CINPAA | INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

سينبا | التعاونية الدولية للتدريب والاستشارات



Training programme:

SPORTS EVENT MANAGEMENT AND ORGANISATION SEMINAR

Delivered in several cities and dates

OUR INTERNATIONAL PARTNERS:

ISDE Law Business School High Performance Education

Higher Institute of Law and Business (ISDE)

Professional Development Institute

Professional Development Institute

Universidad Camilo José Cela

Camilo José Cela University

SEK EDUCATION GROUP

ISO 29993:2017 Learning services for non-formal education and training

ISO 9001:2015

SPORTS EVENT MANAGEMENT AND ORGANISATION SEMINAR

About the programme:

Introduction: Around 150,000 sporting events are celebrated annually around the world. In each country, city or municipality other sporting events, professional or semi professional, can be added. The organization of these events lies in the hands of professionals whose challenge is to optimize the management of resources through rigorous planning, and have the necessary time and flexibility to respond to unforeseen circumstances. This specialized 1-week course will introduce you to the field of sport event management as a future organizer / professional.. Objectives The main objective of the

Objectives:

Developing participants' skills, knowledge, values and professional approaches in:

a. The main objective of the Course in Sports Event Management is to educate you in the application of operational management tools you will need in your responsibility as a sport event manager.

b. To know and apply the organizational principles of a sport event.

c. To understand and put aspects of the financial management of a sport event into practice.

d. To know how to select and manage professional collaborators and/or volunteers.

e. To obtain and align available resources for a sport event.

f. To apply methods of assessing a sport event and identify aspects that can be further improved.

g. RECOMMENDED PARTICIPANTS

h. The program is aimed at those who wish to complete their education with a specialized course in sport event management.

i. It is especially suitable for you, if:

j. You're an (ex-) athlete who wants specialized education in sport event management.

k. You're working in a business and/or sports environment, and want to acquire a better understanding of sport event management.

Target audience:

a. Sports event managers and organising committee members.

b. Venue operations and spectator services supervisors.

c. Sports marketing and event coordination officers.

Daily programme:

• Day 1: Sport competition, event types and venue management

a. Sport competition formats and the organisational principles of a sport event

b. Event types and the venue management requirements of each type

c. Venue operations: capacity, layout, spectator flows and spectator services

d. Budgeting and economic management of a sport event from bid to closure

e. Workshop: drafting an event budget with revenue and cost lines for a regional competition

f. Day output: event budget outline and venue requirements list

- **Day 2: Sponsorship, ticketing, accreditation and security**

a. Sponsorship: packaging rights, securing partners and delivering agreed benefits

b. Ticketing systems, pricing approaches and spectator access control

c. Accreditation of athletes, officials, media and staff by zone and function

d. Security planning and the role of technology in sport event operations

e. Case study: reviewing the accreditation and ticketing flow of a multi-day event

f. Day output: sponsorship, ticketing and accreditation plan

- **Day 3: Logistics, people and operational readiness**

a. Logistics, transport and accommodation for teams, officials and guests

b. People management: recruiting, training and managing personnel and volunteers

c. Press and broadcasting operations together with protocol and hospitality services

d. Operational readiness: test events, rehearsals and readiness reviews

e. Workshop: building a volunteer plan with roles, shifts and a training schedule

f. Day output: operational readiness checklist

- **Day 4: Organisation models, candidature and event marketing**

a. Organisation models for organising committees and their functional areas

b. Candidature: preparing a bid to host a national or international sport event

c. Event phases from planning and operations through to closure and handover

d. Event marketing, communication and development of spectator audiences

e. Case study: evaluating the strengths and weaknesses of a hosting bid

f. Day output: organisation chart and event phase timeline

- **Day 5: Risk management, evaluation and legacy**

a. Risk identification, assessment and contingency planning for sport events

b. Selecting and managing professional collaborators, suppliers and contractors

c. Methods of assessing a sport event and identifying aspects for improvement

d. Planning the event legacy: facilities, participation and community benefits

e. Workshop: risk register and post-event evaluation plan for the participant's own event

f. Day output: risk register, evaluation and legacy plan

Training methods and certificates:

Our programmes are built on modern pedagogy that combines theoretical knowledge with practical application, in line with participants' needs and the demands of the workplace. Methods include:

· **Interactive workshops:** analysis of real data and group discussions that strengthen practical understanding.

· **Case studies:** examples from international organisations that highlight real successes and challenges.

