

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

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



AISTS Founders



EPFL

Unil
UNIL | Université de Lausanne

UNIVERSITÉ
DE GENÈVE

IMD

ÉCOLE HÔTELIÈRE
LAUSANNE

Lausanne
UNIVERSITY OF SPORTS

canton de
vaud