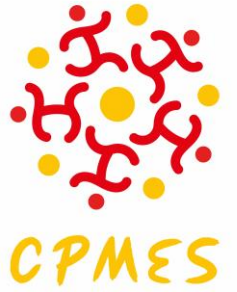


# Module 4

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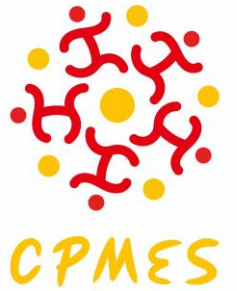
## MANAGEMENT OF SPORT EVENTS



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# Index

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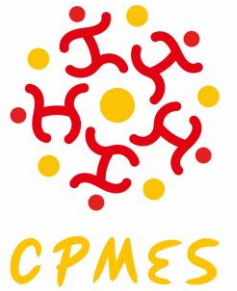


1. What is a sport event?
2. Design and plan sport events
3. Regulations, rights and obligations
4. Stages of development for a sport event
5. Broadcasting, publicity and marketing
6. Evaluation of the event
7. Head manager of the event



# 1. What is a sport event?

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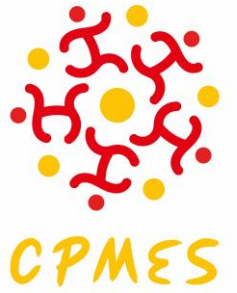
Shone and Bryan (2001) **Event:** "phenomenon that arises from non-routine occasions that have different objectives: leisure, cultural, personal or organizational objectives set separately from normal daily activity, the purpose of which is to enlighten, celebrate, entertain or challenge the experience of a group of people.

**Sport Event:** an athletic activity requiring skill or physical prowess, usually **competitive** in nature and governed by a **set of rules provided by a nationally recognized entity or by a local organization** engaged in the development and active promotion of the athletic activity.



# 1. What is a sport event?

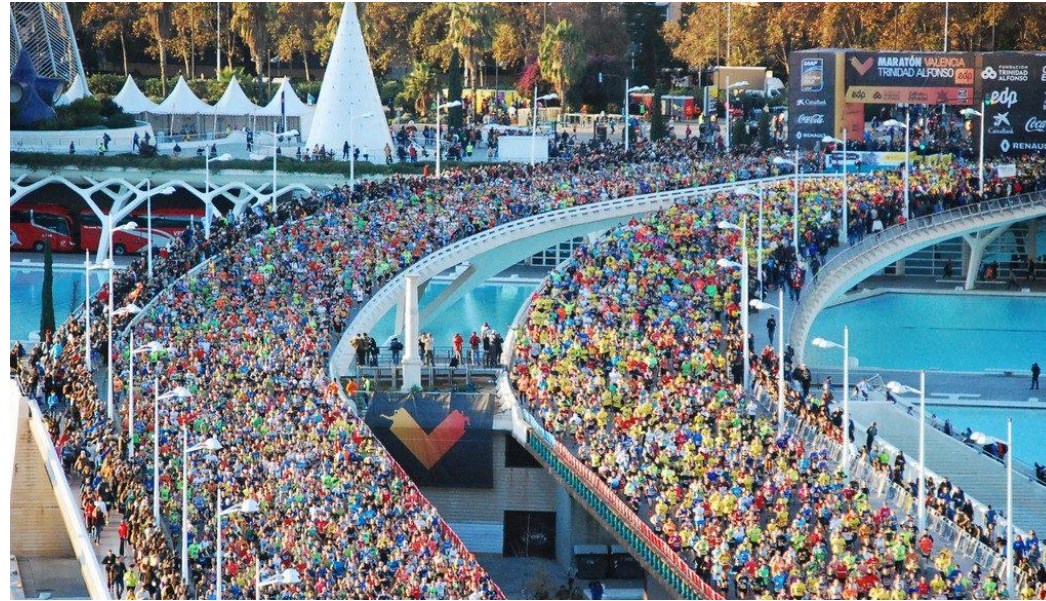
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- ☐ **Explore**
- ☐ **Value possibilities**
- ☐ **Environment:**
- ☐ **Norms and regulations**
- ☐ **Team work and organization (plan, development and evaluation)**
- ☐ **Sustainability (economic, social, environmental)**



