Bidding for and Hosting Major Sporting Events Course: Bid Books, Delivery Authority and Legacy

22 – 26 March 2027
Paris - Right Bank business hotel



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Introduction:

Bidding for and hosting major sporting events, with bid books, host city agreements, a delivery authority and legacy planning, is the subject of this 1-week course for federation and event body leaders, bid directors and organising committee managers, ending with a Bid and Hosting Plan. Many bids fail or hosts overspend because feasibility, guarantees and legacy were never tested against the owner's strategy. Nominees already manage events, projects or sports bodies, and teaching is by case study on bid documents and budgets. CoreConcept Training Center delivers this major sporting events bidding and hosting course.

Course Objectives:

- Decide whether to bid by testing an event against the owner's development strategy and a feasibility study
- Compile a bid book with an evidence index that answers each requirement of the rights holder
- Review host city agreement clauses and guarantees to allocate risk between owner, city and government
- Choose and structure a delivery authority and organising committee with clear decision rights and milestones
- Build a dual budget and a commercial revenue plan with contingency and early warning triggers
- Draft a legacy plan whose benefits have named owners and indicators after the event closes

Target Audience:

- Federation and national event body leaders responsible for deciding whether to pursue a major event
- Bid directors accountable for the bid book, guarantees and the evaluation presentation
- Organising committee managers who will stand up functional areas and deliver the event
- Public sector sports owners who commit funding, land and infrastructure to a hosting project
- Commercial and finance managers who plan event budgets and revenue rights

Course Outline:

Day 1: Bid Landscape, Strategy and Feasibility

- Bid Cycle Stage Map from Dialogue to Host Election Vote
- Owner Strategy Fit Test Linking Event to Development Plan
- Stakeholder and Rights Holder Map for Federations and Governments
- Go or No-Go Decision Matrix for Bid Candidacy
- Feasibility Study Template Covering Demand, Venues and Funding

Day 2: Bid Book and Host City Agreement

- Bid Book Section Template and Evidence Index
- Requirements Gap Analysis Against Rights Holder Technical Manual
- Guarantee Register for Government, City and Venue Support
- Host City Agreement Clause Review Checklist for Risk Allocation
- Bid Presentation Storyline and Evaluation Commission Question Rehearsal

Day 3: Delivery Authority and Organising Committee

- Delivery Authority Options Appraisal Between Public Body and Company
- Organising Committee Functional Area Structure and Reporting Lines
- Master Schedule with Milestones and Readiness Review Gates
- Venue Delivery Dependency Map Across Owners and Contractors
- Governance Board Terms of Reference and Decision Rights Matrix

Day 4: Budget, Commercial Revenue, Risk and Legacy

- Dual Budget Model Separating Committee Costs and Public Works
- Revenue Plan for Broadcast, Ticketing, Sponsorship and Licensing Rights
- Hosting Risk Register with Contingency Allocation and Owner Assignment
- Cost Overrun Early Warning Dashboard with Funding Trigger Points
- Legacy Framework with Post-Event Venue Use and Benefit Indicators

Day 5: Case Study on a Bid and Hosting Plan

- Case Federation Brief Review Using the Go or No-Go Matrix
- Case Bid Book Outline Built on the Evidence Index
- Case Host City Agreement Risk Allocation Defence Session
- Legacy Benefits Realisation Plan Drafting with Owners and Indicators
- Bid and Hosting Plan Completion and Peer Challenge Panel

Skills You Will Gain:

- Bid Feasibility Assessment
- Bid Book Development
- Host Agreement Risk Review
- Delivery Authority Design
- Event Budget Modelling
- Commercial Rights Planning
- Legacy Benefits Planning

Why Attend This Course:

- Deliver a Bid and Hosting Plan to the federation board, the public funding body and the bid director
- Decide whether a candidacy is worth pursuing before costs and guarantees are committed
- Avoid late surprises such as unfunded guarantees, unclear committee authority and legacy promises nobody owns
- Coach colleagues and partners on reading host agreements, budgets and bid requirements consistently

Conclusion:

Back at work, the participant presents the Bid and Hosting Plan to the board and funding bodies, who use it to decide on candidacy, guarantees and the delivery authority model. Bid and committee teams use its evidence index, budget and risk register to steer the bid and the first delivery stages. After the first board review, the organisation should check guarantees, cost forecasts and legacy indicators against the plan and adjust owners, triggers and funding.

Frequently Asked Questions FAQ:

What should participants know before a course on bidding for and hosting major sporting events?

Participants should already work on events, projects or sports governance and read budgets and contracts. Bringing a past bid, an event budget or a host agreement from their own organisation makes the case work more useful.

How does a course on bidding for and hosting major sporting events differ from a venue operations course?

It concentrates on the decision to bid, the bid book, host agreements, the delivery authority, budget and legacy. A venue operations course covers matchday running, turf, ticketing and security inside a stadium, which this course treats only as a bid requirement.

Why does bidding for major sporting events need a feasibility study?

A feasibility study tests demand, venues, funding and fit with the owner's strategy before guarantees are signed. It shows early whether the event can be hosted within public means, and it gives the board evidence for a go or no-go decision.

What do participants take back from the major sporting events bidding and hosting course?

Participants take back a Bid and Hosting Plan with a go or no-go matrix, a bid book evidence index, a host agreement risk checklist, a dual budget model and a legacy plan template for their own organisation.