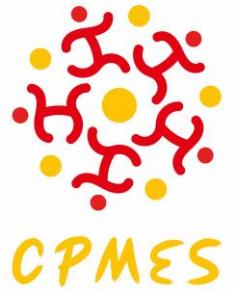


# Module 4

---



## MANAGEMENT OF SPORT EVENTS



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Index

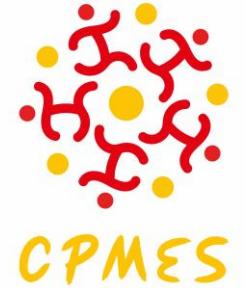
---

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?

---



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.



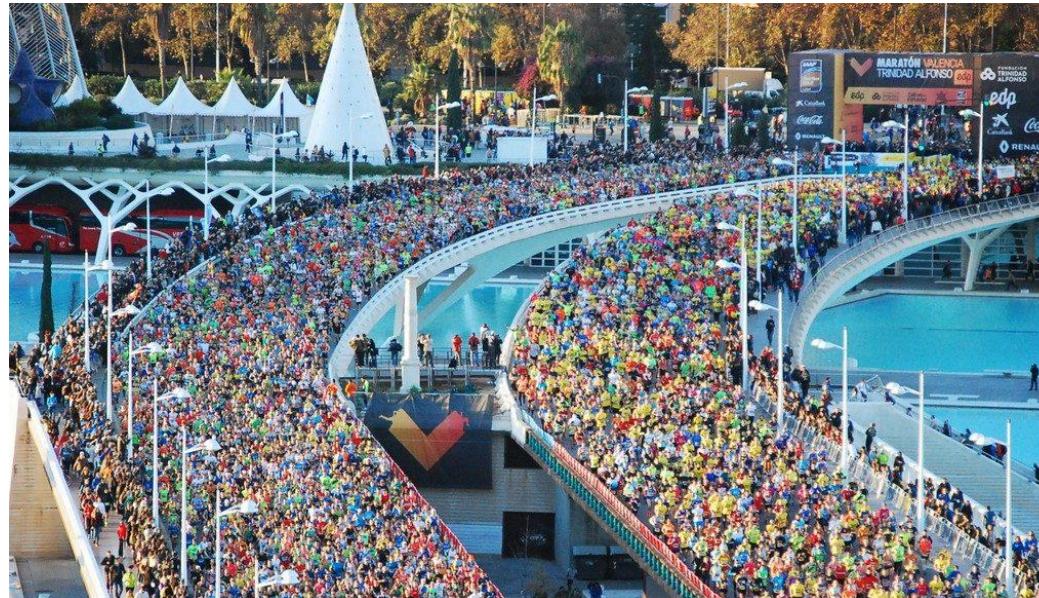
# 1. What is a sport event?

---

- 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

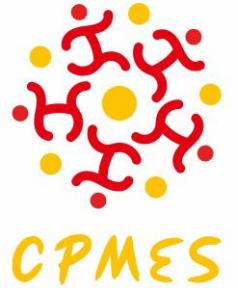


### Value:

- 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:

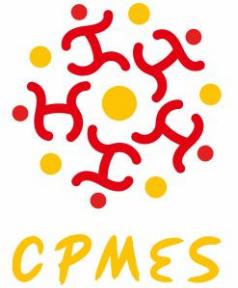
- Deep analysis of the reality of the area
- Regulations
- Target population
- Localization
- Economy



