

EVENT MARKETING & BRANDING

Mastering Global Festival, Sports & Mass Gathering Design

A two-day programme in festival, sports & mass gathering management, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Addresses the logistical, strategic, and creative complexities of managing massive scale events (20,000+ attendees). Includes mega-stage design, crowd safety dynamics, multi-day master planning, and city-wide activations.

What participants will learn

- 01** Master mega-scale crowd control, egress, and safety dynamics for massive audiences.
- 02** Coordinate complex multi-stage AV installations, artist logistics, and temporary infrastructure.
- 03** Scale food, beverage, sanitation, and transit infrastructure smoothly under peak load.

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 Strategic Architecture of Mega-Scale Events

- Master planning, spatial layout, and site selection for 20,000 to 100,000+ attendee gatherings.

02 Crowd Science, Density Modeling & Safe Flow

- Utilizing computer fluid dynamics and real-time tracking to prevent bottle-necks and stampedes.

03 Mega-Stage Engineering & Immersive AV Production

- Managing massive LED displays, kinetic stage lighting, aerial rigging, and stadium-level audio.

04 City-Wide Logistics, Transit & Permitting

- Coordinating with municipal authorities, public transport networks, emergency services, and local communities.

Detailed programme

Day 2 | Application and action planning

05 Mass Food, Beverage & Sanitation Infrastructure

- Deploying scalable catering hubs, bio-toilet arrays, hydration stations, and continuous waste collection.

06 Artist, Athlete & Keynote Hospitality Management

- Constructing compound logistics, private transport, green rooms, and specialized rider fulfillment.

07 Dynamic Broadcast & High-Capacity Stream Infrastructure

- Setting up satellite uplink arrays, 6G broadcast pods, and global syndication pipelines.

08 Mega-Event Master Plan Case Study

- Developing an operational master plan for a multi-day international festival or sports event.

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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