## 2. Design and plan sport events



Explore supply – demand (What event would you like and what is possible to develop?:

- ☐ Area or zone where the are held (national, regional, local)
- ☐ Resources
- ☐ Realistic and sustainable

## 2. Design and plan sport events

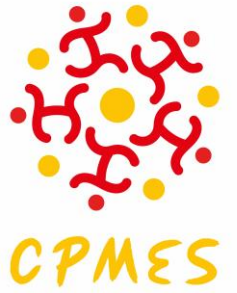


Value:

- ☐ Advantages vs disadvantages (pros and cons)
- ☐ Investment (cost-effectiveness: economic and time)
- ☐ Impact: short-medium-long term



## 2. Design and plan sport events



Environment and zone:

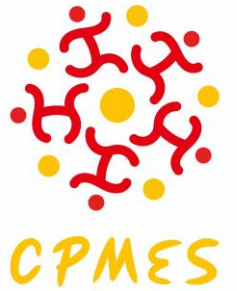
- ☐ Deep analysis of the reality of the area
- ☐ Regulations
- ☐ Target population
- ☐ Localization
- ☐ Economy



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# 2. Design and plan sport events

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## Norms and regulations

- ☐ International level
- ☐ National level
- ☐ Regional level
- ☐ Local level

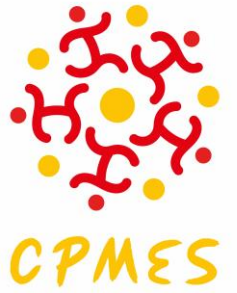
## Type of regulations

- Safety and security
- Roads and pathways
- Insurances
- Protected or natural environments
- River, sea, reservoir, National Parks...

