Garnet
Garnet Global Training Center

GGT-HT-111

Hospitality, Tourism & Events

Sports Event Management

إدارة الفعاليات الرياضية

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (management)**

Overview

Sports Event Management equips managers and specialists to plan, organise and control this area of work, set targets and measure results. Service, revenue and operations programs for hotels, tourism and event organisers. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Set up and run Sports Event Management as a managed process with clear roles.
- Define KPIs and build simple dashboards for management.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.

Who should attend

Hotel and restaurant managers, tourism professionals and event planners. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Guest experience standards
- Revenue and pricing
- Operations and cost control
- Food safety and hygiene
- Digital distribution
- Event planning

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Sports Event Management: the management framework

- Food safety and hygiene
- Group discussion and peer review

Day 2 Planning, resources and budgets

- Digital distribution
- Event planning

Day 3 Performance measurement and control

- Guest experience standards
- Measurement and reporting

Day 4 Risk, compliance and improvement

- Revenue and pricing
- Hands-on workshop on a workplace challenge

Day 5 Management case study and action plan

- Operations and cost control
- Common mistakes and how to avoid them

10-day outline

Day 1 Sports Event Management: the management framework

- Food safety and hygiene
- Group discussion and peer review

Day 2 Planning, resources and budgets

- Digital distribution
- Event planning

Day 3 Performance measurement and control

- Guest experience standards
- Measurement and reporting

Day 4 Risk, compliance and improvement

- Revenue and pricing
- Hands-on workshop on a workplace challenge

Day 5 Management case study and action plan

- Operations and cost control
- Common mistakes and how to avoid them

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Regional and international case studies

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Checklists and templates to take away

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
5–16 Apr 2027	10-day classroom	Singapore	English	8,950
21–25 Jun 2027	5-day classroom	Kuala Lumpur	English	4,750
18–22 Jul 2027	5-day classroom	Riyadh	Arabic	4,750
8–12 Nov 2027	5-day online	Live online	English	2,950
17–28 Jan 2028	10-day online	Live online	English	5,450
20–24 Mar 2028	5-day classroom	London	English	4,750
15–26 May 2028	10-day classroom	Paris	English	8,950
14–18 Aug 2028	5-day classroom	Dubai	Arabic	4,750
19–23 Feb 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
18–29 Mar 2029	10-day classroom	Amman	Arabic	8,950
9–13 Apr 2029	5-day classroom	Barcelona	English	4,750
17–21 Dec 2029	5-day classroom	Geneva	English	4,750
21 Jan – 1 Feb 2030	10-day classroom	Singapore	English	8,950
8–12 Apr 2030	5-day classroom	Amsterdam	English	4,750
12–16 May 2030	5-day classroom	Riyadh	Arabic	4,750
15–26 Jul 2030	10-day online	Live online	Arabic	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/