



BEYOND ECONOMIC IMPACT:

How to Leverage Sports Events & Tourism to Build Community Value

Course Description

This course will provide a detailed overview of the role sports events and tourism play in destinations. As well as simple ways to measure and communicate this impact to demonstrate value to local markets in terms they can understand. Join Dr. Jennifer Stoll as she guides you through real-world examples and case studies to equip you with key actionable takeaways. Whether you are a destination representative, a rights holder, or an industry supplier, this course is for you!

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 10 sessions - approx. 4 total hrs

Sports ETA Member Price: \$399

Non-Sports ETA Member Price: \$499

Meet the Industry Expert Leading this Course

Jennifer Stoll, Ph.D. founded Stoll Strategies in 2018 with one goal in mind—propelling the sports events and tourism industry to the next level by putting her passion for sports and her love for learning, research and advising to work. Jennifer supports, guides, and creates practical solutions catered to her partners worldwide through the convergence of custom-tailored research, real-world experience, and the power of thinking big. Using an economic development lens, she helps her clients define the often-intangible benefits of sports events and tourism to create long-term success and sustainability. She currently leads research and education for Sports ETA and is the nation's leading expert on state-level event funds and one of the pre-eminent thought leaders in the sports events and tourism industry.



A former collegiate softball player, she earned her Sports Management degree from Colorado Mesa University, a master's from Louisville, and a Ph.D. in Sports Management from Troy University. In her downtime, you can find Jennifer fly fishing, mountain biking, and exploring the mountains of Western Colorado with her husband and two kids.



Dr. Jennifer Stoll, STS, Principal at Stoll Strategies,
Research & Education at Sports ETA



[Dr. Jennifer Stoll](#)



[Stoll Strategies](#)



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Course Learning Outcomes

After completing this course, you will:

- Gain a historical perspective on the value of the sports events and tourism industry.
- Explore various stakeholders' perspectives of what makes sports events and tourism successful.
- Apply the Inputs, Outputs, and Outcomes Theory to your events to successfully achieve desired results in today's industry.
- Discover ways to measure and communicate sports tourism's value on local markets.
- Discuss current industry trends and success metrics.
- Discover proven strategies to effectively communicate the value of sports events and tourism to your audience.

Course Content

This is a fully online, self-paced course with ten recorded sessions. Each course session includes an informative video lecture, self-check assessment, and supplemental resources. This course takes approximately four hours to complete.

Session 1

Rear View Mirror – Intro & Historical Perspective,

In this first session, Jennifer will navigate you through the importance of demonstrating community value and key elements of the current industry. She will provide you with a brief history of sports events and tourism.



Session 2

Tried and True – Measuring Success,

In Session 2, you will look back to discover how sports events and tourism success was measured in years past. From there, Jennifer will discuss how industries and individuals within those industries measure success today.

Session 3

Meet the Beast – The Tourism Cycle,

This session dives deep into the tourism cycle and its influences and impacts on your community. You will learn how to reflect on past event cycles to better plan for this cycle in future events.

Session 4

Inputs, Outputs, and Outcomes, Oh My! – A Simple Theory,

Achieving desired results of any event is essential. This session will introduce you to the IOO theory and explain how it will help you reach your goals successfully.

Session 5

Invite Your Friends – Expanded Metrics,

Session five will expand on the IOO theory and how it can shift your perspective to better identify new industry outcomes and understand how these outcomes will impact your community and economic development.

Session 6

You Ought to Know – Industry Trends,

Staying current in this industry is important! This session will help you learn about important industry trends, stats and figures, and success metrics.

Session 7

IRL – Case Study Examples,

See all this great information in play as Jennifer shows you large and small market case study examples.



Session 8

Put This in Your Pocket – Practical Application,

Session eight will help you look ahead to understand industry changes and additional metric measurements. While also developing internal and external organization questions and establishing how to measure these additional metrics.

Session 9

You're Speaking, is Anyone Listening? – Effectively Communication,

Knowing the numbers is great, but how do you effectively communicate this important information to your audience? In this session, Jennifer will give you tips and tricks to speak your listener's language.

Session 10

That's a Wrap – Bringing it Home,

This session will neatly summarize everything you've learned about in this course. Jennifer will drive home the key points for successful and measurable sports events and tourism impact.

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 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 unless they have specified that you can.

If you need technical help with the course, please email us at support@sportseta.org.