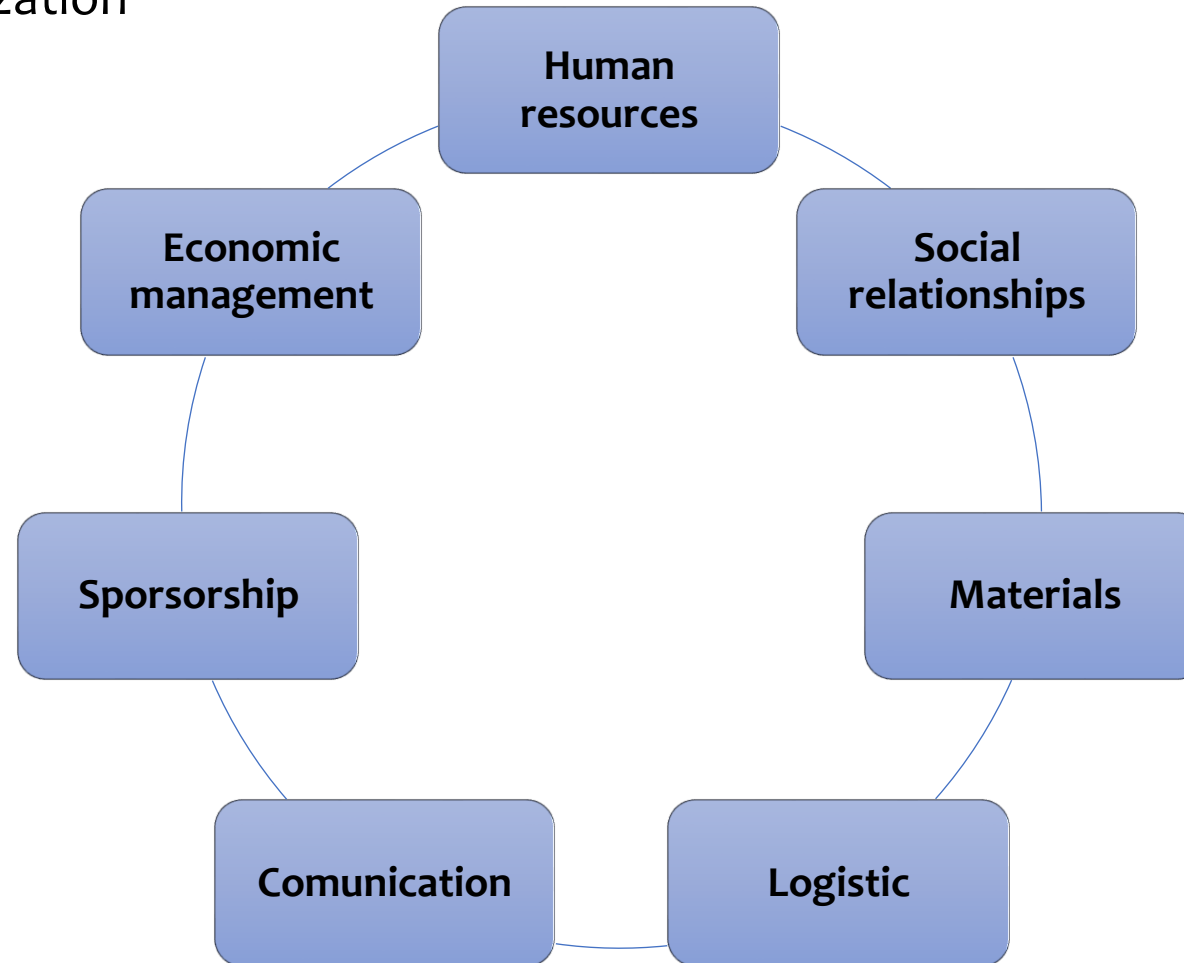




# 2. Design and plan sport events

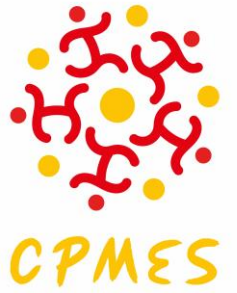


Team work and organization

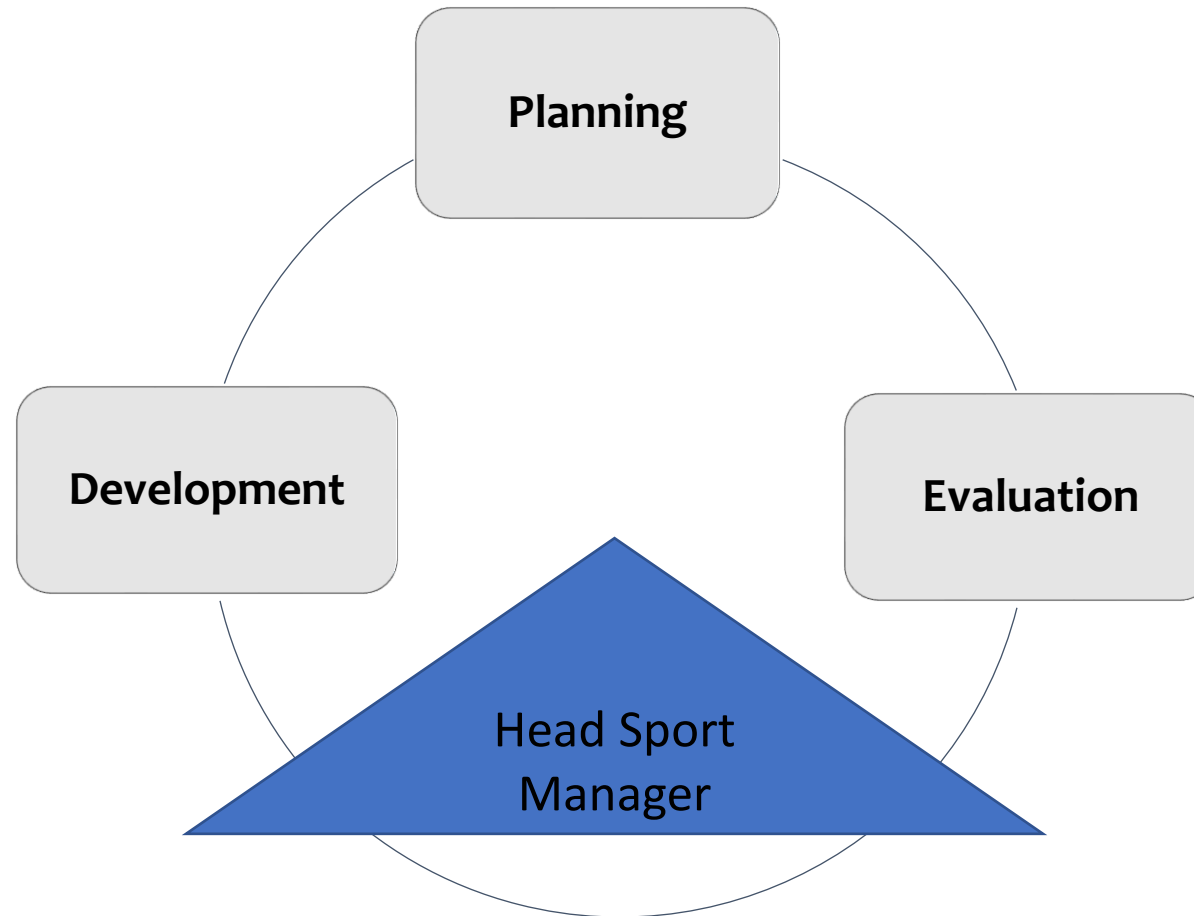


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# 2. Design and plan sport events

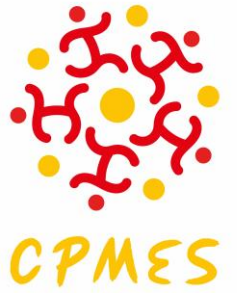


Team work and organization



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# 2. Design and plan sport events



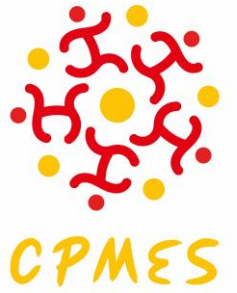
## Sustainability

- ☐ Economic: short-medium-long term
- ☐ Social: human resources, volunteers, participants, spectators...
- ☐ Environmental: good practices, examples, protection of nature...

