

EVENT MARKETING & BRANDING

Agile Event Project Management & AI Co-Pilots

A two-day programme in agile event project management with ai, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Applies software development methodologies (Scrum, Kanban, Agile) combined with autonomous AI co-pilots to streamline event planning timelines, vendor workflows, and execution speed.

What participants will learn

- 01** Accelerate planning timelines by 40% using AI-assisted workflow automation.
- 02** Eliminate operational bottlenecks using flexible, iterative Agile sprint structures.
- 03** Improve cross-functional team collaboration across remote and on-site vendors.

Who should attend

Event planners and managers, marketing and brand teams, communication professionals, venue operators and experience designers.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 | Foundations and core skills

01 Agile Methodologies Applied to Event Operations

- Adapting Scrum sprints, daily standups, and Kanban workflows for fast-paced event execution.

02 Autonomous AI Agents as Planning Co-Pilots

- Using specialized AI agents for auto-generating contracts, vendor RFPs, and master schedules.

03 Real-Time Dynamic Resource Allocation

- Managing task assignments, budget shifts, and vendor tracking dynamically under tight deadlines.

04 Automated Vendor Management & Smart RFPs

- Streamlining vendor bidding, service level agreements (SLAs), and performance tracking.

Detailed programme

Day 2 | Application and action planning

05 Collaborative Cloud Command Centers

- Setting up centralized operational dashboards for real-time communication between site and remote teams.

06 Continuous Integration & Post-Sprint Retrospectives

- Running iterative operational tests prior to event day and post-event improvement loops.

07 Change Management & Handling Scope Creep

- Managing last-minute client requests, speaker shifts, and budget constraints without delays.

08 Agile Event Setup Lab

- Building a fully functional Agile project board with integrated AI automation routines.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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