

Sport Events Governance & Sustainability

Justification

Sports events, leagues, and competitions are continuously evolving and expanding in response to changing sports consumers' preferences, technological advancements, and the increasing global reach of sports. These developments present exciting opportunities for growth and innovation, with new markets, new digital distribution channels, emerging sports, and evolving competition formats. To navigate this competitive landscape and uncover untapped potential, it is essential to understand the event brand ecosystem, adapt to market trends, cater to audience needs, and embrace modern technological, governance, planning, legacy, and sustainability approaches.

The programme places a strong emphasis on the strategic management of events, professional leagues, and competitions as unique brands, with the goal of effectively engaging target audiences. It recognises the significance of customer satisfaction and the evolving needs of consumers, while also addressing the profound impact of rapid technological advancements on the event management landscape. The certificate provides participants with a comprehensive understanding of the frameworks and strategies necessary for effective governance in sport events, professional leagues, and competitions. It also ensures the long-term legacy of events, leagues, and competitions and fosters their social, financial, and environmental sustainability.

As the number of organised events across various sectors continues to rise, there is a growing demand for skilled professionals capable of strategically organising and managing sports events, professional leagues, and competitions. This programme equips participants with a well-rounded skill set, preparing them for diverse career opportunities in event planning, services and operations, marketing, brand management, and technology-driven event management. By incorporating governance and sustainability practices, programme participants will contribute to the positive impact of sport events, foster stronger stakeholder relationships, and establish a reputable position within the industry. Ultimately, graduates of this programme will play a significant role in shaping the future of the event management industry, driving its overall development, and making meaningful contributions to society.

Objectives of the course

- **General objective:** capacity of planning, organising, and managing sport events, leagues, and competitions in a strategic and sustainable manner.

Specific objectives

Specific objective 1: to develop a comprehensive understanding of brand management and marketing in the context of sport events.

Specific objective 2: to foster the ability to manage service quality in sport events.

Specific objective 3: to provide students with the knowledge and tools to effectively govern sport events and ensure their long-term sustainability and legacy.

Specific objective 4: to equip with knowledge around technology and digitalisation in sport events.

- **Specific skills**

Specific skill 1: to effectively manage and market sport event brands.

Specific skill 2: to manage service quality in sport events, considering customer expectations and needs.

Specific skill 3: to effectively govern and promote sustainability in sport events.

Specific skill 4: to use technology and digital platforms in sport event management.

Structure

Module 1. Sport Events Governance

Module 2. Sustainability in Sport Events

Module 3. Sport Events Accountability and Transparency

Module 4. Sport Events Ethics