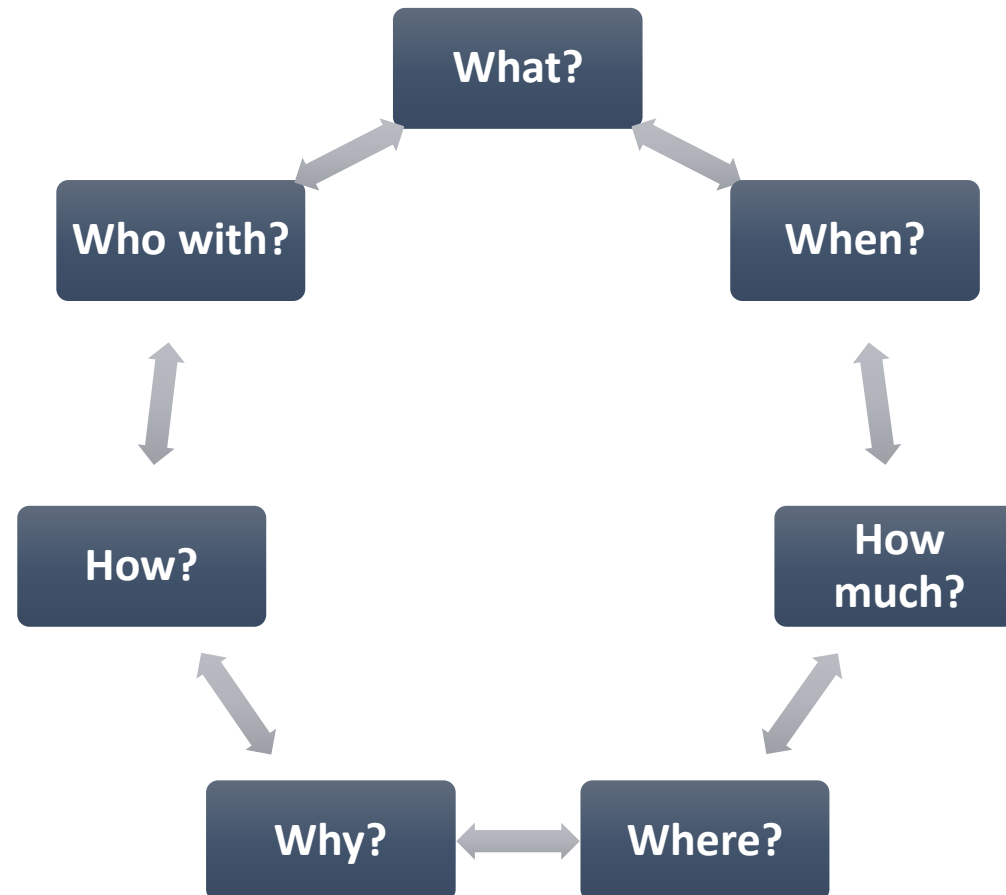


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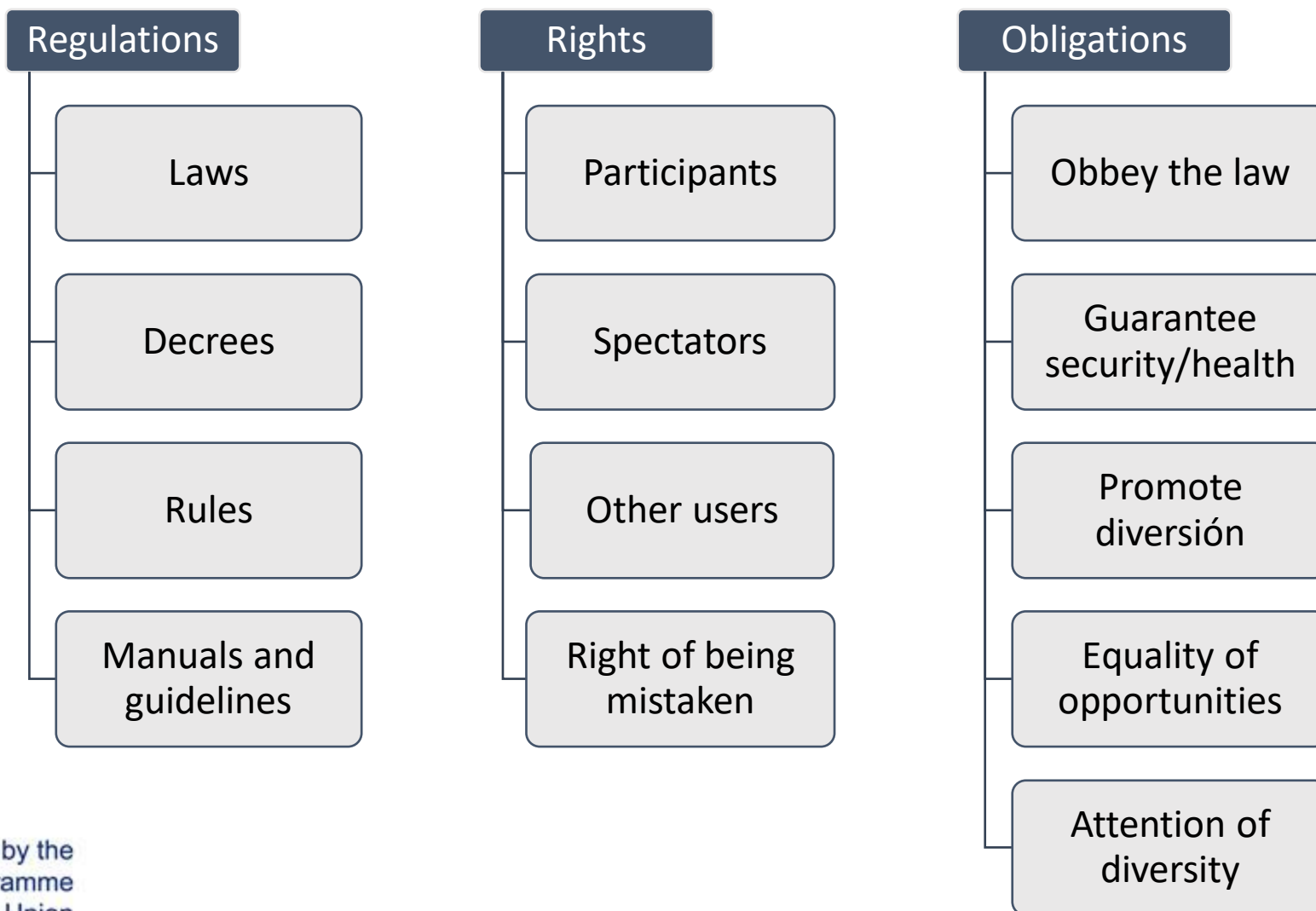
## 2. Design and plan sport events



