

Managing Event in Sport

WHAT IS EVENT MANAGEMENT?

- *Event* merupakan salah satu bentuk yang paling cepat berkembang dari fenomena rekreasi, bisnis dan pariwisata yang terkait.
- Seperti halnya pengembangan dan kompetisi olahraga, *event* juga melibatkan hiburan, bisnis dan dampak ekonomi

- An event can be defined as:
- “A unique moment in time celebrated with ceremony and ritual to satisfy specific needs” (Goldblatt, 2005)
- “Event bersifat sementara, dan setiap event adalah perpaduan yang unik dari durasi nya, pengaturan, manajemen, dan orang-orang”. (Getz,1997)

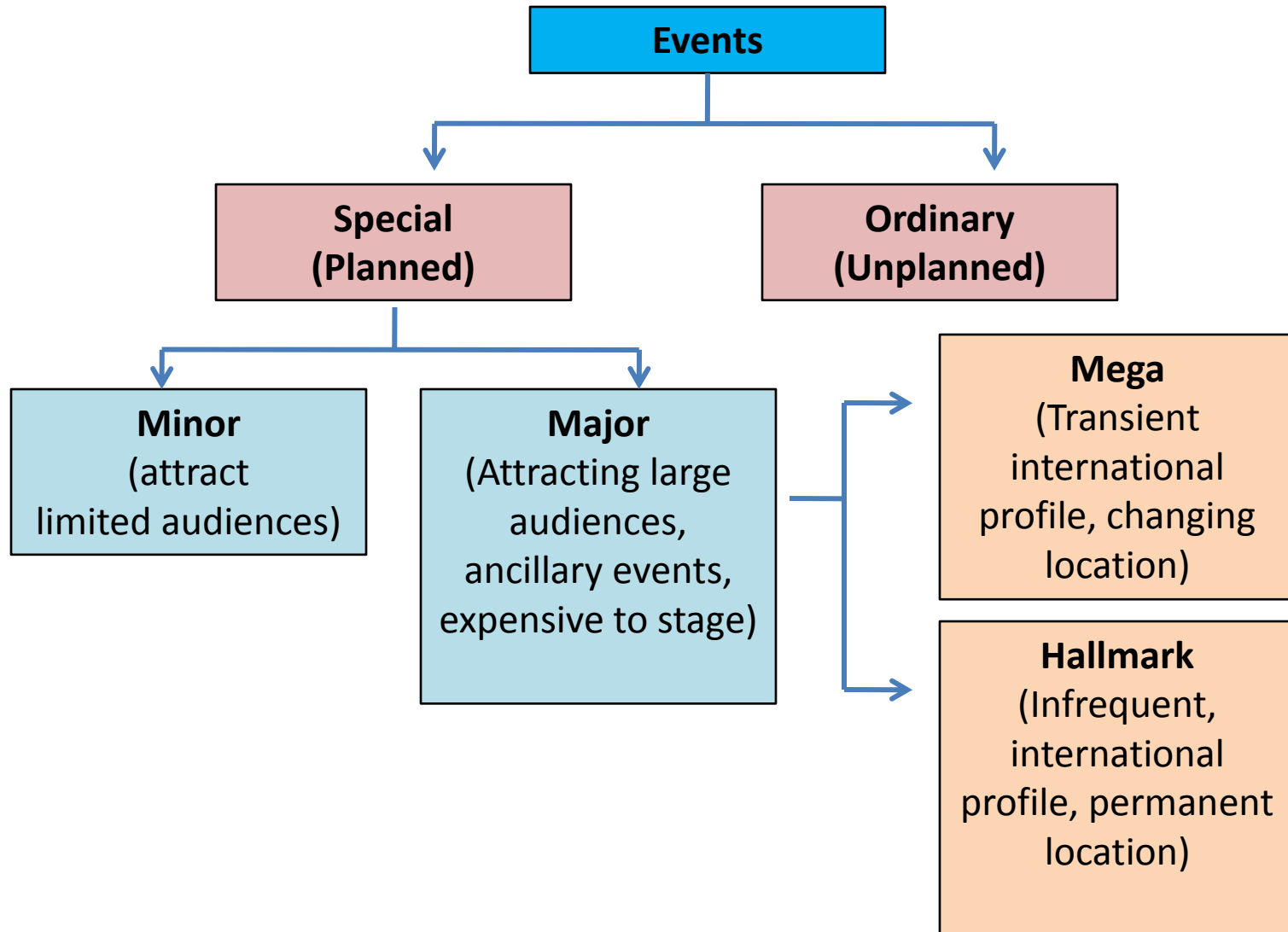
- Most events, regardless of their size or scale
- Mengelola sebuah event seringkali akan memakan waktu, melelahkan dan kadang-kadang membuat frustrasi
- Tapi, Mengelola event tsb dengan planning yang cermat, hasilnya bisa berdampak cukup besar bagi semua pihak yang terlibat

