

EVENT MARKETING & BRANDING

Sustainable, Regenerative & Zero-Waste Event Management

A two-day programme in sustainable & zero-waste event management, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Moves beyond basic recycling into circular economy principles, carbon-negative event operations, and net-zero regeneration. Event leaders will learn strategies for sustainable sourcing, zero-emission transportation, and measuring total lifecycle impacts.

What participants will learn

- 01** Transition event operations from basic sustainability to active environmental regeneration.
- 02** Perform carbon auditing and achieve internationally recognized net-zero compliance.
- 03** Build circular supply chains that eliminate event waste and reduce operational expenditure.

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 The Regenerative Event Paradigm shift

- Moving from 'less harm' to positive environmental impact and circular economy principles.

02 Carbon Footprint Measurement & Scope 1-3 Auditing

- Utilizing automated carbon calculators, IoT energy trackers, and verified offset verification.

03 Zero-Waste Supply Chains & Biomaterial Stage Design

- Sourcing biodegradable, modular, and reusable materials for stage sets and exhibition booths.

04 Sustainable Food & Beverage Architecture

- Implementing zero-mile catering, plant-forward menus, circular packaging, and organic waste biodigesters.

Detailed programme

Day 2 | Application and action planning

05 Clean Energy & Low-Carbon Transportation Strategies

- Integration of micro-grids, renewable energy storage, and electrified attendee transit logistics.

06 Stakeholder Engagement & Behavioral Green Nudges

- Encouraging eco-conscious attendee behavior through game design and green incentive programs.

07 ISO 20121 Compliance & Sustainability Reporting

- Navigating global regulatory frameworks, ESG compliance, and transparent impact reporting.

08 Workshop: Developing Your Event's Net-Zero Roadmap

- Building an actionable carbon reduction and circular strategy for immediate implementation.

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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