



FACILITIES ESSENTIALS CERTIFICATE

Sports Tourism Learning Institute

Course Description

Developed by industry leaders in sports facilities, events, and tourism, the Sports Facilities Summit provides education and facilities tours to industry leaders who want to learn about trends and experience the live operations of a sports facility. Created to facilitate discussions and networking for industry professionals, developers and architects, sports facilities personnel, and vendors.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 6 sessions - approx. 7 total hours

Sports ETA Member Price: \$399

Non-Sports ETA Member Price: \$499

Meet the Industry Experts Leading this Course

The Facilities Essentials Certificate course is a collection of recordings from the Facilities Summit online event. These sessions include expert insights and advice from sixteen industry-leading experts! See the session information below to learn who is leading these high-level topic discussions.

Course Learning Outcomes

After completing this course, you will:

- Gain knowledge regarding the state of the sports facilities industry.
- Increase awareness of the vastly changing landscape of e-sports and facility implications.
- Learn key principles of ancillary revenue opportunities for sports facilities.
- Understand the intricacies of analyzing the community impact of a sports facility.
- Increase awareness of event programming practices.



Course Content

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

Session 1

State of the Facilities Industry

This session gives you a high-level overview of the state of the facilities industry along with a deep dive into the specifics of the industry.

Moderator: Dr. Jennifer Stoll, STS, Sports ETA

Presenters: Jason Clement, SFA/SFM, and Rob Hunden, Hunden Strategic Partners

Session 2

The Ecosystem of Esports: A Facilities Perspective

Ben and Brian will introduce the industry of eSports and how it relates to you and the next generation audience. This session will dive into what this changing industry looks like now and in the future to come.

Moderator: Michael Grade, MDSG Sports Consultants

Presenters: Ben Schlegel, Nerd Street Gamers, and Brian Mirakian, Populous

Session 3

Creating Ancillary Revenue Opportunities

Facilities have many opportunities to diversify their revenue. Session 3 will discuss some ideas and innovations out there and what can be done to enhance ancillary revenue.

Moderator: Al Kidd, Sports ETA

Presenters: William Knox, Grand Park Sports Campus, and John Sparks, Hoover Met Complex

Session 4

Community Impact of Sports Facilities

There has been so much growth in sports tourism, and this session's discussion with community experts will give you ideas and inspiration on how to operate and excel in this ever-changing industry.

Moderator: Mike Millay, Clancy's Sports



Presenters: Andy Card, Klipsch-Card, Matt Libber, Maryland SoccerPlex, and Brad Freeman, mTrade Park

Session 5

Event Programming: Local v. Non-Local Usage – What is the right balance?

This session includes four industry experts who will discuss personal experiences and best practices of even programming at their facilities.

Moderator: Ben Huffman, Warren County CVB

Presenters: Mike Guswiler, West Michigan Sports Commission, Mike LaPlante, Overland Park Soccer Complex, Eric Sullivan, SFA/SFM, and Matt Libber, Maryland SoccerPlex

Session 6

Facilities Summit Closing Forum Discussion

The closing session is a recording that recaps the key highlights of the Facilities Summit and dives deeper into questions and continue further discussions related to the facilities industry.

Moderator: Dr. Jennifer Stoll, STS, Sports ETA

Presenters: many!

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.

