



# Sport Extended Diploma (Triple) BTEC

Prepared by: S Donald

The first unit of work that we will cover is Unit 10: Sports Event Management. As part of assignment 1, you have to research and compare/contrast 2 sporting events. One of these events will be London 2012. You will need to do extensive research to find the information that you need and this will stand you in good stead with any research that you have to undertake, including during your external units in year 13.

## Task 1

I have included a list of things you need to find for London 2012. I'm not expecting you to find every single thing on this list but try to look in different places and you will find a lot of it. Present your research as you would like to, it will be included in your first assignment which is done in essay form. The following is what you should try to start looking for in your research.

### Planning

- Bidding process
- Aims and objectives of the event
- Physical resources required
- Financial resources required
- Healthy and safety considerations
- Security requirements
- Main stakeholders
- Contingency planning
- Ethical issues/considerations for the event



### Promotion

- Promotional aims and objectives for the events
- Target market
- Promotional budget
- Role of sponsors and partners
- Types of promotional activities used



### Delivery (during and after the event)

- Were aims met
- Were targets met for number of participants, spectators, ticket sales
- Were financial targets met
- Was the event done on budget
- Positive media/PR around the event
- Promotional activity effective
- Any health and safety/security issues



I have included some more in depth examples to guide what you should be looking for in planning and promotion sections.

### **Planning Considerations**

- bidding process for the awarding of the event, including bid team and their main responsibilities, how many bid for it, what timeframe where they given
- aims and objectives of the event and goals and targets in the planning process, including key planning deadlines and timeframe, e.g. for profit, for competition, raising awareness, team bonding, short-term/long-term goals
- event organisation, organisational structure, organisational committees, and main roles and responsibilities of key staff (paid and volunteers)
- physical resources – venue(s), facilities, equipment and infrastructure (roads, transport to venue, athlete accommodation, etc)
- financial resources – projected budget, including costs of event and income/ sources of funding (public and/or private sector involvement)
- health and safety - facilities and stadiums, safeguarding, managing crowds safely and risk management plan
- security, including key risk areas, e.g. terrorism, demonstrations, hooliganism, risk assessment, work with authorities, policing and stewarding and other detailed plans
- main stakeholders – sponsors, media companies and participating countries
- contingency plans, including financial contingencies, event/venue insurance, e.g. bad weather, equipment, facilities/venue, poor turn out/uptake (participants, sponsors, spectators)
- ethical issues, e.g. equality and diversity, environmental considerations and fair trade.

### **Promotional considerations**

- which companies sponsored – how much, what did they get in return
- budgets provided by sponsors
- what promotional methods did they use? Think slogans, logos, adverts, athlete involvement, ticket ballots, etc

### **Delivery**

- look for positive outcomes, media stories etc
- also look for negative media – gives you a good basis for comparison

Once you have completed this for London 2012, you may start researching another event but this is not a compulsory task. It will just save you time in September. You may want to do another Olympics which would be good for comparisons or go for a different sport. Ultimately, make sure you do an event that has lots of information for you to find.