

Through the study of event management, I was inspired to learn more about the event industry, which has helped me to understand the importance of creating engaging events that others would enjoy, which encourages me to become adaptable to change through creating connections with others. My interest for my career path is to become a sports event manager due to my experience with the Philadelphia Flyers as their Marketing Promotions Assistant, which enables me to learn more about the sporting industry and to help fans feel inspired about the game. Furthermore, sports have always been an inspiration to me at an early age, which has also encouraged me to give back to the community through the experiences that are connected towards building any experiences. The specific roles through being a sports event manager “specializes in planning and hosting events like tournaments, sports games, team dinners, award ceremonies, and other activities relating to sports (*What Is a Sports Event Manager? (With Job Details)*, 2024).” Also, with the expertise that is demonstrated through this career path, some event sport managers can work for major sport leagues, sport complexes, or educational institutions.

Based on this career path, the sport event managers have a range of responsibilities that connect towards planning and overseeing sporting events to maintain their experience. These duties consist of hiring and training event staff, negotiating price points with event contractors, scheduling sporting events, collaborating with team coaches and parents at the recreational level for arranging award ceremonies or team dinners that meets the budget, overseeing event set-up and break down, collaborating with event personnel to plan transportation routes and lodging locations for those that attend the sporting events. Some of the hard and soft skills that are necessary for sports event managers to succeed within this industry are problem-solving, being adaptable, creativity, communication, and negotiation. This is crucial for future event managers in the sport industry to master these skills because this highlights commitment to work towards

building the organization's success, which will encourage clients to attend events due to the tremendous effort that was placed into each event that was planned.

Also, sports event managers can focus on continuing their education through a sports management degree, along with the pairing of an internship due to the advancement that will lead to your successful career. For example, Johnson and Wales provides an online bachelor's program, which will enable you to learn more about sport-related negotiations, agreements, productions, entertainment marketing, and sports management. Therefore, by joining a professional association, like the Professional Convention Management Association (PCMA) or Women in Sports and Events (WISE), can enable you to network with professionals; which supports future event managers with the focus of developing themselves in the professional event industry. The potential opportunities that relate to this career path are a sports event coordinator, ticketing manager, sponsorship manager, sports event coordinator, special projects coordinator, fan engagement coordinator, or a sports event security coordinator. Even though I could see myself in any of these potential roles as a sports event manager, this does enable me to gain experience in the field that serves the most towards my professional goals. With the experience that was gained through the School of Sport, Tourism and Hospitality Management and the networking opportunities that has led me to my first job as a Marketing Promotions Assistant with the Philadelphia Flyers, this inspired me to not just live in the moment of the experience; but to expand from my comfort zone to build inclusive events that will be remembered.

## References

*What Is a Sports Event Manager? (With Job Details)*. (2024, August 15). Indeed. Retrieved January 22, 2025, from <https://www.indeed.com/career-advice/finding-a-job/what-is-a-sports-event-manager>

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