Co-funded by the  
Erasmus+ Programme  
of the European Union

# 2. Design and plan sport events

---



## Norms and regulations

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

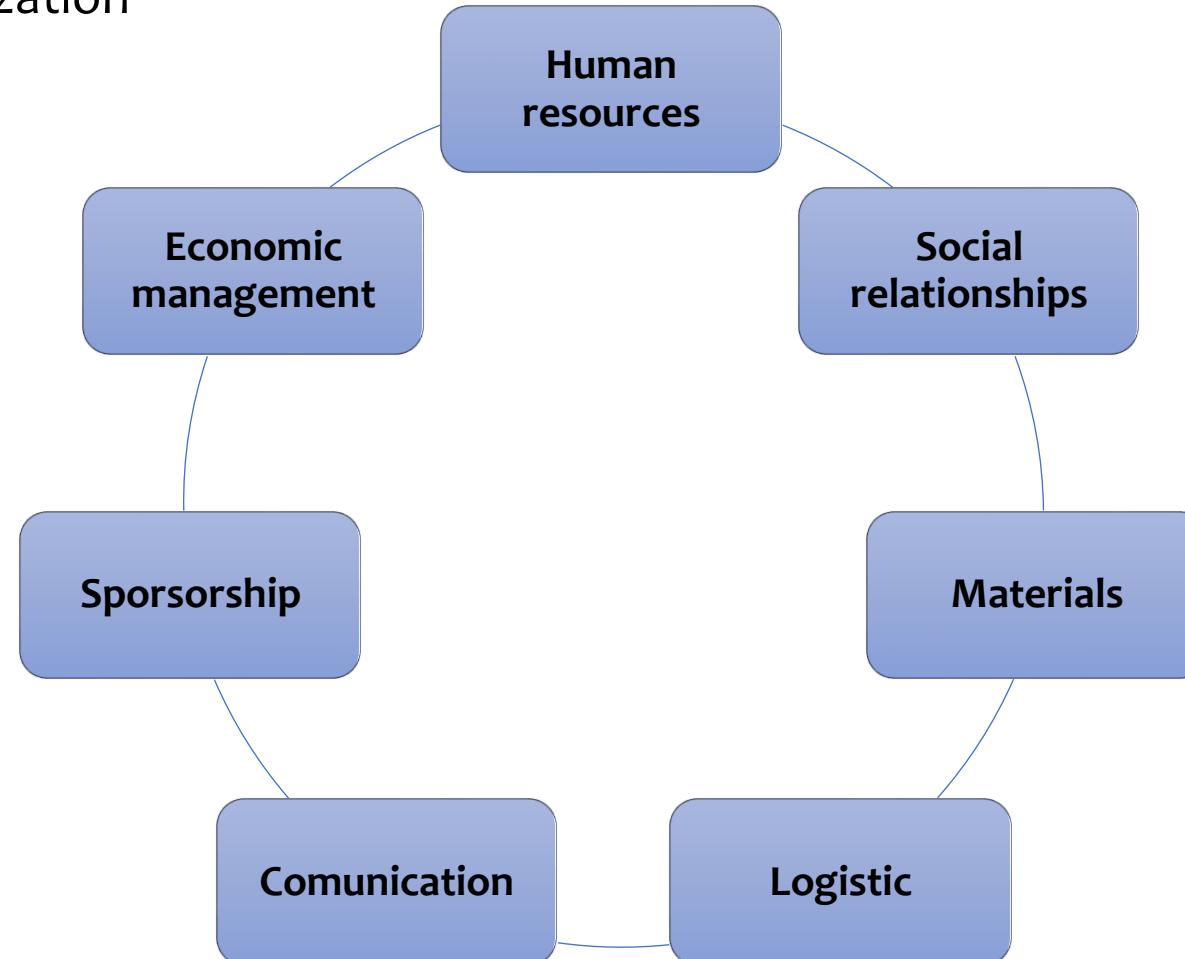
## Type of regulations

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



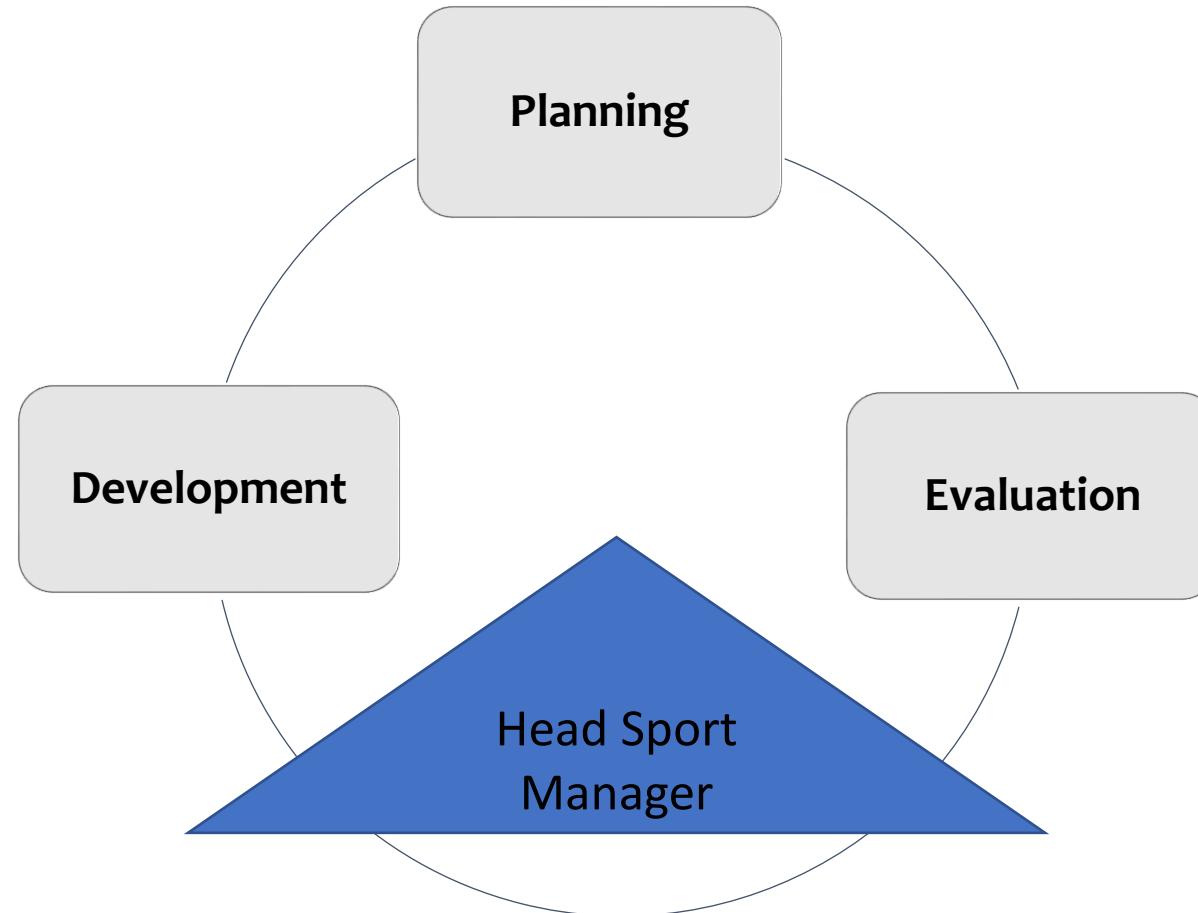
