



Career Guides

Sports Event Managers

Sports Event Managers oversee coordinating different events related to a sports team, organisation, stadium, or corporation.

Where You Might Work

Event managers have the privilege of working across a multitude of different sectors. If you are looking to be a sports event manager, your locations of work might include:

- > Professional stadiums

- > Professional training grounds

- > Indoor arenas (basketball or netball match days)

- > Community clubs or fields



Key Responsibilities

- › Promoting sporting events to consumers.

- › Responding to inquiries concerning the services that are provided and catering.

- › Arranging and coordinating services, such as facilities, catering, signage, displays, audiovisual equipment, transport, and other social events that may take place outside of a stadium/club.

- › Negotiating the type and costs of services to be provided.

- › Overseeing work by contractors and reporting on variations to work orders.

The Attributes and Skills You Will Need

Event managers require a range of skills to perform at a high level. These skills could include:

- › Strong communication skills, both digitally and in-person.

- › Able to work collaboratively, as well as individually.

- › Enjoy being around people.

- › Critical thinking and problem-solving skills.

- › Some roles will benefit from a background in customer service.

- › An interest in the hospitality and customer services industries.



Quick Facts



Qualifications

The following guide will display the tertiary or VET qualifications that could allow you to become more employable as a sports event manager.

Course	Potential Career Outcomes	Further Qualifications	Duration and Number of elements/units
Bachelor of Tourism, Hospitality, and Event Management	This degree opens doors in other industries besides the fitness, sport, and recreation sector (tourism, hospitality)	n/a	3 years full-time



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