· **Realistic simulations:** participants train through professional scenarios that mirror real situations requiring decisions and situation management.

· **Advanced tools and technologies:** hands-on practice with up-to-date training software and tools suited to each field.

Certificates:

On successful completion, participants receive a certificate issued by CINPAA, a training institute officially registered in the European Union, Spain and the United Kingdom.

CINPAA - Cooperative International for Training and Consulting

Our programmes are delivered within academic and professional partnerships, cooperation agreements and memoranda of understanding with a number of academic and professional institutions, including:

- **Camilo José Cela University - Spain**
- **ISDE - Law & Business School - International**
- **Professional Development Institute - United Kingdom**

These partnerships aim to exchange expertise, develop training content and raise programme quality in line with international best practice.

Kind regards,
International Programmes Department
"CINPAA" INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

Course details and registration

Course Details | Registration

Programme	**SPORTS EVENT MANAGEMENT AND ORGANISATION SEMINAR**	Course Title
Language	**English**	Course Language
Duration	**5 days**	Duration
Venue	**Several cities and dates – see the table below**	Venue
Financial offer	**Sent separately, according to the number of participants and the delivery conditions.**	Financial Offer

Registration and confirmation:

To register, please use one of the following:

a. Complete the programme request form on our website.

b. Or send an email from your training department.

c. Or a nomination letter from your organisation.

Send your confirmation by:

Email	info@cinpaa.org
WhatsApp	+34 635 867 686

Our team is ready to advise on accommodation and logistics before and during your stay.

Planned programme dates:

City	Dates
Madrid, Spain	21 - 25 Dec 2026
Madrid, Spain	08 - 12 Feb 2027
Barcelona, Spain	10 - 14 May 2027
London, United Kingdom	09 - 13 Aug 2027
Cairo, Egypt	08 - 12 Nov 2027

The programme can be delivered in other cities and on other dates to suit your organisation, at the length you need. The cities are listed on the last page.

سينبا التعاونية الدولية للتدريب والاستشارات | CINPAA – International Cooperative for Training & Consulting

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Scan to save our contact

Cities where we deliver our programmes:

This programme can be delivered in any of the following cities, and elsewhere on request.

Albania Tirana, Saranda	**Australia** Sydney	**Austria** Vienna, Hallstatt, Salzburg / Zell am See	**Azerbaijan** Baku
Bahrain Manama	**Belgium** Brussels, Bruges	**Bosnia and Herzegovina** Sarajevo	**Canada** Toronto, Montreal
China Hong Kong, Shanghai, Beijing, Guangzhou	**Croatia** Dubrovnik	**Cyprus** Nicosia, Limassol, Larnaca	**Czech Republic** Prague
Egypt Cairo, Sharm El Sheikh, Alexandria, Hurghada	**France** Paris	**Georgia** Tbilisi, Batumi	**Germany** Munich, Berlin, Düsseldorf, Frankfurt
Greece Athens, Rhodes	**Hungary** Budapest	**Indonesia** Bali, Jakarta	**Ireland** Dublin
Italy Rome, Florence, Milan, Venice, Como	**Japan** Tokyo	**Jordan** Amman, Aqaba	**Kuwait** Kuwait City
Malaysia Kuala Lumpur	**Maldives** Maldives	**Mauritius** Mauritius	**Montenegro** Budva, Kotor
Morocco Casablanca, Marrakech, Tangier, Rabat	**Netherlands** Amsterdam	**Oman** Muscat, Salalah	**Philippines** Manila
Poland Krakow, Warsaw	**Portugal** Lisbon, Porto	**Qatar** Doha	**Russia** Moscow
Saudi Arabia Riyadh, Jeddah, Dammam	**Serbia** Belgrade	**Slovenia** Ljubljana	**South Korea** Seoul
Spain Madrid, Barcelona, Valencia, Alicante, Benidorm, Malaga / Marbella, San Sebastian, Granada, Cordoba, Canary Islands, Seville, Bilbao	**Switzerland** Geneva, Luzern, Zurich, Interlaken, Zermatt, Lugano	**Thailand** Bangkok, Phuket	**Tunisia** Tunis
Turkey Istanbul, Antalya, Trabzon, Bursa, Izmir, Bodrum, Antakya (Hatay)	**United Arab Emirates** Dubai, Abu Dhabi	**United Kingdom** London, Edinburgh, Manchester, Birmingham	**United States** Miami, New York, Los Angeles, Washington