Designing a plan **is important**  
A realistic plan **is essential**



# 3. Regulations, rights and obligations



# 3. Regulations, rights and obligations



## Norms and regulations

- ☐ National level
- ☐ Regional level
- ☐ Local level

- **Royal Decree 1428/2003 of 21 November 2003, approving the General Traffic Regulations.**

- **Royal Decree 849/1993, of 4 June 1993 (B.O.E. no. 149, of 23 June 1993), which determines the minimum benefits of the Compulsory Sports Insurance.**

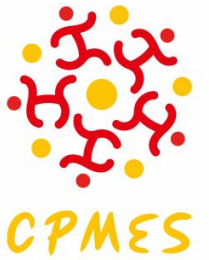
- **Law 15/2015, of 16 April, which regulates professions of Sport in Extremadura. Compulsory a Sport Director in Sport Events.**

- **Health and safety regulations: COVID-19, higylene, protocols...**





# 4. Stages of development for SE



## Stage 1

- Planning actions: materials, infrastructures, permissions, personnel...

## Stage 2

- Equipments and materials for the event: participants, spectators, sponsorships, authorities, mass media...

## Stage 3

- Development of the event. Coordination among departments

## Stage 4

- End of the event

## Stage 5

- Evaluation, outcomes, feedback, objective achieved, improvements...



# 4. Stages of development for SE

## Coordination and programming in sport events

- ☐ Schedule of activities and actions
- ☐ Registration of participants: dates
- ☐ Sponsorships
- ☐ Volunteers collection
- ☐ List of materials
- ☐ Broadcasting plan and mass media
- ☐ Meeting for security and action plan
- ☐ Health care services and first aid: ambulance, doctor, nurses, rescue personnel etc.
- ☐ Accommodation of sportmen/sportswomen
- ☐ Accommodation of personnel
- ☐ Mailing to participants: relevant information



# 4. Stages of development for SE



## Logistic for the event

- ☐ Before the event (one week or more)
  - Training of the staff event and volunteers: courtesy, politeness, attention competences
  - Motivate staff and volunteers: belonging sense toward the event.
- ☐ Just before the event (the previous day)
- ☐ During the event
- ☐ After the event

Depending on the event  
Very specific



# 5. Broadcasting, publicity and marketing

---



## Digital and social networks

- ☐ Highly connected users (opportunity): participants, spectactors, sponsor, partners...
- ☐ Media (press, press news, reports, etc.)

## Minimum for a sport event

- ☐ Blog-website (useful, easy)
- ☐ Social networks: IG, TT, FB, Twicht...
- ☐ Contact address and phone (quality in attention)
- ☐ Live broadcast (content updating, community manager, etc.)
- ☐ Images, videos, interviews, results...



