

ADVANCED LEADERSHIP PROGRAM IN COMMUNICATION & SUSTAINABLE EVENT INNOVATION



GENTEX[®]
TRAINING CENTER



Introduction

Events and communication campaigns carry an organisation's message and its environmental footprint at the same time. The Advanced Leadership Program in Communication & Sustainable Event Innovation Training Course prepares leaders to manage both with equal discipline. Participants learn to design communication strategies that hold attention, and to plan events that meet sustainability standards rather than merely claiming to. Furthermore, the course covers stakeholder messaging, crisis communication, and sponsorship relationships. In addition, it addresses carbon measurement, waste reduction, and accessibility at events. As a result, participants return able to lead communication and event programmes that are credible, measurable, and responsible.

Advanced Leadership Program in Communication & Sustainable Event Innovation Course Objectives

- Build integrated communication strategies aligned with organisational objectives.
- Apply message development frameworks and audience segmentation methods.
- Design event concepts using design thinking and experience mapping.
- Apply the ISO 20121 sustainable event management standard.
- Measure and reduce event carbon footprint using the GHG Protocol.
- Plan waste reduction, recycling, and responsible sourcing at events.
- Build accessibility and inclusion requirements into event design.
- Manage sponsorship, partner, and vendor relationships professionally.
- Handle crisis communication and reputational issues during live events.
- Evaluate communication and event performance with clear KPIs.

Course Methodology



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- Instructor-led sessions linking communication strategy to event delivery.
- Case studies of sustainable events and communication campaigns.
- Practical exercises in messaging, event concept design, and cost planning.
- Simulation of live event incidents and crisis communication response.
- Group workshops building a sustainable event plan and communication strategy.
- Continuous knowledge checks and a final assessed programme project.

Who Should Take This Course

- Communication and public relations managers.
- Events managers and conference organisers.
- Marketing and brand leaders running live programmes.
- Corporate social responsibility and sustainability officers.
- Protocol and corporate events coordinators.
- Agency professionals handling events and campaigns.

Advanced Leadership Program in Communication & Sustainable Event Innovation Course Outlines

Day 1: Communication Strategy and Leadership

- Building communication strategy from organisational objectives.
- Audience segmentation and stakeholder mapping.
- Message development and the message house model.
- Channel selection across media, digital, and internal platforms.
- Communication governance, approvals, and spokesperson roles.
- Measuring communication reach, sentiment, and engagement.



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- Workshop: drafting a communication strategy for a campaign.

Day 2: Event Concept, Design, and Experience

- Defining event objectives, audiences, and success criteria.
- Design thinking applied to event concept development.
- Experience mapping and attendee journey design.
- Programme design, speaker selection, and content flow.
- Venue selection, logistics, and technical planning.
- Budget planning, cost control, and sponsorship models.
- Workshop: designing an event concept and attendee journey.

Day 3: Sustainability Standards and Carbon Management

- ISO 20121 sustainable event management principles.
- Carbon footprint measurement using the GHG Protocol scopes.
- Energy, transport, catering, and accommodation impacts.
- Sustainable sourcing, local supply, and fair trade options.
- Waste reduction, recycling, and single-use elimination.
- Certification, reporting, and communicating sustainability claims.
- Workshop: building a sustainability and carbon plan for an event.

Day 4: Accessibility, Safety, and Stakeholder Management

- Accessibility requirements and inclusive event design.



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- Crowd safety, risk assessment, and contingency planning.
- Permits, insurance, and regulatory compliance.
- Sponsor, partner, and vendor negotiation and management.
- Speaker and VIP protocol and handling.
- Volunteer and staff briefing and coordination.
- Workshop: producing an event risk and accessibility plan.

Day 5: Crisis Communication and Performance Evaluation

- Crisis communication principles and holding statements.
- Managing incidents and reputational issues during live events.
- Media handling and social media monitoring in real time.
- Event and campaign KPIs: attendance, engagement, carbon, satisfaction.
- Post-event evaluation and lessons learned reviews.
- Building a sustainable communication and events roadmap.
- Workshop: presenting a communications and events improvement plan.

Conclusion



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By successfully completing the Advanced Leadership Program in Communication & Sustainable Event Innovation Training Course, participants will have acquired the knowledge to design communication strategies that land, plan events against ISO 20121 sustainability requirements, measure and reduce carbon impact, manage risk and accessibility, and handle crisis communication during live programmes. They will also gain the ability to evaluate performance through engagement, sustainability, and satisfaction measures. Furthermore, the course prepares leaders to run events that are both persuasive and responsible. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready communication and event leadership.

FAQs

Q1 What is the "Advanced Leadership Program in Communication & Sustainable Event Innovation" course about?

It is a practical programme on leading communication and event programmes responsibly. It covers communication strategy and messaging, event concept and experience design, ISO 20121 sustainable event management, carbon measurement with the GHG Protocol, accessibility and safety, sponsorship management, crisis communication, and performance evaluation.





Q2 What are the key benefits of the "Advanced Leadership Program in Communication & Sustainable Event Innovation" course?

Participants gain the ability to run events and campaigns that deliver a clear message while meeting sustainability expectations, which strengthens credibility with partners, regulators, and the public. The course reduces reputational and safety risk, improves budget and sponsor control, and provides measurable evidence of both communication reach and environmental performance.

Q3 What skills will I gain from the "Advanced Leadership Program in Communication & Sustainable Event Innovation" course?

Communication strategy and message development; event concept, experience and logistics design; sustainable event management and carbon measurement; and risk, accessibility, sponsorship and crisis communication management.

Q4 What tools, methods, or standards are covered in the "Advanced Leadership Program in Communication & Sustainable Event Innovation" course?

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The course covers the message house model, audience segmentation and stakeholder mapping, design thinking and experience mapping for events, the ISO 20121 sustainable event management standard, the GHG Protocol scopes for carbon accounting, waste reduction and responsible sourcing practices, accessibility requirements, crowd safety and risk assessment methods, holding statement protocols for crisis communication, and event and campaign KPIs.

Q5 How is the "Advanced Leadership Program in Communication & Sustainable Event Innovation" course applied in real-world practice?

Graduates apply it by building a communication strategy with defined audiences and messages, designing event concepts against sustainability and accessibility criteria, and measuring carbon, waste, and attendance results. They also manage sponsors and vendors under clear agreements, monitor social media during live events, and issue holding statements quickly if an incident occurs.