# 2. Design and plan sport events

Team work and organization



# 2. Design and plan sport events

Team work and organization



# 2. Design and plan sport events

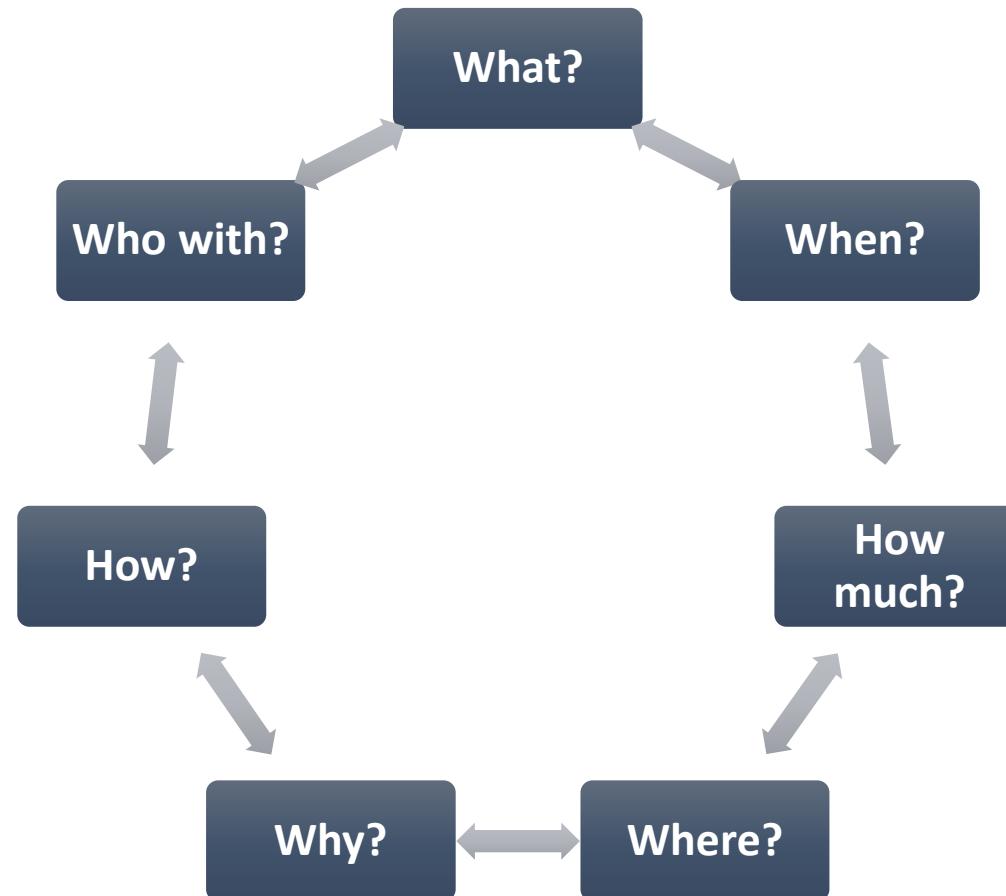
## Sustainability

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

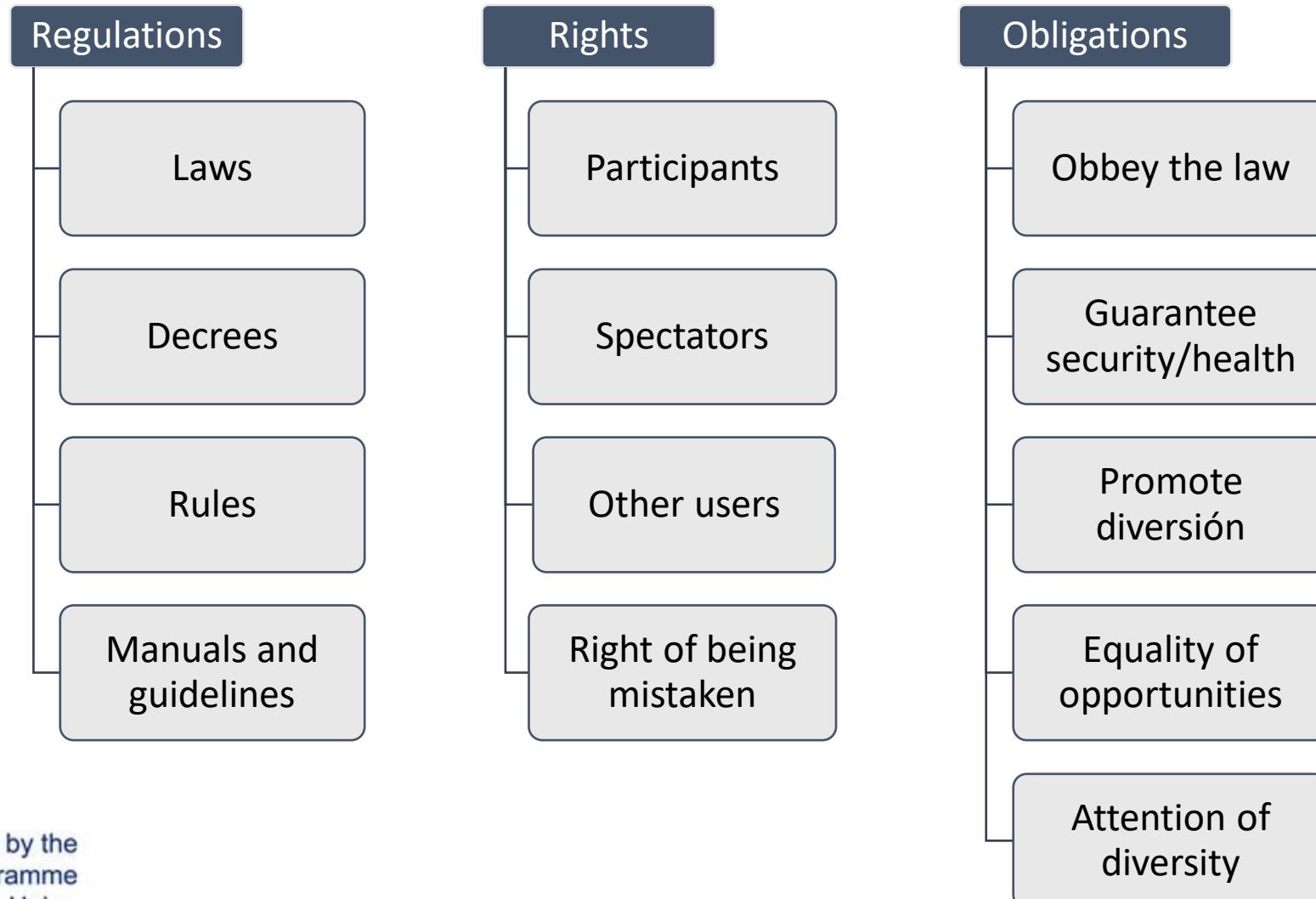


# 2. Design and plan sport events

Desing 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, hygiene, 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/sportwomen
- 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

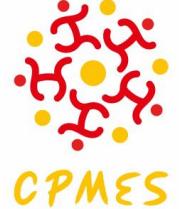
- Highly connected users (opportunity): participants, spectators, sponsor, partners...
- Media (press, press news, reports, etc.)