THE HISTORY AND CONTEXT OF EVENT MANAGEMENT

- Sports events telah lahir sejak awal budaya Yunani, Cina dan Mesir
- 'Permainan/pertandingan kuno Olympia telah ada sejak abad ke-9 atau 10 SM. Dimana hal tersebut merupakan bagian dari sebuah festival keagamaan untuk menghormati Zeus, ayah dari dewa mitologi Yunani' (Masterman, 2004, p9).
- Popularitas kegiatan seperti halnya kegiatan olahraga menjadi kebutuhan dasar manusia untuk pengalaman emosional dan menarik. Kebutuhan ini telah tinggal bersama kita selama ribuan tahun.

- Sport events dalam sepanjang sejarahnya merupakan isu yang telah tercermin atau dikemas di masyarakat
- Christmas Day, 1914, 1968 Mexico Olympics, local events

Classifying events



Economic impact of sports events

Type A	Irregular, one-off, major international spectator events generating significant economic activity and media attention (bola voli pantai di bali)
Type B	Major spectator events generating significant economic activity, media interest and part of an annual cycle of sports events (world cabangup)
Type C	Irregular, one-off, major international spectator/competitor events generating limited economic activity (cabang OR yg spesifik)
Type D	Major competitor events generating limited economic activity and part of an annual cycle of sports events – piala FA (Gratton andTaylor, 2000)
Type E	Minor competitor/spectator events generating very limited economic activity, no media interest and part of an annual domestic cycle of sport Events . (Wilson, 2006)

The sport event planning process

- Suatu events (mega, hallmark, minor) untuk menjadi events yang sukses dibutuhkan suatu proses perencanaan.
- Events can be expensive, time-consuming and extremely hard work, so effective planning is essential.
- the key project event stages through a five step process: **research, design, planning, co-ordination and evaluation** (Goldblatt and Schiptsova, 2002).
- When managing an event it is recommend that planning for a small event starts at least six months in advance
- For major events, planning can take a matter of years.

GUIDELINES WHEN CREATING A NEW EVENT

- Why is this event needed/what is its purpose?
- Will there be interest from participants, supporters, the media and sponsors?
- What are the risks?
- Will it have credibility?
- What will it cost and do you need to make a financial gain?
- Where can you look for some successful examples?
- Who can help make it work?
- Will it have a future?
- What do you want to achieve by hosting the event?
- Who are your target audiences?
- How much do you know about previous events?
- Who are the key partners?
- Have you evaluated all the risks and opportunities?

Setting aims and objectives

- An event should be focused on a specific purpose such as to raise funds, present awards, generate awareness about a sport or club or build support from a specific audience.
- Apapun tujuannya, sangat penting bahwa tujuan dan sasaran yang ditetapkan memberikan arahan bagi penyelenggara acara.
- Setiap keputusan yang dibuat selama proses perencanaan harus mempertimbangkan tujuan dan sasaran dari events tersebut

- An aim is more strategic, a broad or general statement.
- Objectives should be much more specific and measurable, and relate to the aims – they should still be about *what is going to be achieved; how should also be in action plans.*
- *Objectives should* be SMART (Specific, Measurable, Achievable, Realistic, Timed).

