



THE
Event School
LONDON

CERTIFICATE

CERTIFICATE IN SPORTS EVENT MANAGEMENT

PART-TIME VIRTUAL COURSE
SHORT COURSE IN LONDON

Considering a career that combines your love of sports with an ability to plan and organise?

Our comprehensive, introduction to sports event management provides the fundamentals of planning and coordinating sporting events from start to finish!

**BOOK
ONLINE
NOW!**

www.eventschool.london

COURSE SUMMARY

Learn how to plan, promote and deliver sporting events, how to search and coordinate venues and suppliers, create budgets and develop event planning timelines.

Suitable for beginners and those in entry-level sports roles, wanting to ensure they are applying an effective and structured approach to their sports event planning and delivery.

Our comprehensive introduction to sports event planning.

Learn how to plan sport events from start to finish.

*Equipping you for
a career in
sporting events.*

STUDY OPTIONS

LIVE ONLINE CLASSES

Morning Classes

Afternoon Classes

Evening Classes

Accelerated Classes

LONDON COURSES

5-Day Short Course

QUALIFICATION

Certificate in Sports Event Management

Awarded by

The Event School London

ANY QUESTIONS?

Contact us with any queries

Email: info@eventschool.london

Office: +44 (0) 203 239 0950

WhatsApp: +44 (0) 7305 309 950





COURSE CONTENT MODULES & TOPICS

THE SPORT EVENT INDUSTRY

- The role of a sports event manager
- Industry working conditions and work ethics
- Aptitude for sports event management
- Developing knowledge and skills
- Sporting event associations and organisations
- Finding and progressing in sports event management careers
- Trends in staging sporting events

EVENT COORDINATION

- Pre-planning for sporting events
- Developing timelines, checklists and itineraries
- Project management for sports events
- Sports event management systems
- Technology for sports events management
- Developing and managing budgets
- Sourcing and managing volunteers
- Crowd management
- Sports Event managers responsibilities during:
 - Sports event build-up
 - "On-the-day" role and responsibilities
 - Sports event break-down

SPORTS EVENT FEASIBILITY

- Sporting event feasibility factors
- Establishing sports event goals and objectives
- Setting criteria for sports event success
- Identify required resources
- Applicable legalities and permissions

COORDINATING SPORTS EVENTS SERVICES/ SUPPLIERS

- Types of sporting event suppliers
- Sourcing and selecting sports event suppliers
- Basics of contracting
- Coordinating and monitoring supplier activities
- Hospitality options for sporting events

VENUES AND LOCATIONS

- Sourcing and securing sports venues, stadiums and locations
- Location site visits and evaluation
- Coordinating with venues and stadiums
- Working for a stadium or sports venue - responsibilities and coordinating with sporting teams and organisations

*Shaping the leaders of
tomorrows' sporting events.*



Our courses encourage innovation from a strong foundation of industry knowledge and expertise.



**COURSE CONTENT
MODULES & TOPICS
CONTINUED**



WHS AND RISK ASSESSMENT

- Preparing risk assessments for events
- Contingency planning for events
- Health and safety considerations

SPORTS EVENT MARKETING AND PROMOTIONS

- Ticketing and ticket sales
- Promoting sports events
- Online presence and social media

RELATIONSHIP MANAGEMENT

- Effective communication
- Working with clients and stakeholders
- Identify potential conflict and take preventative action

SPORTS EVENT EVALUATION

- Capturing feedback
- Measuring sports event success
- Sports event evaluation



IDEAL FOR LEARNERS WHO

Prefer live teaching (London or virtual classrooms) rather than self-taught.

Want the opportunity for interaction and discussion.

Will benefit from personalised guidance and mentoring from our sports event industry specialist trainers.

Appreciate the ability to ask questions and receive answers during real-time classes.



THIS LEVEL COURSE IS IDEAL FOR THOSE WHO

- Require the foundation skills and knowledge required to enter the sports event industry or related roles.
- Are in entry level sports or events positions and wish to enhance their sports event management knowledge and skills in order to progress
- Are looking for career change and want to build on existing transferable skills.
- Would like to add British Certification to their CV or portfolio



Who should do this course?

ONLINE COURSE

We understand people with busy schedules still value learning with a 'live' expert.

That's why we offer a virtual, '**LIVE ONLINE**' study option.

Plan around your schedule with a choice of either Morning, Afternoon or Evening 'live' classes.

*Dates, fees, content and inclusions are subject to change. Please check our website for the most up to date information

LIVE ONLINE CLASSES



8 weeks



Assessment - Sports Event Planning Research Project (due 1 month after course completion)



1 x 3-hour class per week



Maximum 10 participants



Live online classes

£875

*COURSE FEES

Book Now!



Regular Start Dates



Amongst the Highest Completion Rates for Online Training



Session options to suit a range of work patterns or time zones



Join our Alumni Group for industry updates, volunteering options, work experience and employment opportunities



Interactive and engaging delivery

STUDY WITH US FROM ANYWHERE IN THE WORLD

ONLINE COURSE HIGHLIGHTS

With our live-classes, delivered through video-conferencing, connect and interact with your course trainer and classmates from all around the globe, creating a vibrant and dynamic learning community.

