

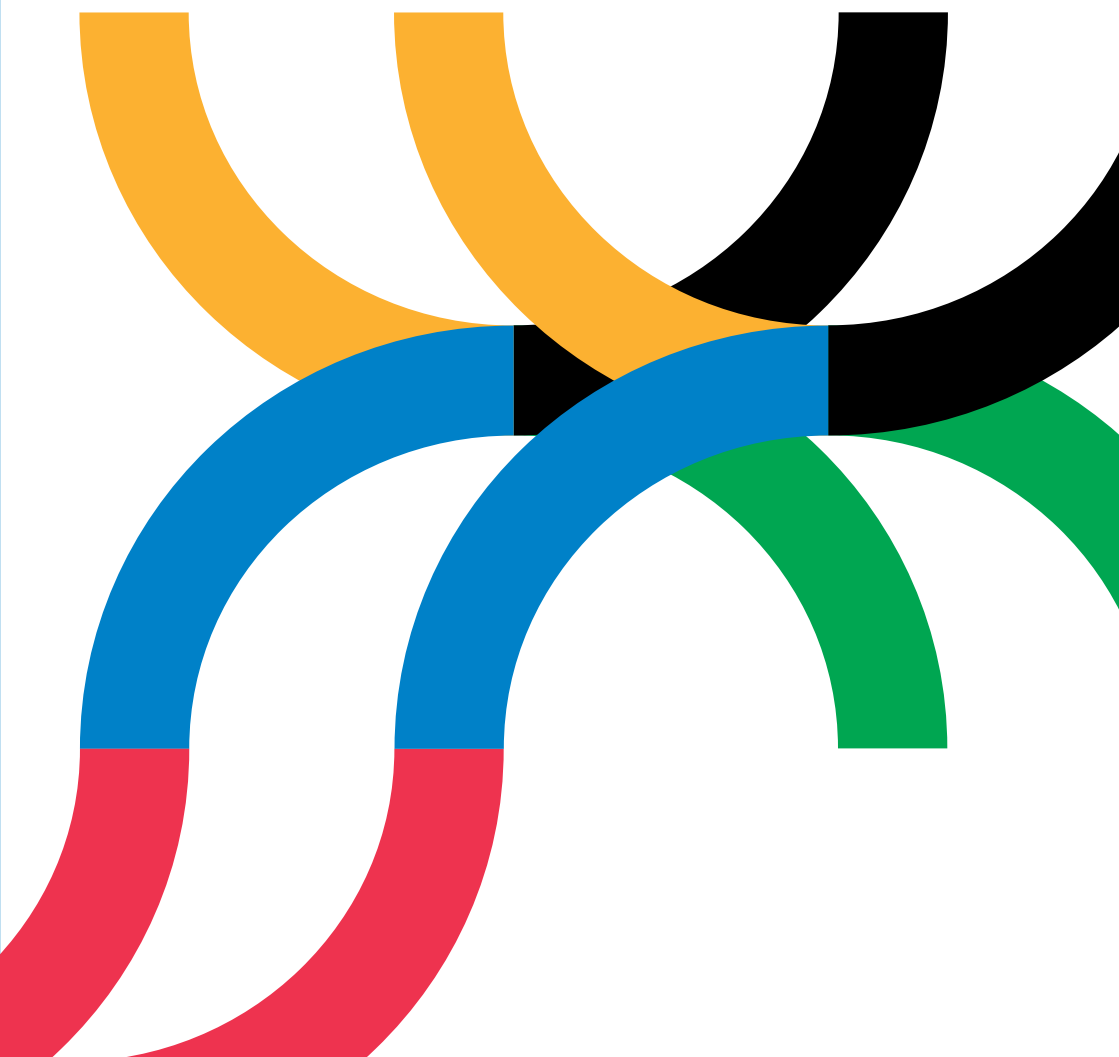
**SEMOS™**

*aists*

**SPORT EVENT MANAGEMENT  
& ORGANISATION OPEN MODULE**

**07 - 11 OCTOBER 2019**

QUARTIER UNIL-CENTRE  
BÂTIMENT SYNATHLON  
LAUSANNE



# WHAT IS THE AISTS SEMOS™ OPEN MODULE ?

The AISTS Sport Event Management & Organisation Seminar (SEMOS™) offers an overview of the key tasks that sports managers need to successfully plan, communicate and operate when organising sport events. The module focuses on the specific challenges faced by sport event organisers, as well as the knowledge needed to successfully manage a wide range of sports events, ranging from local to international such as World Championships, Continental Games and the Olympic Games.

The AISTS SEMOS™ allows individuals from the working world to gain all of the benefits of a university course and education on a focused topic, and in a condensed time frame. The seminar brings together leaders from International Sport Federations and other experts of the AISTS network, including the International Olympic Committee and sport event organisers. This open module is both pertinent and practical and recognises the increased expectations of spectators, media and sponsors at major events.

