Sustainable Event Management and Green Conferencing Training Course



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4100 € (Per Person)

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Course Introduction / Overview:

The global events industry is undergoing a profound transformation, driven by a growing demand for corporate social responsibility and environmental stewardship. This course provides a comprehensive roadmap for professionals seeking to lead this change by designing, managing, and executing events that are not only memorable but also socially and environmentally responsible. Moving beyond basic "green" checklists, this program delves into the core principles of sustainability, equipping participants with the strategic skills to minimize environmental impact, maximize social benefits, and enhance brand reputation. Drawing on pioneering frameworks discussed by experts like Dr. Meegan Jones in her seminal work, "Sustainable Event Management: A Practical Guide," we will explore the entire event lifecycle from a sustainability perspective. Participants will learn to integrate sustainable practices into every stage, from initial concept and supply chain management to on-site execution and post-event reporting. BIG BEN Training Center has designed this course to be intensely practical, focusing on actionable strategies for reducing an event's carbon footprint, implementing effective waste management systems, and engaging stakeholders in the sustainability journey. This is an essential training for any professional aiming to create impactful events that align with the triple bottom line of people, planet, and profit.

Target Audience / This training course is suitable for:

- Event Managers and Planners.
- Conference and Exhibition Organizers.
- Corporate Social Responsibility (CSR) Managers.
- Marketing and Communications Professionals.
- Public Relations Specialists.
- Procurement and Supply Chain Managers.
- Venue Managers and Staff.
- Sustainability Officers and Consultants.
- Project Managers in corporate and non-profit sectors.
- Hotel and Hospitality Managers.

Target Sectors and Industries:

- Corporate and Business Sector.
- Hospitality, Tourism, and Travel Industry.
- Non-Profit and Non-Governmental Organizations (NGOs).
- Governmental Agencies and Public Sector Bodies.
- Education and Academic Institutions.
- Entertainment, Sports, and Media Industries.
- Professional Conference Organizers (PCOs).
- Marketing and Public Relations Agencies.

Target Organizations Departments:

- Events and Conference Planning Department.
- Marketing and Brand Management.
- Corporate Social Responsibility (CSR) and Sustainability.
- Procurement and Purchasing.
- Operations and Logistics.
- Public Relations and Corporate Communications.
- Facilities and Venue Management.
- Human Resources and Employee Engagement.

Course Offerings:

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

- Develop a comprehensive sustainable event plan based on ISO 20121 standards.
- Integrate sustainability criteria into venue selection and supply chain management.
- Implement effective waste, water, and energy management strategies on-site.
- Calculate and devise strategies to reduce an event's carbon footprint.
- Communicate sustainability initiatives effectively to stakeholders without greenwashing.
- Engage attendees, sponsors, and the community in sustainability goals.
- Measure and report on the environmental and social impact of events.
- Analyze the return on investment (ROI) of green conferencing practices.
- Create a lasting positive legacy from events and conferences.
- Identify and leverage emerging trends and technologies in sustainable event management.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in a real-world context. This course moves beyond traditional lectures to foster a dynamic learning environment built on participation and collaboration. A cornerstone of our approach is the use of real-world case studies, where participants will analyze successful sustainable events and deconstruct the strategies that led to their success. Interactive workshops and group exercises will challenge participants to work in teams to develop a sustainable event charter, map a green supply chain, and create a sustainability communications plan. Role-playing scenarios will be utilized to hone skills in stakeholder negotiation and engagement, preparing participants for critical conversations with vendors, sponsors, and internal teams. Throughout the course, there will be a strong emphasis on peer-to-peer learning and feedback, allowing for a rich exchange of ideas and experiences. Our expert facilitators guide each session, providing personalized feedback and ensuring that theoretical concepts are firmly linked to practical, actionable outcomes. This hands-on approach guarantees a deep and lasting understanding of sustainable event management principles.

Course Agenda (Course Units):

Unit One: Foundations of Sustainable Event Management

- Introduction to sustainability in the events industry.
- Understanding the triple bottom line: People, Planet, Profit.
- Key concepts: Carbon footprint, circular economy, and life cycle assessment.
- The business case for sustainable events and green conferencing.
- Global standards and frameworks, including an introduction to ISO 20121.
- Identifying and analyzing environmental and social impacts of events.
- The role of the sustainable event professional.

Unit Two: Strategic Planning for Green Events and Conferences

- Developing a sustainable event policy and vision statement.
- Setting clear, measurable sustainability objectives and targets (SMART goals).
- Stakeholder mapping and engagement strategies.
- Sustainable venue selection criteria and assessments.
- Building a green supply chain: Sustainable procurement and vendor selection.
- Budgeting for sustainability and identifying cost savings.
- Integrating sustainability into the event design and program.

Unit Three: Sustainable On-Site Operations and Logistics

- Implementing a comprehensive waste management plan: Reduce, Reuse, Recycle.
- Strategies for energy conservation and renewable energy sourcing.
- Water conservation techniques for venues and attendees.
- Sustainable food and beverage sourcing and management.
- Promoting and managing sustainable transportation options.
- Eco-friendly materials for signage, decor, and delegate materials.
- Managing the social impacts: Accessibility, diversity, and community engagement.

Unit Four: Marketing, Communication, and Stakeholder Engagement

- Crafting an authentic sustainability message.
- Avoiding greenwashing: Transparent and credible communication.
- Using digital marketing and event tech to promote sustainability.
- Engaging attendees before, during, and after the event.
- Communicating sustainability requirements to suppliers and partners.
- Leveraging sustainability for sponsorship and media opportunities.
- Training staff and volunteers on sustainable practices.

Unit Five: Measurement, Reporting, and Legacy of Sustainable Events

- Methods for measuring and monitoring sustainability performance.
- Introduction to sustainability reporting frameworks (e.g., GRI Standards).
- Conducting post-event sustainability assessments.
- Calculating the return on investment (ROI) of sustainable initiatives.
- Creating and communicating a post-event sustainability report.
- Planning for a positive event legacy and community impact.
- Future trends and innovations in sustainable event management.

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:

Beyond carbon offsetting, how can the event industry fundamentally redesign its models to operate within a truly circular economy, and what role does technology play in this transformation?

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

This course distinguishes itself by moving beyond surface-level checklists to cultivate a deep, strategic understanding of sustainability as a core business function within the events industry. While other programs may focus on isolated tactics like recycling bins or paperless ticketing, this curriculum is built around a holistic, lifecycle approach grounded in established international standards like ISO 20121. We emphasize the critical link between sustainability and financial performance, equipping participants with the skills to build a robust business case and demonstrate a clear return on investment for green initiatives. A significant differentiator is our focus on stakeholder theory and the art of communication; participants learn not just what to do, but how to achieve buy-in from suppliers, sponsors, senior management, and attendees. The curriculum is forward-looking, addressing not only current best practices but also emerging concepts like the circular economy and the long-term legacy of events. By blending rigorous academic principles with practical, hands-on workshops and real-world case studies, the course ensures that participants leave not as tactical implementers, but as strategic leaders capable of driving meaningful and lasting change in their organizations and the industry at large.