



# **MAIN OPERATIONAL AREAS OF A SPORTING EVENT AND FINAL**

MODULE 4. SYNTHESIS,  
SIGNIFICANT LEARNING  
AND FINAL  
CONCLUSIONS

**- CONMEBOL -  
EVOLUCIÓN**

# Main operational areas of a sporting event and final conclusions

## 4.1 Conclusions and final thoughts

CONMEBOL works every day for the continuous improvement and excellence of its competitions. This introductory level course made CONMEBOL's DNA, and its knowledge based on values available to football lovers.

The experience was shared and recounted by professionals who belong to the institution, those who lead, execute, and make decisions on the playing field.

**Regardless of the event you are going to lead or be part of, you must always remember that there are certain values, principles, rules, logical sequences, and processes that must be respected and are non-negotiable.**

Throughout this course of study, we have learned valuable lessons. Course 1 exposed a globality of basic concepts that covered from the beginning of a project to the completion of the events and their subsequent repercussion (an aspect often forgotten). The complete development of course 2 described the most important operational areas and provided you with valuable theoretical and practical knowledge that you will be able to apply in your future professional performance within a sporting event.

Special mention should be made of the global examples of sustainability and social responsibility that CONMEBOL is constantly working on and developing, for example, the Development Directorate of the Evolution Program.

The Development Directorate launched in 2017 the Evolution Program, which for the first time in the history of CONMEBOL, has been promoting an inclusive strategy that seeks to enhance the capabilities of all South American football players, working on the future of new generations, creating opportunities, overcoming cultural barriers for the development, growth and consolidation of Grassroots Football, Women's Football, Futsal and Beach Football in all communities in South America inspiring to #CreerEnGrande. (CONMEBOL, n.d., <http://69.20.90.89/es/desarrollo/estrategia>)

Many of the practical examples cited during the course refer to the unique CONMEBOL Libertadores and CONMEBOL Sudamericana 2019 finals. These major events served to

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demonstrate the organizational magnitude of CONMEBOL. Although the example may not relate to the event you will be involved in, we recommend always doing the exercise of thinking critically about shared processes and reflecting on how to adapt such structures to the event you will be hosting in the future.

There are certain developments that depend on economics. A company has a significant amount of money to invest in its tournaments, a large portfolio of *sponsors* and parties interested in acquiring the right to broadcast the matches, the capacity for development, HR hiring, high-level services, quality of facilities, commercial actions, etc., etc., etc. HR, high-level services, quality of facilities, commercial actions, etc. However, the creative development necessary for any event should not be neglected.

Creating a differential service for a client, a pre-match ceremony, proper signage for the different areas of the event, an official logo that provides identity, a clear organizational chart with defined tasks and responsibilities, pre-event training for all those involved, the creation of a post-event document that includes lessons learned and a customer satisfaction survey, among other activities and actions, are mostly the result of creativity and do not depend on a high investment of economic resources.

**Let development not only depend on the economic aspect, let's also evaluate from a creative point of view. Let's think about what things can be added to our events to add quality to them.**

There are aspects that, generally, are not part of the basic academic proposal and we believe they are fundamental (that is why we include them in this course): the values and soft skills that sport event managers must have.

Problem-solving skills, empathy, and the ability to bond with the work team, honesty, and the quest to choose the right thing over the expedient are not assessed in any end-of-course, graduate or doctoral exam in the world; but in our opinion they prove, along the way, to be the fundamental key and go beyond professional growth.

**To train technically, to acquire experience and theoretical and practical knowledge is a daily work, but we must not lose sight of the values we have as human beings.**

**Believe big.**

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## **4.2 Presentation**

The following is a personal synthesis (practical and concrete) of what we have shared throughout this course, organized around readings and activities on the fundamentals of planning and organizing sporting events.

Our main interest with this course is to provide useful tools for you to apply in your daily work in a club, association or in the context of the world of football where you work.