## **PARTICIPANTS**

The AISTS Sport Event Management & Organisation Seminar participants are professional, part-time or volunteer managers and organisers of various sports events, as well as staff from sports organisations looking to successfully lead and manage a complex sport event.

**JOIN AN INTERNATIONAL CLASS OF SPORT MANAGERS CURRENTLY STUDYING THE AISTS MASTER'S PROGRAM.**

## **LEARN FROM LEADING EVENT PROFESSIONALS IN SPORT**

Connect with more than 40 participants and a network of like-minded professionals to hear from industry experts from the IOC, FIFA World Cup, Olympic Games Organising Committees, Geneva Open, Union Cycliste Internationale (UCI), World Rowing (FISA), International Basketball Federation (FIBA) and more.

# AISTS SEMOS™

## WEEK-LONG IMPACTFUL LEARNING

### DAY 1

**MONDAY**

**7 OCTOBER**

**09.00 - 17.00**

**Introduction to Events**

**Management**

**Panel & Group Sessions**

### DAY 2

**TUESDAY**

**8 OCTOBER**

**09.00 - 17.00**

**Financial Viability of Events**

**Group Session**

**Networking Cocktail**

### DAY 3

**WEDNESDAY**

**9 OCTOBER**

**09.00 - 17.00**

**Media and VIPs**

**Panel Session**

### DAY 4

**THURSDAY**

**10 OCTOBER**

**09.00 - 17.00**

**Sales and Client**

**Management**

**Operation Readiness**

**Exercise**

### DAY 5

**FRIDAY**

**11 OCTOBER**

**09.00 - 17.00**

**The Puzzle of Event**

**Management**

### A UNIQUE LEARNING OPPORTUNITY: TAILORED TO YOUR NEEDS

Focused on hands-on learning with constructive outcomes, these 5 days will explore topics, including:

- Sport Competition
- Venue management
- Budgeting
- Sponsorship
- Security
- Ticketing & Accreditation
- Technology
- Logistics
- People Management
- Accommodation
- Press & Broadcasting
- Protocol & Hospitality
- Operational Readiness

### FOR TEAMS AND INDIVIDUALS

The AISTS SEMOS™ is designed for individual event managers as well as for teams working on the same event.

**For individuals, the open module is an opportunity for you to be the complete sports event manager:**

- Reinforce your current knowledge and practices
- Fill in missing knowledge gaps
- Better understand the different functions that impact your role's success
- Discover the latest developments in sport management
- Hear from leading minds in sport events

**For teams, the open module provides a unique opportunity to:**

- Understand your event from a different perspective outside of your immediate role
- Gain a better appreciation of the roles, objectives and priorities of your colleagues
- Develop a shared understanding of your event; and address immediate challenges, together

# AISTS SEMOS™ REGISTRATION

## VENUE

**Quartier UNIL-Centre,  
Bâtiment Synathlon, Lausanne**

Register by Monday 30 September, 2019  
at [www.aists.org/semos](http://www.aists.org/semos)

**Fee: CHF 1,980**

### Includes:

- Course materials
- Entrance fee to the Olympic Museum
- Daily lunch
- Certificate of Completion

### IFs and AISTS MAS Alumni Discount:

Employees of International Sports Federations  
and AISTS MAS Alumni receive 20% off the  
AISTS SEMOS™ open module fee.

[Email info@aists.org](mailto:info@aists.org) for further information.



# ABOUT THE AISTS

The AISTS is an academic centre of excellence for education and applied research in sport. It forms a unique network of multi-field expertise in technology, management, economics, medicine, law, and sociology.

The mission of the AISTS is to master sport by positively contributing to sports management through a multi-disciplinary approach to education and sciences and by remaining at the forefront of the sports industry's development and the Olympic Movement.

The AISTS was founded in 2000 by the International Olympic Committee (IOC), EPFL, IMD Business School, the University of Lausanne, the University of Geneva, EHL (Ecole Hôtelière de Lausanne), the City of Lausanne and the Canton of Vaud.



The AISTS responds to the needs of the sports industry by focusing its activity on three key pillars:



### EDUCATION

Educating leaders in sports management through adapted education programmes.



### CONSULTING SERVICES

Providing knowledge and expertise in relevant fields applied to the sports environment.



### NETWORK

Acting as a strategic connector in the world of sport.

### AISTS

International Academy of Sports Science and Technology

Quartier UNIL-Centre  
Bâtiment Synathlon  
1015 Lausanne  
Switzerland

+41 21 692 64 80  
info@aists.org

[aists.org](http://aists.org)



### AISTS Founders



EPFL

