



LITHUANIAN  
SPORTS  
UNIVERSITY

## THE INTENSIVE COURSE FOR SPORTS MANAGERS

“A successful sporting event”



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# THE INTENSIVE COURSE FOR SPORTS MANAGERS

## “A successful sporting event”

*The course is designed to provide students with the skills necessary for excellence in various industries and occupations related to both sports and events. The course provides a solid business core that includes an extensive background in functional areas of marketing, economics, human resources, branding and management along with a detailed focus on both sports and event activities.*

## TOPICS

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### SPORTING EVENTS AS A PROJECT

This topic teaches vital skills in project management via the planning of small to medium scale sporting events. The main aim of this topic is to provide a list of methods and tools to succeed in planning, organization, implementation and evaluation of sporting events. After successful completion, students should be competent to plan and organize a small to medium local sporting event.

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### SPORTS AND EVENT ECONOMICS

The aim of this topic is to provide skills for planning expenses according to the incomes and organizing revenue streams.

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### MANAGERIAL SKILLS AND HUMAN RESOURCES

First, this topic will explore the sporting event-specific conditions that account for the distinct approach on Human Resource Management as compared to other business operations. Subsequently, different but often complementary alternatives of staffing an event will be introduced. This includes the engagement of contractors, various types of paid staff and volunteers. Next, the role of sporting event staff in producing service quality and customer satisfaction is emphasized, followed by a discussion on leadership.

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### VOLUNTEERING

The aim of this topic is to give better understanding about the importance and significance of sporting event volunteers and the unique management environment of sporting events that involve large numbers of volunteers.

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## **SPORTS FACILITY MANAGEMENT AND INNOVATIONS**

The topic considers the operational management challenges related to the management of venues and facilities for events, sports, hospitality and tourist activities. It affords an opportunity to examine issues, principles, problems and integrated solutions for a venue or a facility related to one of these industry sectors.

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## **MARKETING FOR MASSES**

The aim of this topic is to provide skills for a successful sporting event marketing campaign with value to attendees beyond information about a product or service by identifying the target audience correctly and creating experience that remains in participants' memories.

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## **CREATING A SPORTING EVENT BRAND**

The best, most creative events create interactions that not only reflect positively on the brand at the time, but also generate a buzz long after the event is over. This topic will discuss how to create an event brand and its loyalists by using personal experience.

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## **SPONSORSHIP IN SPORTS**

This topic aims to develop knowledge on the theories and principles of sports sponsorship. It presents a structured approach to the development, planning, implementation and evaluation of sponsorship as a critical communication tool.

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## **CREATING ADDITIONAL VALUE: SPORTS TOURISM AND SOCIAL ACTIVITIES**

This topic explores the growth and key components of sports tourism, paying specific attention to sporting event tourism. It will show the numerous market opportunities which exist to design services and products to meet customer needs, in relation to travel, accommodation and the actual event experience. It pays particular attention to the trend whereby the event capacity to attract people can far exceed the stadium capacity, as people can visit the destination and watch a sporting event remotely in a fan park or a bar.

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## **EVALUATING A SPORTING EVENT**

This topic teaches to measure attendance levels, visitors' locality / mapping, satisfaction levels, perceptions of local image / reputation, culture and sports participation, joint initiatives with local partners, public profile indicators at and after the event. The students will also get better understanding of sustainable sporting event management.

SUNDAY	TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
ARRIVAL	9.00 - 12.30	Sporting Events as a Project*	Sports and Event Economics*	Managerial Skills and Human Resources*	Volunteering*	Sports Facility Management and Innovations*	SIGHTSEEING
	12.30 - 14.00	LUNCH TIME					
GET TOGETHER EVENING	14.00 - 15.30	Sporting Events as a Project**	Managerial Skills and Human Resources*	Managerial Skills and Human Resources**	Volunteering**	Sports Facility Management and Innovations**	

\* Theoretical Session

\*\* Practical Session

SUNDAY	TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SIGHTSEEING	9.00 - 12.30	Marketing for Mass*	Creating a Sporting Event Brand*	Sponsorship in Sports*	Creating Additional Value: Social Activities*	Evaluating a Sporting Event*	DEPARTURE
	12.30 - 14.00	LUNCH TIME					
	14.00 - 15.30	Marketing for Mass**	Creating a Sporting Event Brand**	Sports and Media*	Creating Additional Value: Sports Tourism*	Generalization	

\* Theoretical Session

\*\* Practical Session

Course fee is **780 EUR**.

Registration form is [here](#)

Tuition fee will be paid after confirmation of your registration.

Note: Course is delivered in a group not less than 10 applicants.

#### CONTACT INFORMATION:

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