



EVENT MANAGEMENT

Sports Tourism Learning Institute

Course Description

This course provides a look into the event planning industry. Topics covered include budgeting, managing volunteers, working with sponsors, and incorporating technology with your event. Participants will walk away with knowledge on how to produce a safe and enjoyable event.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 9 sessions - approx. 4 total hours

Sports ETA Member Price: \$399

Non-Sports ETA Member Price: \$499

Meet the Industry Experts Leading this Course



Nichole Robinson, Director, National Events

Nichole Robinson is the Director of National Events at the Kansas City Sports Commission where she oversees events that come to Kansas City. Prior to being at KCSC she was with the West Coast Conference managing post season championships.



<https://www.linkedin.com/in/nicholeriedel/>



Mike Sharpe, Experienced Sports Management Executive

Mike Sharpe is the Director of Business Development, overseeing all facets of event procurement for the Kansas City Sports Commission. Mike has nearly 30 years of collegiate athletic administrative and coaching experience.



<https://www.linkedin.com/in/mike-sharpe-8b36981a/>



Jessica Blubaugh, Director for WIN for KC

Jessica Blubaugh is the Director for WIN for KC. She has spent 15 years in the non-profit sector, specifically in events and marketing.



<https://www.linkedin.com/in/jessicablubaugh/>



Stephanie Lankford, Assistant Director for WIN

Stephanie Lankford is the Assistant Director for WIN for KC where she oversees logistics and planning for all WIN for KC events, including the annual Women's Sports Awards Celebration and Camp WIN.



<https://www.linkedin.com/in/stephlankford/>



Colton Spresser, Manager of Events

Colton Spresser is the Manager of Events at the Kansas City Sports Commission. He oversees the volunteers program for the Kansas City Marathon as well as various internal and national events hosted by the sports commission.



<https://www.linkedin.com/in/colton-spresser-2cls13/>



Dave Borchardt, Director, Corporate & Community Relationships

Dave Borchardt, Director of Corporate and Community Partnerships for the Kansas City Sports Commission, oversees sponsorships for KCSC. An avid runner, Dave is the race director for the Garmin Kansas City Marathon.



<https://www.linkedin.com/in/dave-borchardt-aa589259/>



Katherine Fox, Director of Marketing and Sales

Katherine Fox is the Director of Marketing and Sales with the Kansas City Sports Commission. Prior to arriving in Kansas City, she sourced, negotiated and managed the activation of large-scale Sports and Entertainment partnerships on behalf of several financial services companies including American Express, JPMorgan Chase, and Visa.



<https://www.linkedin.com/in/katfox/>

Course Learning Outcomes

After completing this course, you will be able to:

- Identify the various components necessary for organizing an event.
- Use a proven process to successfully select and secure the perfect venue for your event.
- Describe how the use of technology can impact the success of different components of your event.
- Develop a budget that includes ancillary services and economic impact numbers.
- Create a comprehensive plan that you can apply to your next event to alleviate stress.
- Formulate a plan to recruit, use, and retain volunteers.
- Apply strategies to find, secure, and manage sponsorships for events.
- Create a marketing strategy for your event.
- Develop a dynamic risk management plan to address potential threats and post-event communication procedures.

Course Content

This is a fully online, self-paced course consisting of nine sessions. Each course session includes an informative video lecture. This course takes approximately four hours to complete.

Session 1

Event Basics and Feasibility, with Nichole Robinson

A broad overview of what an event is; budget, marketing, is it feasible for the event to occur, how to incorporate the community in your event, and how to determine the date.

Session 2

Venue Selection, with Mike Sharpe

Learn about the process of vetting a venue for your event and how to secure a venue for the date of your event.

Session 3

Technology and Innovation, with Jessica Blubaugh

Participants will learn how technology can positively impact their event and help them with everything from registration, feedback, and fundraising.



Session 4

Budgeting/Economic Impact/Community Impact, with Nichole Robinson

Attendees will learn how to put together a budget for an event, how economic impact numbers are calculated, and how events impact the community.

Session 5

The 5 Keys For A Successful & Stressless Event, with Stephanie Lankford

Students will learn about the 5 keys for a successful and stressless event, which include how to prepare a planning task list, create a packing list, create a timeline of events and how to communicate the event details to your staff.

Session 6

Volunteer Management, with Colton Spresser

Participants will learn how to secure volunteers, tips and tricks on getting registrations, and the importance of volunteers.

Session 7

Sponsorship, with Dave Borchardt

Participants will learn how to look for, secure, manage, and track sponsorships for events.

Session 8

Marketing, with Katherine Fox

Content includes how the goals of the event will impact the marketing strategy and how to utilize different marketing channels to get in front of your targeted audience.

Session 9

Risk Management and Post Event Communication, with Nichole Robinson

Participants will learn how to assess threats to their event, what to do to mitigate risk and the importance of communicating with your attendees after an event concludes.

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. 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.