### **Feedback**

This is an important word. It has now replaced the term evaluation, which is associated with the idea of measuring from the outside how well a person can reproduce a piece of content. However, feedback speaks to us of processes, and we consider that each of us, as human beings, learn from our experiences, emotions or from what we understand in a different way. In this way, the right or apparent mistake in the answer to a question is an opportunity to learn.

### **Feedback proposal**

This module 4 is divided in three moments and it is intended to work in an integral way all the contents developed. This will allow you to build a personal synthesis of what you have seen. This activity or self-evaluation should be sent to the person in charge of the module in a single Word document.

#### **First moment**

We are going to review the main concepts, terms and words used in the planning and organization of sporting events through a multiple-choice exercise. There is only one correct option for each item.

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01. The responsibility of the TV production area is...

a	To bring the match to the countries that have paid for the broadcasting rights of the sporting event through technological means of communication.
b	<b>Plan and coordinate the audiovisual production of each of the events and supervise the distribution of the result of this production among the rights holders.</b>
c	To take care of the legal rights that allow establishing the guidelines required to guarantee the quality and excellence of the product at a high-performance level applied to TV.

02. CONMEBOL, since 2019, covered *broadcasting* thanks to:

a	The evolution of CONMEBOL.
b	The work of the Confederation's presidency.
c	<b>TV production management.</b>

03. What are the names of the TV companies that buy the broadcasting rights?

a	<b>Right holders.</b>
b	Compound TV.
c	Ultra slow motion.

04. What is the name of the TV company contracted to produce the signal *on site*?

a	Video hub media PRO.
b	Right holders (RB).
c	<b>Host broadcaster.</b>

05. Who are the members of the television production team for a sporting event?

a	Manager, technicians, members of the broadcasting staff and commentators.
b	<b>Director, producers, cameramen and floor assistants.</b>
c	Cameramen, props personnel, sports marketing, and management.

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06. It is important to ensure that the production hub takes care of:

a	Upload the signal to the satellites and check that it is of UBH Pro quality.
b	<b>Distribute the signal (with graphics and audio) to right holders.</b>
c	Pay the broadcasting rights to the clubs responsible for the event.

07. The technological channels used to send the signal of sporting events are:

a	<b>Satellite, fiber or, in some cases, streaming.</b>
b	Internet, TV or networks.
c	Weg CONMEBOL, telephone signal or optical networks.

08. What is the name of the parking lot where the production trucks, satellite units, power generators and technical cabling are located?

a	Parking TV.
b	Lotto TV.
c	<b>Compound .</b>

09. A non-negotiable element for a TV transmission of the highest quality is:

a	<b>Field of play (FOP) lighting.</b>
b	Cameras should be located as close to the field as possible.
c	That the telephone signal or optical networks used are of high resolution (HD).

10. Approximately how many cameras are used in a Copa Libertadores tournament final?

a	16 or less.
b	<b>More than 17.</b>
c	The same amount that is used until the round of 16 of a Copa America championship.

11. What is the name of the space used by journalists to conduct post-game interviews?

a	Press area
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b	Media booth.
c	Mixed zone.

12. The functional area responsible for the entire operation inside the stadium is:

a	Stadium management
b	The security coach.
c	The sports field management bureau.

13. To have a good media coverage of an event, it is essential to have

a	A digital marketing and networking area.
b	A communications and dissemination office.
c	A press operations department.

14. Before the game it is important to check the press room to:

a	Ensure that it has the necessary technological resources and furniture.
b	Test audio equipment, air conditioning and lighting.
c	Verify security aspects and how journalists will enter and circulate in the room.

15. The transportation infrastructure and general mobility of a sporting event includes:

a	Air and ground transportation of all visitors to the sporting event within the space assigned by the host.
b	The chauffeur service for all means of transportation assigned to cover sporting events.
c	Set up the workshops, parking lots and provide the necessary services during the event.