## 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

---

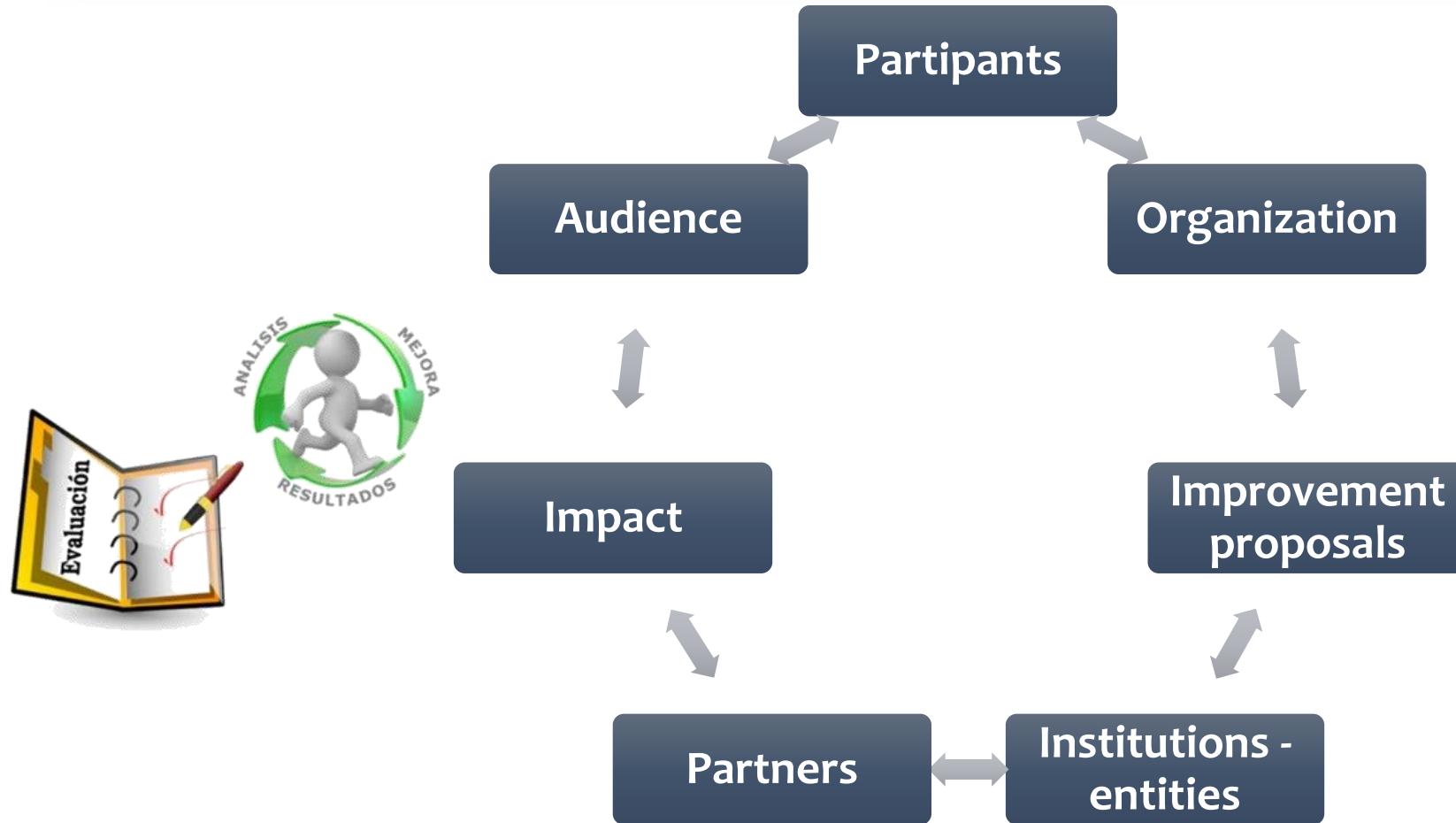


## Marketing

- 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



# 7. Head manager of the event

## Head manager attitudes and skills

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

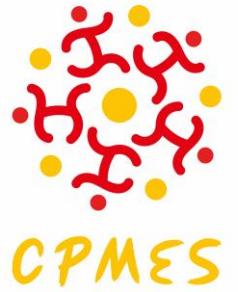


# 7. Head manager of the event

## 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





# THANK YOU!



Co-funded by the  
Erasmus+ Programme  
of the European Union