# 5. Broadcasting, publicity and marketing

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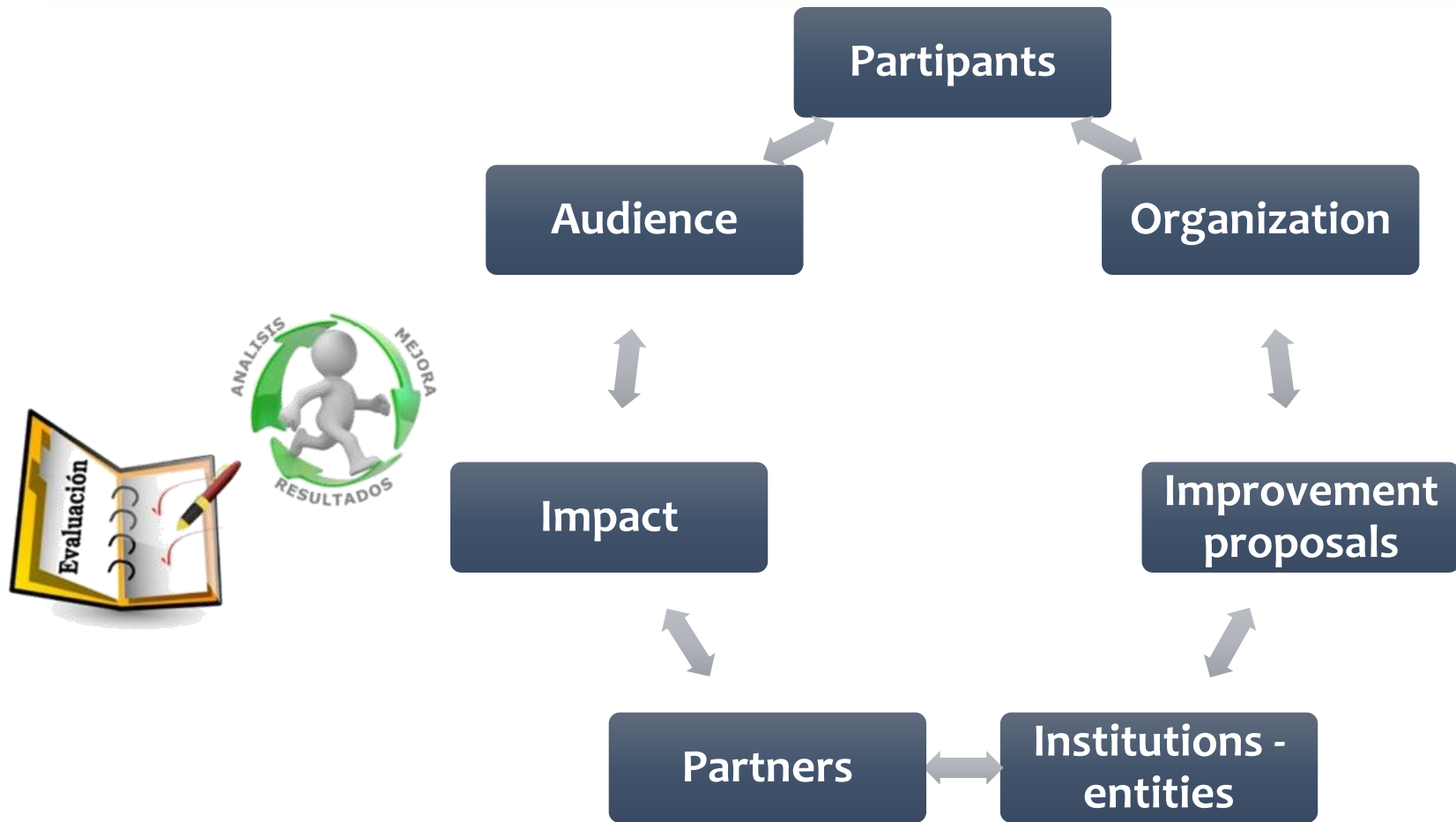
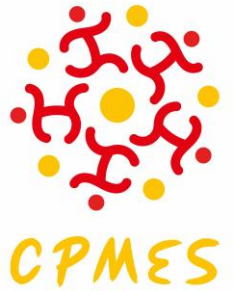


## Marketing

- ☐ **Specific planning:** who is this event interesting for? Users, participants and target groups.
- ☐ **Partners and stakeholders.** They want to sell their service, product and image. And they require profitability.
- ☐ Promotion of Sponsors' image
- ☐ Report of results: report, impact,
- ☐ Presentation to mass media, gratitude letters or emails to all participants



# 6. Evaluation of the sport event

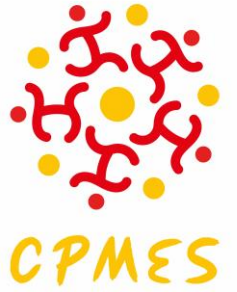


The most important phase, added to the planning phase



# 7. Head manager of the event

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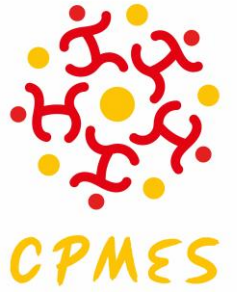
## Head manager attitudes and skills

- ☐ Sporting enthusiasm
- ☐ Personal qualifications:
  - ☐ Successful willing
  - ☐ Capacity for self-improvement
  - ☐ Communicative skills
  - ☐ Understanding and cooperative attitude



# 7. Head manager of the event

---



## Head manager attitudes and skills

- ☐ Leadership
- ☐ Motivating
- ☐ Organizational competences
- ☐ Know himself
- ☐ Negotiation capacity
- ☐ Critical and reflexive sense
- ☐ Confidence in others: delegate
- ☐ Stress and pressure management



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# THANK YOU!