16. Which was the first football confederation to use the VAR tool?

a	CAF
b	UEFA
c	CONMEBOL

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This exercise is important because, in the area of sporting events, the concepts must be handled correctly, and the appropriate terminology must be used. This will allow fluid communication with the organizers and will also facilitate collaborative work with other instances, areas and spheres that participate in these events and that, many times, are not from the sports area, for example, representatives of the media, transportation, or hotel management.

## Second moment

The proposed exercise has already been done in some of the activities of modules 2 or 3. It consists of putting together a spreadsheet showing the path of actions that must be developed in the planning and organization of a sporting event in South American football.

Here are some *tips* to guide the construction of the requested instrument. You must complete all the items to construct the fictitious event.

1. Organizes a sporting event in the field of youth football.

Name of the event	
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2. The first thing to do is to decide what impact you hope to achieve with this event.

Magnitude of the event [write the three categories here].	Select the selected category
1	
2	
3	

3. Planning the sporting event

Main points for planning. Describe	Develop points
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type of event.	
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expectations on the public.	
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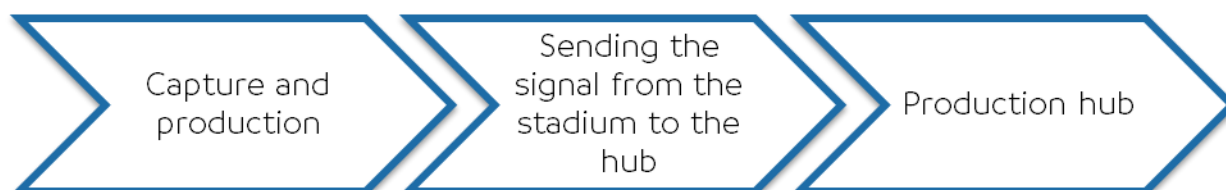
Main points for planning. Describe	Develop points
the date.	
operational infrastructure.	
times of the event.	
people going to work.	
financing.	
people linked to the event.	
cooperation with other entities or sectors.	
commercial alliances.	

### 4. Planning the sporting event

Let us recall the three components of the television broadcast of a sporting event:

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Figure 1



Source: own elaboration.

## 5. Consign

We will put together a jigsaw puzzle of a well-planned and organized sporting event. It will be necessary to join the piece of the puzzle with its corresponding scope of criteria.

Figure 2

Pieces of the puzzle	Planning criterion and organization to which it corresponds
Transportation infrastructure and	It is important to check in advance the air and ground transportation of all visitors to the event.
VAR	In addition to the technological means, human resources of the refereeing team should be foreseen, with independent access to the images of the match, to help identify serious unnoticed incidents.
Hospitality	The hospitality space is an exclusive area, air-conditioned, with food and beverage service, and decorated according to the occasion. In it, the brands carry out activations of their corporate image to

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achieve an unforgettable additional experience for visitors.

## Mixed zone

Adequate space must be provided at the exit of the stadium for the media to conduct post-match interviews with players and coaching staff.

Source: own elaboration.

Towards the end of this module 4, we include two closing exercises.

### Exercise 1

#### Part 1

Write a **report on** what happened at a recent imaginary sporting event. This paper will be based on the television broadcast, transportation, and security.

The report shall be addressed to your immediate superior and shall include the following:

1. Present a summary of the event that is like a summary of the event (summarize it in about 10 lines).
2. In the first part of the document, describe the experience of broadcasting the event via streaming (10 lines).
3. Then, present the work of the transportation people: how they have organized themselves and what means of transportation they used (their own and others) (10 lines).
4. Explain the security structure deployed during the event (10 lines).
5. Briefly comment on what has been done to promote the event among the local public and the host city (10 lines).



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This report should not exceed 50 lines; with 3 pages, it is possible to write a very good report. This exercise will allow you to put into words what you have learned.

### **Part 2**

Write an e-mail to the people who monitored this module 4 and tell them, simply and clearly, what were the personal and professional lessons learned during this module.

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## References

CONMEBOL (n.d.). *Development direction*. Retrieved from <http://69.20.90.89/es/desarrollo/estrategia>.