique characteristics of event supply chains.
- The event logistics lifecycle from concept to dissolution.
- Identifying and managing key stakeholders and partners.
- Core principles of project management for event logistics.
- Defining scope, objectives, and key performance indicators (KPIs).
- The role of logistics in the overall event experience.
- Legal, regulatory, and compliance frameworks for major events.

Unit Two: Strategic Planning and Procurement

- Developing the event logistics master plan.
- Budgeting and cost control for logistics operations.
- Strategic sourcing and procurement strategies for event suppliers.
- Vendor selection, negotiation, and contract management.
- Risk assessment and contingency planning for supply chain disruptions.
- Site selection and venue logistics analysis.
- Resource planning for personnel, equipment, and materials.

Unit Three: On-Site and Operational Logistics Management

- Venue layout planning and spatial management.
- Managing inbound logistics, receiving, and inventory control.
- On-site material handling, distribution, and asset tracking.
- Transportation logistics for equipment, staff, and attendees.
- Crowd management logistics and flow optimization.
- Communication systems and coordination with on-site teams.
- Integration of technology, RFID, and logistics management software.

Unit Four: Specialized Logistics and Compliance

- Security logistics and coordination with safety agencies.
- Waste management and sustainable logistics practices.
- Catering and hospitality supply chain management.
- Logistics for temporary structures and utilities (power, water, IT).
- Managing customs, freight, and logistics for international events.
- Health, safety, and emergency response logistics.
- Audiovisual (AV) and technical production logistics.

Unit Five: Post-Event Operations and Future Trends

- Managing event breakdown, teardown, and site clearance.
- Reverse logistics and asset recovery strategies.
- Post-event reporting and performance analysis.
- Financial reconciliation and supplier performance reviews.
- Gathering feedback for continuous improvement.
- Innovations and future trends in event logistics technology.
- Building a resilient and agile event logistics framework for the future.

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 logistics professionals balance the demand for spectacular, technology-driven event experiences with the growing imperative for environmental sustainability and social responsibility?

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

This course distinguishes itself by moving beyond standard supply chain theory to focus exclusively on the high-pressure, time-sensitive, and project-based nature of major event logistics. Unlike generic logistics programs, every module is tailored to address the unique challenges of the events industry, from managing temporary infrastructures to coordinating mass-scale crowd movements. The curriculum is built upon a foundation of real-world case studies, analyzing the intricate logistical operations behind globally recognized sporting events, festivals, and conferences. This practical, problem-solving approach ensures participants learn not just the 'what' but the 'how' and 'why' of successful event execution. Furthermore, the course places a significant emphasis on risk management and contingency planning, equipping professionals with the skills to build resilient supply chains that can withstand unforeseen disruptions a critical competency in the unpredictable world of live events. The focus is on developing strategic thinking and operational agility, providing insights into sustainable practices and technological integration that are shaping the future of the industry. It is an immersive academic and practical experience designed for professionals who need to deliver flawless logistical performance under immense pressure.