Entertainment Infrastructure Project Management Training Course



14 - 18 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #EL9538_274371

Course Introduction / Overview:

The development of entertainment infrastructure, from iconic stadiums and sprawling theme parks to state-of-the-art concert venues, represents some of the most complex and high-stakes endeavors in modern project management. These projects are unique not only in their scale but also in their blend of engineering, technology, creativity, and intense public scrutiny. This specialized training course provides a comprehensive framework for navigating the entire project lifecycle of entertainment infrastructure. Drawing on principles from leading thinkers in mega-project management like Dr. Bent Flyvbjerg, author of "Megaprojects and Risk: An Anatomy of Ambition", this program delves into the specific challenges of the sector. Participants will learn to manage intricate stakeholder relationships, mitigate unique risks associated with event-driven deadlines, and integrate cutting-edge technology to enhance the guest experience. BIG BEN Training Center has designed this course to move beyond generic project management theories, offering practical strategies and real-world case studies tailored to the entertainment industry. This ensures that professionals are equipped not just to deliver projects on time and within budget, but to create landmark venues that captivate audiences and provide lasting value. The curriculum focuses on a holistic approach, covering everything from initial feasibility and funding models to construction logistics, venue commissioning, and operational handover.

Target Audience / This training course is suitable for:

- Project Managers and Project Directors.
- Construction Managers and Site Supervisors.
- Real Estate Developers specializing in commercial or entertainment properties.
- Urban Planners and City Development Officials.
- Event Producers and Operations Managers.
- Architects and Engineers involved in venue design.
- Investment Analysts and Portfolio Managers focused on infrastructure.
- Procurement and Contract Managers.
- Facility and Venue Managers.
- Government Officials from tourism, sports, and culture ministries.

Target Sectors and Industries:

- Entertainment and Media.
- Commercial Real Estate and Development.
- Construction and Engineering.
- Tourism and Hospitality.
- Sports and Recreation.
- Arts and Culture.
- Government Agencies and Public Works.
- Investment and Financial Services.
- Technology and Audiovisual Integration.

Target Organizations Departments:

- Project Management Office (PMO).
- Capital Projects and Infrastructure Development.
- Engineering and Construction.
- Operations and Venue Management.
- Strategic Planning and Business Development.
- Finance and Investment.
- Procurement and Contracts.
- Urban Planning and Development.
- Public-Private Partnership (PPP) Units.
- Facilities Management.

Course Offerings:

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

- Develop a comprehensive project charter and scope statement specific to an entertainment venue.
- Conduct detailed feasibility studies and financial modeling for large-scale entertainment projects.
- Master stakeholder analysis and communication strategies for diverse groups including investors, government, and the public.
- Implement robust risk identification and mitigation plans tailored to the entertainment industry's unique challenges.
- Manage complex procurement and contract negotiation processes with specialized vendors and contractors.
- Oversee the integration of advanced technologies such as audiovisual systems, security, and smart venue features.
- Apply effective scheduling and cost control techniques to keep projects on track and within budget.
- Ensure compliance with safety, accessibility, and environmental regulations throughout the project lifecycle.
- Plan and execute a smooth venue commissioning and operational handover process.
- Evaluate project success using key performance indicators beyond traditional time and cost metrics.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning to real-world scenarios. This course moves beyond theoretical lectures to foster a dynamic learning environment built on a foundation of case studies from globally recognized entertainment infrastructure projects. Participants will analyze the successes and failures of iconic stadiums, theme parks, and cultural centers, dissecting the project management decisions that shaped their outcomes. Collaborative group workshops will be a central feature, where attendees work in teams to solve complex problems related to budgeting, risk management, and stakeholder engagement for a hypothetical entertainment venue. Interactive sessions, expert-led discussions, and peer-to-peer feedback will encourage the sharing of diverse perspectives and experiences. The course emphasizes a hands-on approach, utilizing project simulations and planning exercises that mirror the challenges faced in the field. This blend of analytical case studies, collaborative problem-solving, and practical application ensures a deep and lasting understanding of the principles of entertainment infrastructure project management.

Course Agenda (Course Units):

Unit One: Foundations of Entertainment Project Management

- Introduction to the Entertainment Infrastructure Sector.
- The Unique Characteristics of Entertainment Projects.
- The Project Management Lifecycle in Venue Development.
- Key Stakeholders and Their Influence.
- Defining Project Success Beyond Time, Cost, and Scope.
- The Role of the Project Manager in Entertainment Development.
- Ethical Considerations and Community Engagement.

Unit Two: Project Initiation and Feasibility

- Developing the Business Case and Project Charter.
- Conducting Comprehensive Feasibility Studies.
- Site Selection and Environmental Impact Assessment.
- Financial Modeling, Funding Strategies, and Public-Private Partnerships.
- Initial Risk Assessment and Opportunity Analysis.
- Concept Development and Master Planning.
- Securing Preliminary Approvals and Entitlements.

Unit Three: Strategic Planning and Design Management

- Detailed Scope Definition and Work Breakdown Structure (WBS).
- Integrated Project Scheduling and Critical Path Method.
- Budgeting, Cost Estimation, and Contingency Planning.
- Managing the Architectural and Engineering Design Process.
- Value Engineering for Entertainment Venues.
- Procurement Strategies and Contractor Selection.
- Developing a Comprehensive Project Management Plan.

Unit Four: Execution, Monitoring, and Control

- Managing On-Site Construction and Logistics.
- Quality Assurance and Quality Control in Venue Construction.
- Integrating Specialized Systems (AV, IT, Security).
- Risk Monitoring and Response Implementation.
- Stakeholder Communication and Reporting.
- Change Control and Scope Management.
- Health, Safety, and Environmental (HSE) Management.

Unit Five: Commissioning, Closeout, and Operations

- Venue Commissioning and Systems Testing.
- Managing Project Handover to the Operations Team.
- Contractual Closeout and Final Payments.
- Post-Project Evaluation and Lessons Learned.
- Operational Readiness and Grand Opening Planning.
- Asset Management and Lifecycle Costing for Venues.
- Legacy Planning and Long-Term Venue Viability.

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 project managers balance the drive for iconic, technologically advanced entertainment venues with the growing demands for long-term sustainability and community integration?

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

This course distinguishes itself by moving beyond the generic principles of project management to offer a highly specialized and contextualized curriculum focused exclusively on the entertainment infrastructure sector. Unlike standard project management training that applies a one-size-fits-all approach, this program is meticulously crafted to address the unique variables of developing venues like stadiums, arenas, and theme parks. The core differentiator is its emphasis on the non-traditional success factors critical in this industry, such as guest experience design, event-driven deadlines, complex public-private partnerships, and the management of intense media and community scrutiny. We delve into case studies that are directly relevant, analyzing why some iconic venues succeed in creating a lasting legacy while others face operational or financial challenges post-launch. The curriculum prioritizes strategic thinking over software proficiency, teaching participants how to navigate the intricate web of stakeholders—from artists and sports leagues to government bodies and local communities. The academic rigor is grounded in practical application, ensuring that participants leave not just with knowledge of processes, but with the strategic insight and specialized skills required to lead high-profile entertainment development projects from concept to grand opening.