



SPORTS EVENTS MANAGEMENT COURSE

SEPTEMBER 8-27, 2025 | COMPLETELY ONLINE via Zoom

About the Course

The **Sports Events Management Course** organised by [IGNITX](#), a global sports event management company with a proven track record in delivering high-profile events is designed to equip adult learners with the knowledge and skills necessary to deliver sport events of various scales and types successfully. This comprehensive program brings together industry experts from around the globe with over 10 years of hands-on experience—including professionals who have worked on major multi-sport events including Olympic and Paralympic Games, Asian Games and the Commonwealth Games to provide in-depth insights, practical strategies, and innovative approaches to managing sport events effectively.

Key highlights of the course

1. **Comprehensive Modules:** Covering critical areas such as planning, marketing, sustainability, technology, venue operations, client experience, and innovation.
2. **Expert Speakers:** Industry leaders from diverse backgrounds, including Olympic and Paralympic events, eSports, and international sports federations, will share their expertise and real-world experiences.
3. **Practical Applications:** Emphasis on actionable insights, from foundational planning to cutting-edge technology and innovation, ensuring participants can immediately apply their learnings.
4. **Focus on Key Themes:** Including sustainability, digital transformation, risk management, client experience, and accessibility, ensuring holistic event management.
5. **Global Perspective:** Incorporates diverse case studies and best practices from events around the world.

Course objectives

- Build a solid foundation in sports event management, from conceptualisation to execution.
- Explore the role of sustainability, technology, and innovation in delivering impactful events.
- Develop skills to manage venues, engage stakeholders, and optimise client and spectator experiences.
- Gain insights into the unique challenges and opportunities within the sports industry, including safeguarding, accessibility, and workforce diversity.

(All times are in Singapore Standard Time - SGT)



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Day 1 – Monday, September 8

19:00h – 19:30h (30 mins) Course Introduction

19:30h – 20:30h (60 mins) Types of sport events

- Introduction to the Olympic movement structure and stakeholders.
- Identifying the objectives of organising a sporting event.
- Understanding the different phases of a sport event.

20:45h – 21:30h (45 mins) Foundation planning and integration

- Fundamental elements, processes and tools required to plan a Sport Event, from its foundation to readiness phase.
- Framework to guide and integrate internal and external stakeholders on key milestones and deliverables.
- Tools to monitor and track progress and project timelines.

Day 2 – Tuesday, September 9

19:00h – 20:00h (60 mins) Innovations transforming the Sports Industry

- Showcase Cutting-Edge Innovations Revolutionizing Sport Events.
- Emphasize the Need for Continuous Innovation.
- Demonstrate Real-World Impact through Case Studies.

20:15h – 21:15h (60 mins) Para Sport Events

- Understand the Evolution and Structure of Para Sports Globally.
- Identify Key Operational and Logistical Considerations in Planning Para Sport Events.
- Appreciate the Social and Cultural Impact of Para Sports.

Day 3 – Thursday, September 11

19:00h – 20:00h (60 mins) Special Olympics Events

- Identify how Special Olympics promotes inclusive sports participation for individuals with intellectual disabilities in the Asia Pacific region.
- Describe key event models and programs (e.g., Unified Sports, Young Athletes) that support children and adults with intellectual disabilities.
- Explain the importance of multi-stakeholder collaboration in organizing sustainable and inclusive sporting events.

20:15h – 21:15h (60 mins) eSports

- Identify key structures and stakeholders within the esports ecosystem.
- Analyse how traditional sports management practices apply to esports.
- Apply core principles of event planning to the organization of esports competitions.

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Day 4 – Friday, September 12

19:00h – 21:15h (120 mins) Marketing and Business Development

- Understand Brand & Engagement Marketing.
- Develop Effective Marketing Mix Tactics.
- Measure Success with Communication KPIs.
- Master Commercial Partnership Marketing.

Day 5 – Saturday, September 13

15:00h – 16:00h (60 mins) Sustainability

- Evaluate frameworks for sustainability.
- Assess the success and challenges of sustainability practices.
- Review a case study: Qatar 2022 FIFA World Cup.
- Discuss emerging trends to consider.

16:00h – 17:00h (60 mins) Accommodation

- Understanding the suitability of accommodation and facilities.
- Main steps of the planning and operations of the accommodation process (from the first visit to financial reconciliation).
- Common accommodation issues and resolution steps.
- Difference between team and individual sports accommodation.

