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COURSE BROCHURE

Mega Sporting Event Strategy and Delivery Training Course

22 – 26 February 2027
Amsterdam

Mega Sporting Event Strategy and Delivery Training Course

Ref: 3226_122761 **Date:** 22 – 26 February 2027 **Location:** Amsterdam **Fees:** 6200 GBP

Mega Sporting Event Strategy and Delivery is a 1-week training course for event owners, host city planners and sports organisation leaders who must turn a hosting ambition into a working games plan, ending with a host readiness and legacy plan. Large tournaments now draw scrutiny over spending, safety and lasting benefit. Jupiter Prime Training runs this course on mega sporting event strategy and delivery.

Why Mega Sporting Event Strategy and Delivery Matters Now

Three forces shape the hosting of tournaments today. Rights holders expect fewer new venues and more reuse of existing stadiums and temporary overlay. Residents and sponsors ask what the city gains afterwards. Spectator travel, security and heat now strain transport networks and medical services. A host that sequences the bid, the venue master plan and the operational test events well protects its reputation and leaves usable assets; one that plans late faces cost overruns, empty arenas and strained neighbourhoods. The course follows the event lifecycle from feasibility to handover.

Who Gains Most from Mega Sporting Event Strategy and Delivery

- Leaders who own the hosting decision and answer for its outcome
- Planners responsible for venue clusters, athlete villages and transport links
- Heads of sports bodies who shape competition schedules, technical rules and athlete services
- Coordinators who align police, health, utilities and volunteers
- Officers charged with legacy assets and post-event use

An organising committee or host city unit gains most when its venue, operations and legacy leads attend together.

Mega Sporting Event Strategy and Delivery Capabilities

Participants move from the logic of a hosting bid to the hard choices of venue operations and the handover of assets.

- Assess a hosting opportunity against feasibility, cost and community benefit — the board's bid decision
- Design a venue master plan balancing permanent and temporary sites — city planners
- Build a spectator and athlete transport plan — transport authorities
- Align police, health, utilities and volunteers through a single command structure — the operations centre
- Test operational readiness through test events — the go or no-go call
- Specify legacy commitments — residents and funders

Key Mega Sporting Event Strategy and Delivery Terms

- Host city contract — the agreement setting the duties, standards and cost split between rights holder and host.
- Venue master plan — the map and schedule of every site, its capacity and whether it is permanent or temporary.
- Temporary overlay — seating, power and broadcast structures added to a venue for the event and removed afterwards.
- Last mile — the final walking route between transport hubs and venue gates.
- Test event — a smaller competition held at a venue before the main tournament to rehearse operations.
- Legacy plan — the agreed future use of venues, skills, volunteers and infrastructure after the event.

Mega Sporting Event Strategy and Delivery Day by Day

Day 1: The Hosting Case and Bid Strategy

- Event Lifecycle From Feasibility to Handover — Where the Host Enters
- Feasibility Study and Cost-Benefit Case — Whether to Bid at All
- Rights Holder Requirements and Host City Contract — Obligations Accepted by the Host
- Bid Narrative and Hosting Concept — Positioning Against Rival Candidate Cities
- Public Support and Community Consultation — Securing a Mandate Before Commitment

Day 2: Venues, Villages and Transport

- Venue Master Plan and Cluster Layout — Permanent Versus Temporary Site Choices
- Temporary Overlay Scoping — Seating, Power and Broadcast Capacity Trade-Offs
- Athlete Village and Training Site Planning — Athlete Welfare and Travel Times
- Spectator Transport Modelling and Peak Loads — Rail, Bus and Park-and-Ride Choices
- Last Mile and Crowd Flow Design — Gate Screening and Queue Safety

Day 3: Partners, Budgets and Command

- Stakeholder Map of Government, Rights Holder and Sponsors — Who Decides What
- Organising Committee Structure and Functional Areas — Clear Ownership of Services
- Games Budget and Contingency Reserve — Holding Costs Against Scope Growth
- Sponsor and Broadcaster Service Levels — Commercial Promises the Venues Must Meet
- Main Operations Centre and Command Structure — Escalation Across Agencies

Day 4: Readiness, Safety and Games Time

- Integrated Master Schedule and Readiness Gates — Timing of Go or No-Go Calls
- Test Event Sequencing — Rehearsing Venues, Technology and Workforce
- Security, Medical and Heat Contingency Planning — Protecting Athletes and Crowds
- Volunteer and Workforce Planning — Recruitment, Training and Shift Coverage
- Games-Time Incident Escalation Drills — Decisions Under Live Broadcast Pressure

Day 5: Practising the Host Readiness and Legacy Plan

- Applying the Feasibility Case to a Hosting Scenario — Bid Approval Exercise
- Applying the Venue and Transport Plan — Stress Test of a Peak Day
- Applying the Command Structure — Tabletop Exercise on a Venue Evacuation
- Legacy Asset Allocation and Post-Event Ownership — Future Use of Each Venue
- Host Readiness and Legacy Plan — Draft Presented to a Mock Board

Applying Mega Sporting Event Strategy and Delivery After the Course

- Lead a readiness gate review of one venue cluster using the master schedule and test event findings.
- Run a legacy briefing with facility owners to assign a future user and funder to each permanent venue.

Mega Sporting Event Strategy and Delivery Questions FAQ

What is mega sporting event strategy and delivery and why does it matter now?

It is the discipline of deciding whether to host a large multi-venue tournament and then planning venues, transport, partners and operations through to legacy. Hosts now face sharper questions on spending and benefit.

Which roles gain most from mega sporting event strategy and delivery training?

Event owners, host city planners, sports body leaders, operations coordinators and legacy officers gain most.

How does mega sporting event strategy and delivery differ from general event management training?

It works at city scale rather than at the level of a single conference or show. It covers bids, host contracts, multi-venue transport and legacy assets.

What do you bring back from mega sporting event strategy and delivery training?

You bring back a draft host readiness and legacy plan for a real or model tournament. It links feasibility, venues, command and future use.

Mega Sporting Event Strategy and Delivery: The Way Forward

The host readiness and legacy plan first informs the decision on whether a venue cluster is ready for its test event. Committee leads and agency commanders use it to align duties. After the first test event, the legacy section deserves a second look, as real crowd and operating data often change which venues a city should keep.