



*Training Course:
Strategic Sport Event Management*

*4 - 8 October 2026
Doha (Qatar)*

Training Course: Strategic Sport Event Management

Training Course code: SC236603 From: 4 - 8 October 2026 Venue: Doha (Qatar) - Training Course Fees: 5150 € Euro

Introduction

The **Sport Event Management** training program is designed by **Global Horizon Training Center** to equip participants with the practical knowledge and professional skills required to successfully plan, organize, manage, and evaluate sporting events of all sizes, from local competitions to international championships. The program covers the complete event management lifecycle, including event planning, logistics, budgeting, sponsorship, marketing, operations, risk management, volunteer coordination, and post-event evaluation. Through practical case studies and real-world examples, participants will gain the competencies required to deliver successful, safe, and memorable sporting events.

Course Objectives

By the end of this program, participants will be able to:

- Understand the principles and framework of sport event management.
- Plan and organize sporting events effectively.
- Develop event operational and logistical plans.
- Prepare event budgets and manage financial resources.
- Manage sponsorships and stakeholder relationships.
- Design marketing and promotional strategies for sporting events.
- Coordinate venues, equipment, and event facilities.
- Apply health, safety, security, and risk management practices.
- Manage volunteers, officials, and event staff.
- Evaluate event performance and implement continuous improvement strategies.

Target Audience

This program is suitable for:

- Sport Event Managers
- Sports Federation Staff
- Sports Club Managers
- Event Coordinators
- Recreation Managers
- Municipal Sports Officials
- Youth Sports Administrators
- Tournament Organizers
- Facility Managers
- Marketing and Sponsorship Officers

- Project Managers involved in sporting events

Detailed Course Outline

Day 1 - Fundamentals of Sport Event Management

- Introduction to sport event management
- Types of sporting events
- Event management lifecycle
- Roles and responsibilities of event managers
- Event governance and organizational structures
- Strategic planning for sporting events
- Event objectives and success factors
- Identifying stakeholders
- Event feasibility studies
- International best practices

Day 2 - Event Planning, Logistics & Budgeting

- Event planning framework
- Venue selection and preparation
- Event scheduling and timelines
- Budget preparation and financial planning
- Procurement and supplier management
- Equipment and facility requirements
- Transportation and accommodation planning
- Registration systems
- Accreditation management
- Operational planning checklists

Day 3 - Marketing, Sponsorship & Stakeholder Management

- Sport event marketing strategies
- Branding sporting events
- Digital marketing and social media
- Media relations
- Sponsorship acquisition and management
- Partnership development
- Fan engagement strategies
- Communication planning
- VIP and protocol management
- Community engagement initiatives

Day 4 - Event Operations, Risk Management & Human Resources

- Event operations management
- Volunteer recruitment and coordination
- Staff scheduling and supervision
- Competition management
- Health and safety requirements
- Security planning
- Emergency response procedures
- Risk identification and mitigation
- Crowd management
- Crisis communication during sporting events

Day 5 - Event Delivery, Evaluation & Continuous Improvement

- Event-day operational control
- Managing event command centers
- Monitoring event performance
- Participant and spectator experience management
- Performance measurement KPIs
- Financial reconciliation
- Post-event reporting
- Lessons learned and continuous improvement
- Sustainability in sport event management
- Developing an action plan for future events

Registration form on the Training Course: Strategic Sport Event Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Company Information

Company Name:
Address:
City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

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