17:30h – 18:30h (60 mins) Catering, Cleaning and Waste

- Importance of defining client groups and their catering service levels.
- Concept and key elements in ensuring Quality Services Standards for different client groups.
- Overview of the different phases of cleaning and waste management.

19:00h – 20:00h (60 mins) Transportation

- Understanding client requirements and service levels.
- Introducing the different transport client systems.
- Developing the "end-to-end" experience.

20:00h – 21:00h (60 mins) Medical and Safety Services

- Understanding Risk and Emergency Planning.
- Coordination with Emergency Services.
- Legal and Ethical Considerations.

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Day 6 – Monday, September 15

19:00h – 20:45h (90 mins) Venue Operations (Part 1)

- Equip students with an essential understanding of what is needed to identify, plan and run a venue for a sports event.
- Acquire knowledge that allows for a comprehensive strategic analysis to identify the most suitable and appropriate venue for a sporting event and the conditions that must be implemented in a venue to have a successful sporting event.
- Identify the services required at venue level, appropriate forms of contracting, and delivering quality services to all clients during the event.
- Learn to identify the key elements to carry out adequate and efficient venue management planning by identifying and differentiating the requirements and needs of both the competition venue and the training venues.
- Recognize the different risks that may arise depending on the type of venue and sporting event and the different contingencies that can be taken in each one.

Day 7 – Tuesday, September 16

19:00h – 20:45h (90 mins) Venue Operations (Part 2)

- Equip students with an essential understanding of what is needed to identify, plan and run a venue for a sports event.
- Acquire knowledge that allows for a comprehensive strategic analysis to identify the most suitable and appropriate venue for a sporting event and the conditions that must be implemented in a venue to have a successful sporting event.
- Identify the services required at venue level, appropriate forms of contracting, and delivering quality services to all clients during the event.
- Learn to identify the key elements to carry out adequate and efficient venue management planning by identifying and differentiating the requirements and needs of both the competition venue and the training venues.
- Recognize the different risks that may arise depending on the type of venue and sporting event and the different contingencies that can be taken in each one.

Day 8 – Thursday, September 18

19:00h – 20:45h (90 mins) Venue Operations (Part 3)

- Equip students with an essential understanding of what is needed to identify, plan and run a venue for a sports event.
- Acquire knowledge that allows for a comprehensive strategic analysis to identify the most suitable and appropriate venue for a sporting event and the conditions that must be implemented in a venue to have a successful sporting event.
- Identify the services required at venue level, appropriate forms of contracting, and delivering quality services to all clients during the event.
- Learn to identify the key elements to carry out adequate and efficient venue management planning by identifying and differentiating the requirements and needs of both the competition venue and the training venues.
- Recognize the different risks that may arise depending on the type of venue and sporting event and the different contingencies that can be taken in each one.

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Day 9 – Friday, September 19

19:00h – 20:45h (90 mins) Venue Operations (Part 4) | *Risks & Issues Management*

- Equip students with an essential understanding of what is needed to identify, plan and run a venue for a sports event.
- Acquire knowledge that allows for a comprehensive strategic analysis to identify the most suitable and appropriate venue for a sporting event and the conditions that must be implemented in a venue to have a successful sporting event.
- Identify the services required at venue level, appropriate forms of contracting, and delivering quality services to all clients during the event.
- Learn to identify the key elements to carry out adequate and efficient venue management planning by identifying and differentiating the requirements and needs of both the competition venue and the training venues.
- Recognize the different risks that may arise depending on the type of venue and sporting event and the different contingencies that can be taken in each one.

Day 10 – Saturday, September 20

16:00h – 20:30h (210 minutes) Sports Part 1 & 2

- Understand the role of the Sport Functional Area in coordinating Games operations and stakeholder collaboration.
- Identify key responsibilities in Sport Management, including competition planning and IF integration.
- Analyze the Sport organizational structure and sub-units for effective event delivery.
- Interpret how competition schedules are developed and implemented.
- Understand how Sport Presentation enhances the spectator and athlete experience through information and entertainment.
- Evaluate how Sport and Technology teams collaborate to support results delivery and operations.
- Identify key factors in Sport Equipment management to ensure safety, fairness, and technical compliance.
- Explain the importance of Field of Play requirements for consistent, regulation-compliant competition.

Day 11 – Monday, September 22

19:00h – 20:45h (90 minutes) Sports Part 3

- Describe athlete services that support well-being and performance, including accommodation, meals, and recreation.
- Explain how transport and logistics ensure athletes' timely movement between venues.
- Identify the role of sport information services in delivering accurate schedules, results, and updates to athletes and teams.

