XCELERATE TRAINING INSTITUTE

your learning & development partner

PROJECT MANAGEMENT

Sports and Major Events Management Training Course

Planning and Delivering Successful Sports and Mega Events

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	CS-102

Upcoming dates

Dates	Venue	Format	Fee
8 – 12 Feb 2027	Paris	Classroom	€4,800
19 – 23 Apr 2027	Singapore	Classroom	€5,500
28 Jun – 2 Jul 2027	Amman	Classroom	€3,800
2 – 6 Aug 2027	Amsterdam	Classroom	€4,800
11 – 15 Oct 2027	Barcelona	Classroom	€4,800
20 – 24 Dec 2027	Berlin	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/sports-and-major-events-management-training-course/

+491631686678 · info@x8ti.com

Sports and Major Events Management Training Course

Introduction

The Gulf has become a global destination for major sports tournaments, concerts, exhibitions and world-class events, with more major events planned in the coming years. Delivering them requires professionals who can plan complex operations, manage stakeholders, control budgets and ensure safety and spectator experience.

This course covers sports management and major events delivery: event strategy, bidding, planning, venue and operations management, sponsorship and commercial programmes, risk and safety, volunteers and legacy.

Learning Objectives

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

- Understand the sports and events industry in the Gulf
- Plan major events using project management methods
- Manage venues, operations and logistics
- Develop sponsorship, ticketing and commercial programmes
- Manage risk, safety and crowd management
- Plan event legacy and evaluation

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants plan elements of a major event in teams, using case studies of recent global and regional events.

Benefits for Your Organisation

- Better-planned and safer events
- Stronger commercial results from events
- Improved stakeholder coordination
- Positive visitor experience and reputation
- Lasting event legacy

Benefits for You

- Practical event planning skills
- Understanding of sports business
- Risk and crowd management knowledge
- Insight into major event case studies
- Career opportunities in a growing sector

Who Should Attend

This course is designed for:

- Sports federation and club managers
- Event and venue managers
- Government tourism and events officials
- Sponsorship and marketing professionals
- Operations and logistics professionals

Course Outline

Day 1: The Sports and Events Industry

- Major events strategy in the Gulf
- Sports governance and business models
- Event types and stakeholders
- Bidding for events
- Economic and social impact

Day 2: Event Planning

- Event project management
- Master schedules and readiness
- Budgeting and financial control
- Event organisation structures
- Procurement and suppliers

Day 3: Venues and Operations

- Venue planning and overlay
- Transport and accreditation
- Spectator experience
- Volunteer management
- Technology and broadcasting

Day 4: Commercial Programmes

- Sponsorship sales and activation
- Ticketing and pricing
- Media rights and marketing
- Fan engagement and digital channels
- Hospitality programmes

Day 5: Risk, Safety and Legacy

- Event risk management
- Crowd safety and security
- Emergency planning
- Sustainability in events

- Legacy planning and evaluation

Copyright and intellectual property
This course, "Sports and Major Events Management Training Course", is an original course by Xcelerate Training Institute. All materials, content and structure are the intellectual property of Xcelerate Training Institute. Reproduction, distribution or use of any part of this course without written consent is prohibited.

Registration Form

Sports and Major Events Management Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
+491631686678

Email this form
info@x8ti.com

Register online
Open the course page