



# SPORTS TOURISM BUSINESS STRATEGY

Sports Tourism Learning Institute

## Course Description

Led by seasoned industry strategists; this five-part course will provide all the fundamentals necessary to chart and implement a clear strategy for your sports events and tourism initiatives. You will be guided step-by-step through basic elements of strategy, a proven framework for success, establishing your “why,” prioritization of tasks, and implementing your strategy to ensure success.

### STLI Certificate Playbook Course

**STS Credits:** 4

**Format:** Online, Self-Paced

**Length:** 5 sessions - approx. 4 total hours

**Sports ETA Member Price:** \$399

**Non-Sports ETA Member Price:** \$499

## Meet the Industry Experts Leading this Course



**Dale Neuburger**, Sports Management and Strategy Consultant

Dale Neuburger has extensive experience in the sports industry, serving in leadership positions for Indiana University, USA Track & Field, and Indiana Sports Corporation. As a consultant, he has assisted cities in developing sports event strategies to attract major events and sports organizations in improving governance and member services.



<https://www.linkedin.com/in/dale-neuburger-9874549/>



**Michelle Perry**, President & CEO at Gamechangers Consulting

Michelle Perry has more than 25 years of experience in the sports industry, serving in leadership positions for UTSA, Mountain West Conference, and the NCAA. As a consultant, she has provided expertise and guidance to sport-related organizations focusing on strategic and business performance planning; event bidding and hosting strategies; event execution; and sports facility analysis for concurrent competitive and recreational use.



<https://www.linkedin.com/in/michelle-perry-902b0075/>

## Course Learning Outcomes

After completing this course, you will be able to:

- Differentiate between strategy and tactics when developing a strategic action plan.
- Apply the Sports Events Strategy Framework to effectively identify and attract events that will be rewarding, successful, and memorable.
- Use philosophical foundations and organizational goals to develop a strategic and comprehensive approach to event planning for your organization or city.
- Formulate clear goals and organizational structure to assemble a successful sports event utilizing all Sports Event Strategy Framework components.
- Implement your strategic plan and evaluate its success.

## Course Content

This is a fully online, self-paced course consisting of five sessions. Each course session includes informative video lectures with interactive questions throughout. This course takes approximately four hours to complete.

### Session 1

**What Is Strategy?** with Dale Neuburger

This session provides an introduction to strategic thinking, enabling the formulation of a strategic plan. There is recognition of the importance of making good choices about



what to do and what not to do, as well as differentiating strategy and tactics and efficiency and effectiveness

## Session 2

### **What are the Key Elements of a Sports Strategy?** *with Dale Neuburger*

This session provides a framework for decision-making regarding event selection by asking and answering key questions about prospective event targets. By taking a sequential approach to the type, timing, and rationale for specific events, the session provides a road map for determining the events that are likely to be most successful and memorable.

## Session 3

### **How to Conceptualize a Sports Event Strategy,** *with Dale Neuburger*

This session provides the philosophical basis for the creation of a coherent sports event strategy. A methodology for strategy formulation is developed through a sequential approach that enables a city to define its universe of potential events and provides a systematic way to achieve its goals. To develop a successful sports strategy, there must be attention to aligning a city's social and economic goals with events that can best provide such results.

## Session 4

### **How to Assemble a Sports Event Strategy,** *with Dale Neuburger*

This session is designed to provide guidance about putting all of the component parts of a sports event strategy into proper alignment with the political, business, and nonprofit leadership of the city. By doing so, the sports commission or CVB can identify productive partnerships, develop effective communication channels, and seek the most impactful events. And, there is an emphasis on the importance of the development of an organizational structure that is conducive to successful event attraction and hosting.

## Session 5

### **How to Proceed from Planning to Implementing,** *with Michelle Perry*

This session is designed to provide guidance for the activation of the strategic plan. Its focus is on establishing and tracking each of the prioritized actions that comprise the sports event strategy and then communicating progress to key constituents and stakeholders. The vital step from plan formulation to plan implementation is explained, with key success blockers identified.



## Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

## Questions?

If at any time you have questions about this course or any of our other courses, please contact us at [info@sportseta.org](mailto:info@sportseta.org). Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at [support@sportseta.org](mailto:support@sportseta.org).