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Day 12 – Tuesday, September 23

19:00h – 20:00h (60 mins) Event clients

- Understand the different types of clients involved in sports events and their unique characteristics.
- Explore specific requirements of various clients and how event organizers cater to them.
- Learn best practices for managing client relationships, addressing challenges and ensuring client satisfaction.

20:15h – 21:15h (60 mins) Media Operations

- Difference between press and broadcast operations and their requirements.
- Identifying suitable workforce for media operations.
- Establishing a timeline and milestones from planning to operations.

Day 13 – Thursday, September 25

19:00h – 20:00h (60 minutes) Broadcasting – Innovation in Multi-Sports Events

- Develop an understanding of the broadcasting industry and its use in sporting events.
- Be familiar with technological advances, innovations, and key players in this market.
- Identify the advantages of the remote production model versus on-site production

20:15h – 21:15h (60 minutes) Event Management System

- Understand the Core Components and Interdependencies of an Integrated Events Management System (EMS) in Sports Events.
- Analyse Real-World Case Studies of EMS Implementation Across Multi-Sport Events.
- Apply Strategic Planning and Operational Principles to Customise and Deploy an EMS for a Specific Sports Event.

Day 14 – Friday, September 26

19:00h – 20:00h (60 mins) Timing, Scoring and Results

- To provide a basic understanding of results technology services in sporting events.
- To introduce the governance model of the team (organization, stakeholders, timeline etc.).
- To provide a glimpse of results services' futures.

20:15h – 21:15h (60 mins) Results System Integration

- To introduce the phases involved in the Integration process.
- To understand the roles and responsibilities of stakeholders involved.
- To provide timelines of publishing results (print / digital).

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Day 15 – Saturday, September 27

16:00h – 17:00h (60 mins) Human Resources

- Recognise key LOC roles and structures essential to event delivery.
- Identify and attract talent based on event-specific expertise needs.
- Apply effective hiring and onboarding practices for LOC staff.

17:15h – 18:45h (90 mins) Fans experience

- Understanding the importance of the role of the spectator in sport.
- Introducing the approach of the "end-to-end" experience for a spectator.
- Conceptualising Fan engagement - a new and innovative concept.

19:30h – 20:30h (60 mins) Safeguarding in Sports

- Explain key safeguarding principles and their importance in sport event management.
- Identify risks and apply safeguarding measures during event planning and operations.
- Promote a safe, inclusive, and respectful environment for all event stakeholders.

20:30h – 21:30h (60 mins) Legacy

- Understand the concepts, definitions and various types of legacy.
- Recognize the challenges in planning and evaluating legacies.
- An overview of Olympic Games legacies.

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Course Instructors



VANESSA SALES

With over 20 years of experience in sport, project, and event management, Vanessa Sales has played key roles in global events including Rio 2016 and Tokyo 2020 Olympic and Paralympic Games. Currently Director of Central Planning at Qatar's Supreme Committee, she contributes to major tournaments like the FIFA World Cup 2022 and AFC Asian Cup 2023. Vanessa is also the

founder of a coaching company focused on mentoring event professional



LI NEO TAY

Specialising in Sport Entries and Qualification, Registration and Accreditation Operations and Data and Games Management Systems, Li Neo Tay, one of the four Co-Founders of IGNITX started her career in the inaugural Singapore 2010 Youth Olympic Games. Since then, she has played a pivotal role in delivering major international events,

including the Olympic & Paralympic Games, Youth Olympic Games, Commonwealth Games and the Special Olympics World Games.



DANIELA NEGREDA

Daniela Negreda is a strategic marketing leader with over 20 years of experience at global organizations like the IOC and Kimberly-Clark. With expertise in brand building, business development, and team leadership, she combines sharp analytical skills with a passion for knowledge-sharing through training and lectures.



KRISTEN HARTLEY

With over 20 years of experience in events and hospitality, she has led operations for major international events including the Winter Olympics, World Rowing Championships, and Special Olympics World Games. Most recently, she built and led a team to develop a cultural venue in Berlin, combining her expertise in sport, arts, and strategic operations.



ANDRES SANTI

Andres Santi is a multilingual sports and event management professional with eight years of Olympic sector experience. At ANOC, he leads major event planning, stakeholder engagement, and sustainability efforts, with past roles in Lausanne 2020 and Buenos Aires 2018 focused on accreditation and sport entries.