Event planning

- Di setiap events, banyak kegiatan cenderung terjadi secara bersamaan, sehingga ada banyak hal yang perlu diperiksa.
- Sebuah checklist akan memberikan panduan step by step untuk mengorganisir dan melaksanakan events tersebut, dan harus mencakup waktu yang akan memastikan bahwa semua hal selesai tepat waktu.

Key skills of effective event managers

The event coordinator needs to:

- merencanakan dengan hati-hati dan kritis, memberikan perhatian terhadap semua hal secara detail;
- berkomunikasi dengan stakeholder;
- mendelegasikan secara efektif dan mengelola beban kerja;
- Memotivasi staf lain
- menyebarkan informasi dan memberikan kesempatan bagi tim untuk umpan balik;
- memenuhi deadline dan memberikan dukungan kepada anggota lain untuk memenuhi deadline mereka;
- tetap akurat dan up-to-date mencatat administrasi.

Staffing events (volunteers)

- Sports events would not happen without volunteers
- If volunteers are a key component for an event, it is essential that they are treated as a valuable asset

The following issues should be considered:

1. what type of roles will be required to deliver specific tasks?
2. what skills are required to ensure the roles covered?
3. how many people are required to facilitate each role?
4. what will the organisational structure be (e.g. who will be in charge of what, and which roles are represented by the team on the ground?)

Financial planning and control

- Exercising sound financial planning and control is of fundamental importance in running a successful event. A lack of knowledge regarding the cost of the event will lead to almost certain failure.
- Beberapa draft anggaran mungkin perlu dikompilasi sebelum versi final diproduksi

- Awalnya, anggaran akan didasarkan pada perkiraan, tetapi penting untuk mengkonfirmasi angka aktual sesegera mungkin untuk menjaga anggaran tetap pada jalurnya.
- The budgeting process will include costing, estimating income and the allocation of financial resources

- The budget will cover a defined period of time (usually from start of event planning to post-event evaluation) and will normally be written up as an income and expenditure account once the event has taken place
- Anggaran akan mencakup selama periode waktu tertentu (biasanya dari awal perencanaan event sampai evaluasi post event) dan biasanya akan ditulis pendapatan dan pengeluaran setelah event terjadi

Panduan perencanaan dan mengendalikan biaya ketika mengembangkan anggaran untuk sebuah event:

- What are the timescales for the event budget?
- What did previous event budgets contain?
- Who managed the budget and the cash flow?
- What are the consequences of over-spending?
- Are the cost and revenue projections achievable?
- How will costs be met should the event be cancelled?
- Are there any cancellation penalties that need to be considered?

Marketing the event

- One of the major sources of income of an event will be the participants and spectators themselves, so it is important to attract as many as possible.

Developing an event marketing strategy

- What are the key markets for the event?
- What are the unique or key points in the event that would be attractive to a sponsor?
- What is the overall marketing strategy?
- Who are the main competitors in this field?
- What image does the event have?
- Who is the publicity aimed at?
- Will sponsors help publicise the event?
- Will advertising need to be paid for?

- Simple methods can be used in event marketing such as:
- a website;
- advertising in national newspapers, specialist sports publications, newsletters and magazines;
- posters and leaflets in shops, clubs, doctors' surgeries, libraries, sports centres and sporting facilities;
- radio and TV at local, regional and national level;
- letters/direct mailing which target specific people;

Managing risk

- All events carry a certain amount of risk. This could be manifested in terms of actual physical risk, to financial risk, to the consequences of cancelling an event.
- It is therefore important to consider the basics before an event is staged, such as safety, child protection and cancellation

Post-event evaluation

Key issues to consider when evaluating an event.

- Did the event fulfil its goals and objectives? Why or why not?
- Identify what worked and what needs improving?
- What was missed off the original checklist?
- Was the event well attended?
- Was informal and formal feedback about the event positive?
- Given all that went into staging the event, was it worth doing?