ONLINE LEARNING WITH LIVE EXPERTS

Our virtual online courses provide the opportunity to work with our experienced trainers who can guide and advise you on achieving your professional goals.

BENEFITS OF ONLINE VIRTUAL 'LIVE' CLASSES

- Live Online Classes
- Taught by Industry Specialists
- Taught in real-time so you can participate in live Q&As and discussions
- Small class sizes mean you won't become lost in a sea of onscreen faces!
- The same Content and Certification as our London courses
- Taught on a reliable and secure online meeting and training platforms



Contact us with any questions or queries about learning online

LONDON COURSE



Face-to-face classes



Assessment - Sports Event Planning Research Project (due 1 mth after course completion)



Venues on the ExCel London campus



Closest Station Custom House on the Elizabeth Line or DLR



Need Accommodation? On-site hotels to suit a range of budgets.

£1,350

*COURSE FEES

SHORT COURSE IN LONDON



5 Days
Monday to Friday



10.00am-4.00pm



Each July and
November

Book Now!



LONDON COURSE



With so much time now spent online, many of our participants prefer an 'in-real life' learning experience.

That's why we offer evening classes, short course and Saturday course options in London

*Dates, fees, content and inclusions are subject to change. Please check our website for the most up to date information

LONDON COURSE HIGHLIGHTS

EVENT INDUSTRY ENVIRONMENT

Our host training venues are located on the ExCeL London campus. Venues include CentreEd at ExCeL and quality conference and meeting facilities at ExCeL's on-site hotels. E.g. Novotel ExCeL, Aloft ExCeL and Good Hotel



SITE TOURS

Our London courses include site tours to prominent stadiums, arenas and sporting venues and London's sports scene becomes our extended campus. Past site visits included:

- ExCeL London
- London Stadium
- Wembley Stadium
- Wimbledon
- London Aquatic Centre
- The Crystal Eco-Venue
- Queen Elizabeth Olympic Park



A LEADING DESTINATION FOR SPORTING EVENTS

Study in one of the world's most famous sporting cities. From London 2012 through to the 2015 Rugby World Cup, or the 2017 International Athletic Championships and the iconic Wimbledon Tennis Major, when it comes to major sporting events, London is world class.

Contact us with any questions or queries about learning in London

TESTIMONIALS

Our student feedback is consistently "excellent"!

For our London courses, that's down to the insights gained on site tours and the calibre of our Course Facilitators, who work hard to make their London classroom environments engaging and interactive.

Our Virtual Courses also receive excellent feedback. Many participants tell us that due to the activities and dynamism of live classes, and being able to interact with classmates and teachers, they felt just like they were in "real" classrooms and loved their virtual experience.



[HEAR FROM STUDENTS](#)



"After completing an events management degree, this course has enhanced my learning about the role of a sport events manager and how you can get into the industry. During lockdown, this has definitely hit my expectations and recommend to anyone who wants to go into the sports industry."

Ollie, UK

"This course was very beneficial, the school went out of their way to make the communications easy between the teacher and the students. Would definitely recommend."

Yara, Egypt

"I spent a long time researching sports event courses, and this one stood out by far as the best. Yet it still exceeded all my expectations. Sharifa was so friendly and knowledgeable. She made every minute of the course interesting and exciting. Highly recommended"

Sarah, Ireland

"I feel more prepared to enter an exciting industry than ever before- my tutor was incredibly supportive and got the best out of me for the next chapter in my career"

Stevie, UK



What our students say



PAYMENT PLANS

Visit our [Payment Plan](#) page to learn about payment plan options for part-time courses



Finance Options

ELIGIBLE UK RESIDENTS

Eligible UK residents may be able to spread the cost of their certificate course fees over up to 6 months.

Check your eligibility and find out more.

[» LEARN MORE](#)



Nearest station:

Custom House on the Elizabeth Line or DLR

10 minutes by taxi from London City Airport or 43 minutes by train from Heathrow

Parking available on site at a daily fee

How to get to ExCeL

VENUES

We use a selection of venues on the ExCeL London campus, one of Europe's premier event destinations.

Location: ExCeL London, Royal Victoria Dock, London E16 1XL



ACCOMMODATION

Accommodation is available in a range of on-site hotels

Accommodation arrangements are the responsibility of course participants

Find accommodation in London

THE EVENT SCHOOL LONDON ON YOUTUBE

Why not check out our YouTube Channel where you can find information on courses, the latest news, and interviews with Industry Experts, our Team and our Graduates.



GALLERY

We love creating relevant, contemporary, interactive learning and life experiences...both in London and in our Virtual Classrooms. And we love sharing them with you in our galleries.

This is life with students from as close as London, to as far away as Europe, Australia, Africa, Brazil, Egypt, Saudi Arabia, Turkey, Canada, Bahrain, Qatar, Puerto Rico the UAE and The Philippines!



Site Tours bring Theory to Life on The Event School London's ...



Our London Students
Love Site Tours!

Watch on YouTube

* Dates, Fees, Content and Inclusions are subject to change.
Please check our website for the most up-to-date information.

Book now using the links below or
contact us via email/telephone to
find out more and secure your place.

Get started today

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LIVE ONLINE CLASSES

BOOK NOW



LONDON CLASSES

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