GABRIEL BEHR ANDRADE

Gabriel began his career as a sports psychologist before shifting to sports and event management in 2011. Since then, he has held diverse roles across five continents, contributing to major events like the Olympic and Paralympic Games, Commonwealth Games, Pan Am Games, Para Swimming World Championships, and Football World

Cups.



NUR LAILY RAHMAWATI

With extensive experience in major sports events across Asia since the 2008 Asian Beach Games Bali, Nur Laily Rahmawati has led Protocol & International Relations for events like the Asian Games Jakarta-Palembang 2018, FIBA World Cup Jakarta 2023, and FIFA World Cup Qatar 2022. She also has expertise in hospitality services for mega events, including accommodation

and athletes' village management.



SRINIVAS RAO BANKAPALLI

Drawing on over a decade of experience in sport operations, he specialises in multi-sport event delivery, focusing on timing, scoring, and broadcast data services. His work spans major events like the Olympic Games, Asian Games, and World Championships. He also assists technology service providers in their bidding processes and delivers talks on

event operations, combining operational expertise with industry insights



GEETHANJALI LAKSHMAYYA

Specialising in Press and Broadcast Operations, Geetha began her journey in venue management and has since contributed to major international events including the Olympic and Paralympic Games, Asian Games, SEA Games, FIFA World Cup and FIBA World Cup. Known for her detailed planning and pragmatic problem-solving, she also writes about

sports and its people as part of various editorial teams.



CAROLINA GHORAYEB

With over 25 years of experience across sport, cultural, and entertainment events, Carol has held strategic roles in planning and operations for major international events including the Rio 2016 Olympic & Paralympic Games, World Expo Dubai 2020, and FIFA World Cup Qatar 2022. She has led large multicultural teams and recently completed a Master in Customer

Experience to further enhance her approach to event delivery.

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ARIEL VALDES

An experienced executive with over 15 years in major sporting events, specialising in Sports Technology, Broadcasting, and Timing & Scoring. With a strong Olympic background and C-suite experience, he combines strategic leadership with hands-on delivery. A certified Project Management Professional since 2015, he is known for his adaptability, communication, and results-

driven approach.



TALAR SAHSUVAROGLU

Talar is a strategic leader in sustainability and ESG with nearly two decades of experience on high-profile global projects, including the FIFA World Cup 2022 and Qatar Rail's ESG framework. Specializing in environmental governance, circular economy, and ESG performance, she is known for driving collaboration, ensuring

regulatory compliance, and shaping innovative solutions to environmental challenges.



URSULA VELOSO

Specialising in sports operations and results management, Ursula Veloso has contributed to five Olympic Games, including Paris 2024 and Rio 2016, with expertise in competition scheduling and sports programming. She has held key roles with the IOC, OBS, and Organizing Committees, and has supported major events such as the Pan American Games, Universiade, and Libertadores Finals.

Universiade, and Libertadores Finals.



PREETHY JANARTHANAN

She is a Senior Manager at Special Olympics Asia Pacific, where she leads sports and competition initiatives to promote inclusion for athletes with intellectual disabilities. With a background in project management and a degree from The George Washington University, she's passionate about using sports as a platform for social change.



MARY ANG

A seasoned sports educator with over 20 years of experience, Mary Ang has coached across public, private, and international institutions, and consulted on sports and legacy projects in Saudi Arabia, Malaysia, and Switzerland. She was the founding president of the Handball Federation of Singapore and part of the inaugural Youth Olympic Games team. Mary is currently

pursuing a PhD focused on legacies of mega youth sports events.



SONIA ALMEIDA

With over 30 years of experience in major sport events, Sonia Almeida has led planning and delivery for the Rio 2016 Olympic Games, Rio 2007 Pan American Games, and Santiago 2023. She has supported Paris 2024 as IF Services Coordinator and IOC Advisor, and brought strategic planning innovation to the 2019 CONMEBOL Copa América. Sonia holds an

Executive Masters in Sport Management (MEMOS) and is known for her leadership in team development and client service excellence.



JOHANNES PFUNDMEIER

Johannes Pfundmeier is an esports professional with over seven years of experience across global gaming markets. At ESL FACEIT Group, he leads product initiatives for the Esports World Cup, contributing to world-first cross-game shows, major ceremonies, and international projects. He holds a Master's in Sports

Management and lectures in esports management at the University of Applied Management and Alfaisal University.



PEGGY TNG

Peggy Tng is the Asia-Pacific Regional Lead at GSIC powered by Microsoft, leading innovation and collaboration in the sports tech industry. With a strong background in business development and event strategy, Peggy also founded WISE to support leadership and empowerment within the sports community.

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