

SPORTS EVENT MANAGEMENT

FOUNDATION LEVEL 1 COURSE

23-30 September 2020 | Platform: ONLINE VIA ZOOM

COURSE PROGRAMME & CONTENT

23 September - Module 1: Introduction and Planning

(Timings are in Malaysian time – GMT+8)

14:00h - 14:10h Introduction about UPM Sports Academy

14:10h - 14:15h Introduction about IGNITX

14:15h - 15:00h Type of sport events and lifecycle

Course instructor: *Rosie Pili*

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

15:00h – 15:15h [Video] Introduction to Accessibility at events by *Ileana Rodriguez*

15:15h - 16:30h Foundation, planning and integration

Course instructor: *Sonia Almeida*

- 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.

16:30h - 17:30h Marketing and Business Development

Course instructor: *Daniela Negreda*

- Difference between Marketing and Business Development in the context of a sport event.
- Marketing framework from research, planning, implementation and evaluation.
- Understanding the business development needs, target, selling process and rights delivery for any size of sport event.

24 September - Module 2: Sustainability and Essential Services

14:00h - 14:45h Sustainability

Course instructor: *Geert Hendriks*

- Understand the business case for sustainable sport events.
- Discuss the concrete implications of sustainability for medium-size event (case study).
- International standards and latest trends in sustainability.

14:45h - 15:45h Catering, Cleaning and Waste

Course instructor: *Fa Seidi*

- 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.

15:45h - 16:45h Accommodation

Course instructor: *Irina Paniushkina*

- 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.

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25 September - Module 3: Sport, Venues and Technology

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14:00h - 15:00h **Registration, Accreditation and Access Control**

Course instructor: *Li Neo Tay*

- Importance of defining the needs for data collection.
- Understanding the registration processes for different client groups.
- Key elements for an Accreditation Operations centre.
- Flow management and security via access control.

15:00h - 16:15h **Sport and Venues**

Course instructor: *Gabriel Behr Andrade*

- Creating a basic Competition Management plan from Set-up to Breakdown.
- Establishing a basic venue management plan from Field of Play to Parking Lot.
- Identification and importance of stakeholders in the operations of a sports venue.

16:15h - 17:15h **Technology**

Course instructor: *Prof. Dato' Dr. Shamala Subramaniam*

- Understanding the Games Management System architecture.
- Mapping out the required infrastructure for a sports event.
- On Venue Results System (OVR) and its operations.

28 September - Module 4: Client Operations

14:00h - 15:00h **Workforce management**

Course instructor: *Tracie Carlsund*

- Importance and characteristics of the Workforce.
- Planning elements for each of the key phases of building your Workforce.
- Contingency planning for your Workforce.

15:00h - 16:00h **Protocol and Hospitality**

Course instructor: *Raffaella Fresco & Brenda Monteiro*

- Role of the Protocol team (institutional and operational) in the planning and delivery of sporting events.
- Key responsibilities and deliverables associated to the Protocol area.
- Opportunities and challenges deriving from implementing protocol best practices in sport organisations and sporting events.

16:00h - 17:00h **Media Operations**

Course instructor: *Geetha Lakshmayya*

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

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29 September - Module 5: Workshops

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14:30h - 16:00h Risk and issue management workshop

Course instructor: *Roberto Siviero & Ursula Veloso*

- Understanding the processes and decision-making aspects during the operational period.
- Impact analysis, escalation criteria and communication flows.
- Supporting tools; systems, policies & procedures and contingency plans.

20:00h - 21:30h Athletes' experience workshop

Course instructor: *Xuan Ming Ng & Laura Canals Cruz*

- Planning and management of relations and services for and with clients.
- Addressing client advocacy, the definition of services requirements and Service level Agreements for optimal functional and eventual venue-based delivery, and issue resolution.
- The importance of integration of Client services within the organising committee.
- Significance of centralisation of information and services for clients.

30 September - Module 6: Dissolution and Legacy

20:00h - 20:45h Dissolution

Course instructor: *Luiz Ryff*

- Planning and organising the dissolution process in the Olympic and Paralympic Games.
- Framework to prepare a contingency plan and manage and engage the dissolution team.
- Prepare for the unexpected - establishing a workflow with stakeholders and communication plan.

20:45h - 21:30h Legacy

Course instructor: *Mary Ang*

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

21:30h - 22:00h Summary