

# Event Coordinator Apprenticeship Level 3

15 month programme



Fully refreshed for 2026, the apprenticeship combines elements of marketing, communications, project management, logistics and sustainability and is an ideal first stop for new entrants or for upgrading the skills of existing junior staff.

In addition to knowledge, apprentices gain the skills and behaviours they need. They develop strong internal and external communication skills, generate creative ideas, work well within a team and become competent, respectful and, above all, adaptable to the needs of each project.



The course is delivered through half day online seminars using Microsoft Teams, small group round tables, project work, self-directed learning with online resources and regular coaching from an experienced event professional. There is also a field visit to a trade show.

We partner with line managers to shape the workplace element of apprenticeships, making sure they have real value. This mix of practical learning and everyday skills helps apprentices get started with confidence and keep developing as they grow in their roles.

Over 15 months, the apprentice will develop knowledge, skills and behaviours in personal management and communication, sustainability, ethical practice and EDI, the full event lifecycle, event creation, logistics and onsite management, marketing, technology, risk management and evaluation.

The standard has been fully revised following two years of industry consultation.

Formerly known as Events Assistant, the renamed standard reflects the greater scope and responsibility of the role in today's market

“

*It has been amazing to go through this learning journey with [the apprentice]. There's been a great layering of topics and the support that we have received from JGA has been wonderful, thank you.”*

**Apprentice Line Manager  
Royal Opera House**



Interested in the Event Coordinator apprenticeship?  
**Get in touch.**

Scan the QR code or contact the team via  
[sales@jga-group.co.uk](mailto:sales@jga-group.co.uk) or 020 8426 2666

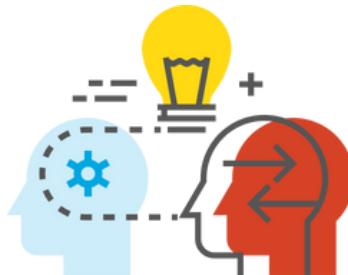


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- ✓ Small group interactive seminars and round tables
- ✓ Regular coaching by experienced event practitioner
- ✓ Field visit to trade show
- ✓ Comprehensive support for both apprentices and line managers
- ✓ Resources provided for mental health and well-being
- ✓ Support from neurodiversity specialist



## MODULE ONE →

### Introduction to events

- Understanding an event brief
- Roles and responsibilities
- Using IT and software to manage project documentation
- Monitoring actions against the event plan

## MODULE TWO →

### Personal management and communications skill

- Planning and prioritisation
- Research, preparation and presenting to event stakeholders
- Managing and organising planning meetings

## MODULE THREE →

### Sustainability, ethical practices and EDI

- Sustainable and ethical practices in events
- Supporting stakeholders to ensure the application of equity, diversity and inclusion principles



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MODULE FOUR



MODULE FIVE



MODULE SIX



MODULE SEVEN



## The lifecycle of an event

- The tasks needed to support the full lifecycle of an event
- Sending resources to site and attendees
- Dealing with enquiries
- Registrations and payments

## Event creation

- Why clients choose to hold events and what purpose they serve
- Evaluating different types of event
- Contributing to the event team to create, design and plan events

## Event logistics

- Collaborating and building relationships with stakeholders to meet event expectations and objectives
- Supporting and delivering an onsite event to meet the event design and requirements

## Event marketing and event technology

- The role of marketing in event management
- Social media within the management of an event
- The changing face of technology, including AI, and its relevance to the events industry



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