Sports Facility Management: Stadium Operations and Major Sports Events

12 – 16 July 2027
Amsterdam - Zuidas business district hotel



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Introduction:

Sports facility management breaks down when stadiums and arenas sit empty between fixtures, pitch condition slips, matchday functions work in silos and nobody can show owners what a hosted tournament returned to the club, federation or host community. This Core Concept course gives venue operators, federation and club operations teams and sports event organisers a practical method for choosing a venue operating model, running matchday and tournament operations through a venue operations centre, growing ticketing, hospitality, sponsorship and naming-rights income, and evaluating economic impact and legacy. Participants build a Stadium Operations and Major Sports Event Readiness Plan.

Course Objectives:

- Assess a stadium or arena's utilisation, operating cost and fixture calendar and compare in-house, operator-contract and concession operating models
- Plan pitch, turf and venue asset care cycles that protect playing quality across a busy sporting and non-sporting event calendar
- Organise matchday and tournament operations through a venue operations centre, overlay plan, accreditation zoning and athlete, media and spectator logistics
- Structure sports workforce and volunteer roles and coordinate stadium security, medical and emergency partners through agreed interface procedures
- Grow venue income from ticketing, premium hospitality, sponsorship inventory and naming rights and report it through a venue commercial dashboard
- Evaluate the economic impact, participation outcomes and legacy of a major sports event and consolidate the results into a readiness plan

Target Audience:

- Managers who run stadiums, arenas, sports halls and multi-sport complexes day to day
- Federation and league operations managers who allocate venues and oversee competitions and fixtures
- Club operations managers responsible for matchday delivery, training grounds and fan services
- Organising committee managers who plan and deliver tournaments, championships and multi-sport games
- Commercial managers who sell tickets, hospitality, sponsorship and naming rights for sports venues
- Public sector managers who own sports infrastructure and commission operators to run it

Course Outline:

Day 1: Sports Facility Landscape and Venue Performance Baseline

- Sports Venue Typology: Stadiums, Arenas, Aquatic Centres and Multi-Sport Parks
- Venue Ownership Structures: Public Owner, Club, Federation and Private Investor
- Sports Venue Stakeholder Map: Tenants, Leagues, Broadcasters, Fans and Community
- Utilisation Audit: Fixture Calendar, Non-Match Days and Event Mix Analysis
- Venue Performance Baseline Scorecard: Occupancy, Cost per Event and Income per Seat

Day 2: Venue Operating Models, Asset Care and Sports Governance

- Operating Model Options Appraisal: In-House, Operator Contract, Concession and Joint Venture
- Venue Operator Contract Terms: Scope, Revenue Share, Lifecycle Fund and Handback
- Natural and Hybrid Turf Care Cycle and Pitch Quality Testing at Overview
- Sports Asset Register and Lifecycle Plan for Floodlights, Seating and Big Screens
- Sports Governance Overview: Federation Statutes, Competition Rules and Venue Licensing Criteria

Day 3: Matchday Operations, Overlay, Accreditation and Workforce

- Venue Operations Centre Structure, Functional Area Roles and Matchday Timeline
- Temporary Overlay Planning: Broadcast Compound, Media Tribune, Hospitality Village and Fan Zone
- Accreditation Zoning Matrix and Access Privilege Codes for Athletes, Officials and Media
- Athlete, Team, Officials and Broadcast Logistics: Transport, Training Sites and Load-In Schedules
- Sports Event Workforce Plan: Paid Staff, Contractors and Tournament Volunteers by Functional Area

Day 4: Security Interfaces, Commercial Revenue and Impact Evaluation

- Security, Medical and Emergency Partner Interface Agreement for Stadium Events
- Ticketing Strategy: Seat Map Pricing Tiers, Season Tickets and Secondary Market Controls
- Premium Hospitality Products: Suites, Lounges and Matchday Packages Business Model
- Sponsorship Inventory Valuation and Stadium Naming Rights Deal Structure
- Major Sports Event Economic Impact Study and Legacy Evaluation Framework

Day 5: Sports Venue Case Work and the Readiness Plan

- Multi-Purpose Arena Case: Filling the Non-Match Day Calendar with Concerts and Community Use
- Tournament Hosting Case: Venue Handover from Owner to Organising Committee and Back
- Venue Commercial Dashboard Build: Ticketing, Hospitality, Sponsorship and Catering Income
- Stadium Operations and Major Sports Event Readiness Plan Drafting
- Readiness Plan Peer Review Panel and Owner Challenge Session

Skills You Will Gain:

- Venue Operating Model Appraisal
- Pitch and Sports Asset Lifecycle Planning
- Venue Operations Centre Coordination
- Overlay and Accreditation Planning
- Sports Event Workforce Planning
- Sports Hospitality and Ticketing Design
- Sponsorship and Naming Rights Valuation
- Sports Event Legacy Evaluation

Why Attend This Course:

- Return with a Stadium Operations and Major Sports Event Readiness Plan tested against real venue and tournament cases
- Show owners and boards how an operating model choice changes utilisation, cost and income for a sports venue
- Negotiate operator, sponsorship and naming-rights terms with a clearer view of what the venue's inventory is worth
- Compare venue and tournament practice with peers from clubs, federations, arenas and public sports authorities

Conclusion:

Sports venues earn their keep when the operating model, asset care, matchday organisation and commercial programme are planned as one system rather than fixture by fixture. The week moves from the venue landscape and performance baseline, through operating models, turf and asset care and sports governance, to the venue operations centre, overlay, accreditation, logistics and workforce, and then to security interfaces, commercial revenue and impact evaluation. The final day applies these methods to arena and tournament cases and produces a readiness plan for each participant's own venue or event.