



SEMOS
SPORT EVENT MANAGEMENT
AND ORGANISATION SEMINAR

PROGRAMME OVERVIEW

18 - 22 OCT 2021, 09:00 - 18:00 CET

On-site EHL, Lausanne, Switzerland

Online via Zoom





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Day 1 Vision, Strategy & Key planning

Day 2 Business, finance & sales

Day 3 Experience & engagement

Day 4 Operations management

Day 5 Group work & presentations

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Day 1 Vision, Strategy & Key planning

- Landscape of the Sport industry
- Defining planning & operating a vision
- Bidding for a Sport event
- Strategic planning and operations
- Legacy of Sport events

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Day 2 Business, finance & sales

- **Business models of event organisations**
- **Comparative case studies**
- **Revenue streams**

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Day 3 Experience & engagement

- From vision to experience: engaging communication with all stakeholders
- Engaging people beyond the event
- Spectator experience
- Participants experience
- Mass participation in elite events: the merge of two worlds

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Day 4 Operations management

- **Operational readiness: concepts**
- **Operational readiness: exercise**
- **Competition and event operations management**
- **Safeguarding in Sport events**
- **Security**

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Day 5 Group work & presentations

Click on www.aists.org for the most
up-to-date list of speakers.

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