

SPORT

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A DAY IN THE LIFE OF A SPORTS EVENT MANAGER

There's no typical day in the life of a sports event manager but what they all have in common is the need to get things right.

As a sports event manager you will be managing:

- Logistics – the what, where, how and who of the event
- The purpose and branding of the event – the why, behind the whole proposal
- Financial aspects – who and how, plus how much. The financial aspects of sports event management includes sponsorship and funding, negotiation and contracts
- Expertise and event-environment specifics – the event manager is the go-to person to answer all logistical, participant, safety and

security concerns.

o get an idea of just what's involved behind the scenes, think about the type of work involved from the event managers' perspectives behind major sporting events: Wimbledon, London Marathon and the Rugby World Cup.

The right kind of training is crucial to gaining success in the field of Sports Event Management.

Event Academy offers superb event management courses which level the playing field in this competitive industry and deliver work-ready sports event managers who are vital additions to event teams!

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GETTING INTO SPORTS EVENT MANAGEMENT

The best way to get into sports event management is to do an accredited event management course. Whether you study with us live in London or online from wherever you are, our event management courses offer:

- A thorough education in all aspects of event management;
- Volunteering and work experience opportunities (varies according to course);
- Industry-respected and accredited qualifications;
- Access to our vast network of industry contacts and partners.

Our courses include volunteering opportunities and even a 3-month work placement, on our Postgraduate course, where we really try to match you with an area of interest, as Hayley discovered on her placement at M&C Saatchi: Sports & Entertainment.

CAREER OPPORTUNITIES

Sports venue management – Wembley or Twickenham anyone?
Charity sports event manager – charities big and small use sports events raise awareness and funds.

Sporting authorities and governing bodies – The FA, for instance.
Other sectors – including health and local authorities, who often run sports events as part of local and national campaigns.

The list goes on...working in Sports Events isn't just about opportunities linked directly to a sport. Many large corporations and brands have marketing and entertainment arms which can include sponsoring and running their own sports events – think of companies such as Red Bull, Nike, Adidas.

It's also possible to work with agencies such as CSM, PSG, and Octagon, to deliver sporting events for big names and top international events.

Event managers with a record of success, experience and qualification find they're able to access plenty of opportunities, and our event management qualifications can really help you to establish that professional track record of your own.

THE QUESTION IS HOW TO GET STARTED?

Before we deep dive into the details it is worth understanding the different (typical) stages of a career in events to know at which stage you might be entering.

The first step is just realising this is something that you want to do. It could be that you've organised a private party/wedding/charity event and just loved it. Maybe you have worked in an associated part of the industry like hospitality, music, project management or design and felt your skills would transfer nicely into events.

Now you need to bridge the gap. You need to get some experience. Get some volunteering under your belt. Build your confidence, knowledge and CV (we will be coming back to this one) You may also be able to get yourself an internship or a placement in an events agency/role/organisation.

The first real rung on the event businesses ladder is a junior executive role. Here you learn the basics and get involved with everything from laminating signage to designing core elements of 'the show', to budgeting, buying props and costumes, to working on site and to junior client/supplier management.

From this level the roles vary. You could graduate to an event manager, project manager up to a project director, account director, event director and finally producer.

Obviously, these roles can be accessed in any order. Within different projects and in different companies you may be involved in some and possibly all these roles. There are also many specialised event roles... for example the 'showcaller' - directing sound, lighting, film and action cues from an event 'bible' or script through the course of the experience. These special event roles take some years of experience and skill so you are unlikely to be involved with these at the outset, although every event needs someone 'calling the show' (even if it's only a private wedding).

GOING IT ALONE. SETTING UP YOUR OWN BUSINESS.

The other route you can take is to set up your own business. This is obviously a risky venture and not recommended unless you have had either some appropriate training (degree or postgraduate level course) or at least two/three years' experience.

Setting up and running a business is a totally different skill to being an event manager, but if you are still determined to take this route then ensure you are ready to meet all the demands not only of being an event manager but also marketing yourself and managing your business.

The route we recommend would be:

GENERATING EXPERIENCE, CONTACTS AND EVENTUALLY A JOB THROUGH WORK EXPERIENCE VOLUNTEERING AT EVENTS.

Both networking and volunteering are key to your success as an event manager. Event Academy offers a broad range of volunteering opportunities to our students and alumni to enable them to clock up the hours in the events world at a broad perspective on the different type of events.

This allows you to qualify in or out what each role or industry is really like while facilitating a broad range of experiences in diverse roles. Work experience through volunteering can also be a lot of fun. For example, we place students into The Brits every year enabling them to see a big global event going live as well as rubbing shoulders literally with celebs, rock stars and the music business royalty!

Networking is similar, in that you need to get yourself out there and generate the levels of motivation to do that. There are many on and offline experiences, meet-ups, events and hot dates in the calendar that can provide you with the opportunities to advance your career in events plus we run our networking events with major players attending like Lego, Secret Cinema, Bridelux and The Department.

NETWORKING

It's crucial that whatever stage of your career you are at, you get out there and get networking. Follow the key players in the industry online or on social media via hashtags like eventprofs. Go to networking evenings, meet-ups, event conferences, big shows like confex...keep in touch with your course mates, your lecturers and see what they are up to. Try to be creative in how you approach people who may have some influence and then make sure you are polite but to the point...just be you in any live or online networking. Follow, be inspired, then dive in and get involved. You've got to get in to get on.

So the opportunities for a career in events are many and various. The options are almost limitless. Just focus yourself on your skills, your passion, your experiences...then have a look at the following list and/or give one of the team here a call to see if we can help you with your career!

TOP 8 TIPS FOR CREATING A CAREER IN EVENTS...



Volunteer/do anything/start anywhere



Follow/network/use social media to build a network



Get a recognised accredited qualification

(the best you can afford ideally)

Don't start your own business until you are ready

(contacts, clients, funding, and experience)



(blog/vlog)

Capture and publish your experiences



Build a creative CV and target your search



Network, network, network



Do your own event, however small. You will learn the most from your mistakes.

CHAT TO US

Feeling inspired?
Why not live chat with our team now!