



Esports Management Course: Gaming Industry, Tournament Operations and Sponsorship

10 – 14 May 2027

Amsterdam - Zuidas business district hotel



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Introduction:

Esports management covering the gaming industry, tournament operations and sponsorship is a 5-day course for sports, entertainment, media and event units entering competitive gaming, ending with an Esports Tournament Business and Operations Plan for a case event. Organisations that move into esports often price sponsorship, book venues and sign players before they understand publisher licensing, bracket formats, LAN network demands and the integrity codes that govern play. Nominees already manage sports, live entertainment or media operations, and the course is taught through case study work on a realistic tournament brief. CoreConcept Training Center delivers this esports management course.

Course Objectives:

- Map the esports ecosystem, its stakeholders and revenue streams to judge where a sports, entertainment or media organisation can enter
- Review publisher licence terms and choose a league or open-circuit structure with a bracket format suited to the title and field size
- Plan LAN and online tournament operations covering venue layout, network latency, player booths and stream production
- Package sponsorship inventory and in-game activations for gaming audiences and agree streaming and co-streaming distribution
- Organise team rosters, practice schedules and player welfare measures, and apply anti-corruption, anti-doping and anti-cheat controls
- Build an Esports Tournament Business and Operations Plan with a profit and loss model for a case event

Target Audience:

- Managers responsible for sports clubs or federations adding esports teams or competitions
 - Event and venue operations managers responsible for hosting live gaming tournaments
 - Media, content and streaming managers responsible for distributing competitive gaming coverage
 - Sponsorship and commercial partnership managers responsible for brand deals with gaming audiences
 - Entertainment and leisure business managers responsible for new gaming products and fan communities
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Course Outline:

Day 1: Esports Ecosystem, Stakeholders and Revenue Model

- Esports Ecosystem Map of Publishers, Organisers, Teams and Fans
- Esports Revenue Stack From Sponsorship to Digital Item Sales
- Game Genres and Competitive Titles Shaping Audience Size
- Gaming Audience Segmentation Across Players, Viewers and Creators
- Esports Entry Readiness Assessment for Sports and Entertainment Organisations

Day 2: Publisher Rights, League Structures and Tournament Formats

- Publisher Intellectual Property and Tournament Licence Terms Review
- Franchised Leagues, Open Circuits and Hybrid Promotion Pathways
- Single and Double Elimination Bracket Design With Seeding
- Swiss System and Group Stage Round Robin Planning
- Competitive Ruleset, Patch Freeze and Match Protocol Drafting

Day 3: Tournament Operations, Esports Venues and Streaming Production

- LAN Versus Online Event Operations Run Sheet Planning
- Esports Venue Layout With Stage, Player Booths and Seating
- Tournament Network Isolation, Latency Testing and Hardware Standardisation
- Observer, Caster and Stream Production Crew Workflow
- Streaming Platform Distribution and Co-Streaming Creator Agreements

Day 4: Sponsorship, Team Management, Player Welfare and Integrity Risk

- Esports Sponsorship Inventory and In-Game Activation Packages
- Team Roster Contracts, Scrim Schedules and Performance Staff
- Player Welfare Plan for Practice Load, Sleep and Burnout
- Anti-Corruption and Anti-Doping Codes Applied to Tournaments
- Anti-Cheat Controls, Betting Monitoring and Disciplinary Procedure

Day 5: Case Study: Esports Tournament Business and Operations Plan

- Case Event Brief Analysis of Title, Audience and Budget
 - Community Platforms, Fan Rewards and Watch Party Engagement Plan
 - Tournament Profit and Loss Model With Prize Pool Scenarios
 - Operations Risk Register and Integrity Controls for the Case Event
 - Esports Tournament Business and Operations Plan Completion and Review
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Skills You Will Gain:

- Esports Ecosystem Analysis
- Tournament Licence Review
- Bracket and Format Design
- LAN Event Operations Planning
- Esports Sponsorship Packaging
- Team Roster and Welfare Management
- Competitive Integrity Control
- Tournament Financial Modelling

Why Attend This Course:

- Deliver an Esports Tournament Business and Operations Plan, with format, budget and risk register, to the senior management team that approves entry into esports
- Choose between a franchised league slot, an open circuit or a self-run tournament using licence terms, audience data and cost evidence
- Avoid cancelled matches, sponsor disputes and integrity incidents caused by untested networks, vague rulesets and missing player contracts
- Share bracket templates, run sheets and sponsorship inventory lists with event, commercial and content colleagues

Conclusion:

Back at work, the participant hands senior management an Esports Tournament Business and Operations Plan that sets out the title, format, venue model, revenue mix, player arrangements and integrity controls for a first event. Executives use it to decide whether to license a tournament, enter an existing circuit or partner with an established organiser, and to release budget for sponsorship sales and production. After the first event, the unit should review audience figures, sponsor delivery, match delays and player feedback against the plan's targets and adjust the next edition.

Frequently Asked Questions FAQ:

What should participants know before the esports management course?

Participants should already manage sports, live events, media or commercial partnerships. No playing experience or game development knowledge is expected. Familiarity with event budgets and sponsorship contracts helps participants apply the case study quickly to a tournament setting.

How does esports management differ from a traditional sports management or event technology course?

It focuses on what is specific to competitive gaming: publisher ownership of the game, licensed tournaments, bracket formats, LAN networks, streaming audiences and player welfare. Club governance, general event platforms and broadcast scheduling are covered only where an esports decision depends on them.

Why does publisher licensing matter in esports management?

The publisher owns the game, so every tournament, broadcast and sponsorship category depends on its licence. Licence terms can limit prize pools, sponsor categories, streaming rights and the number of events, which shapes the business model before any venue or team is booked.

What do participants take back from the esports management course?

Participants take back an Esports Tournament Business and Operations Plan for a case event, with a format and bracket design, venue and network specification, sponsorship inventory, profit and loss model and an integrity risk register ready to adapt to their own organisation.
