

# The Art of Event Management in Sports



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## Abstract

The application of the management practice of project management can be used to the creation and development of sports. It usually consists of conceptualization, planning, budgeting, and execution of activities such as sports shows, exhibitions, stage shows, fashion shows, music concerts, celebrity appearances, fashion or charity shows, conferences, etc. Sports management is not very well known in India. Cricket being the dominant sport, event management usually centers around it. It includes effective mapping out of the process for planning first-class sports events, which is called blue print of the event. Taking a "blueprint" and turning it into an event will leave a lasting impression on the attendees. Event planning includes Site Selection, Agenda Management, All event related print materials (i.e. invitations, welcome packets, etc), Promotional Items, Team building, Rentals, Theming, Catering, Entertainment, Transportation, Set-up/ Break down, Staffing, Media, Post event reporting. The hosting of sports events, be they large international events or smaller niche interest events, has huge and long-lasting impacts on the local environment, economy and industry with an insight into the strategic management of sports events of all scales and nature. The framework offers a planning process that can be used to firstly understand the importance of a strategic approach, and secondly how to implement strategies that can achieve successful sports events over the short and long-term. A number of management Institutes in India and abroad are offering Post graduate diplomas and degrees in Sports management. Taking it as career, one can earn a lot, but it involves back-breaking work.

"Like talented chefs, Event Managers use the ingredients we want, add the ingredients we need, and put them together to make an exceptional event"

**Keywords:** Event Management, Sports Management, Planning

## Introduction

**Event Management** is the application of the management practice of project management to the creation and development of festivals and events. It usually consists of conceptualization, planning, budgeting, and execution of activities such as sports shows, exhibitions, stage shows, fashion shows, charity shows, conferences, etc. Event management is the planning and management of an event, project or activity.

**Sports Management** is a field of education and vocation concerning the business aspect of sport. Some examples of sport managers include the front office system in professional sports, college sports managers, recreational sport managers, sports marketing, event management, facility management, sports economics, sport finance, and sports information.

In other words it is the application of the management practice of project management to the creation and development of sports. It includes the effective mapping out of the process for planning first-class sports events. This planning is called blue print of the event. As the hosting of sports events — whether large international events, or smaller interest events — has huge and long-lasting impacts on the local environment, economy and industry, so careful planning is required for the success.

**Sports Event Management** provides students with Post graduate diploma and degrees in sports management and they have their avenues as event managers in the industry with an insight into the strategic management of sports events of all scales and nature. The framework offers a planning process that can be used to firstly understand the importance of a strategic approach, and secondly how to implement strategies.

## Aim of the Paper

The paper is mainly concerned with the process of event management in sports.

**Steps for Event Management****Develop the Event Concept**

It is important when staging an event to be clear about WHY the event is being held:

**The key questions are**

1. What is this event for?
2. What form will it take?
3. How will the event benefit the participants?
4. What could be barriers?
5. Determine the feasibility of the event
6. What physical resources are available (facilities and equipment) or accessible to support the event?
7. What are the costs (time, personnel, money)?
8. How can any potential barriers be overcome?
9. Is there sufficient time for planning?
10. Check the timing of your event does not clash with any other key events.

**Event Planning and Preparation**

It's a good idea to establish a formal event committee consisting of committed members who are clear about their contribution. One person should lead the project as the Event Coordinator.

1. As early as possible, outline the responsibilities of each member-their tasks.e.g. supervising ticket and stage design, sound and lights, etc
2. Security is another big issue that is dealt with by event managers. Unwanted guests, stampedes, fights, and harassment of performers are a few things event managers have to tackle during public events.
3. Press release is an essential aspect of event.
4. Guest Code of Conduct must be mentioned.

**Develop Budget and Monitor Finances**

1. List all the essential costs for the event
2. Costs should include administration, event delivery, marketing, communication and contingency
3. Money for unexpected expenses (normally 15% of total budget expenditure).
4. Many events may also generate some income:
  - a. Direct Income (ticket sales, catering, car parking etc.)
  - b. Indirect Income (advertising, sponsorships, donations). All sponsorships should be noted as income.
5. Event Website should be prepared and must be updated at short intervals. For sale of Tickets direct booking on web can be more convenient. Web Registration for participating teams will be easy.
6. Planning the timeline daywise. Event manager must see that the event ends at planned time.
7. Staffing Positions must be decided before hand.
8. Traffic Management is again a requisite for successful management.

**Identify Tasks and Responsibilities**

Main tasks for the event must be identified, and individuals in the event committee must be appointed against each task. Such tasks include catering, competition, facilities and equipment, finance, marketing and communications, programs results / awards, security, insurance (to cover those attending your event), support services, transport, sponsorship relations and volunteers.

**Event Marketing Plan**

1. Successful marketing of the event will take into account your event objectives (to raise awareness of a cause) and your target audience.
2. It should also take into account publicity - the coverage given to the event by the media promotion and advertising.
3. Promotion and advertising should inform audiences about key details of the event (where it is, when, how much, why is it being held, contact information).
4. Sponsorship is an excellent way of obtaining resources or help for an event.
5. Sponsors can also offer cash, discounted accommodation (room hire discount). E.g. having a FM radio station or relevant magazine as a sponsor, distributing press releases to obtain publicity promoting the event.

Sponsorship from a sports material company who would then be featured on the promotional material (sponsors should be featured on all promotional material); and featuring the event in all free classified sections like Community Notice boards, listings in club and school newspapers and special interest magazines, interviews with the event coordinators etc.

**I. Monitor Event Progress**

The Event Coordinators role is to monitor the team's progress against milestones and ensure the event runs smoothly. Regular meetings for progress reports are advisable

**II. Event Delivery**

Event delivery day requires a clear understanding at the event of each member's responsibilities. It's good to have back up plans in case of changes (a replacement Chief guest if he/she is sick or unable to show, paramedics on stand by in case of an accident).

1. A script sheet for the day distributed to all involved is an excellent guide for a smooth event and should include: person, task, timing, those involved, location and contact information to reach the relevant people.
2. All activities, no matter how small, should be included in the script (greetings at the door, set microphone up and test, thank chief guest, present gifts).
3. Throughout the planning and event delivery stages, it is important to keep records of all activities.

**III. Post Event**

Although the event is over, a number of tasks still need to be done. These include:

1. Obtaining feedback from participants.
2. Thank and recognise all involved in the event including volunteers, sponsors, media and participants.
3. Hold a debriefing session.
4. Send out event reports to all sponsors and key organizations, and ensure records are kept in a central place for running the event in the future.
5. Event management makes the Sports event a mega success.

Event management is important for

1. Growing quantitative economic importance of sport.

2. Qualitative changes in society and sport relating to commercialism and professionalism.
3. Future related, variable work environment.
4. High job potential.
5. Increasing demand for professionally managed sport events.
6. Increasing demand for professionally managed sports clubs.

#### **Conclusion**

Like any other event management company, sports management firms transform and package sports events into lucrative investments for a specific or generic target section. The recently-in-news IPL and ICL are splendid examples. While a few event management companies like Ventures India and Roots Sports are into many games, some focus only on a specific sport. The main steps of Sports event management as discussed are to develop the event

concept, event planning and preparation, develop budget and monitor finances, identify tasks and responsibilities, event marketing plan, monitor event progress, event delivery, post event tasks. Event management makes the Sports event a mega success.

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