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What is an „event manager“? Insights from the analyses of a complex sport event model

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A successful event is organized and realized by a successful event manager. But what makes an event manager “successful”? Which requirements are typical for the management of an event? How can we characterize the abilities of an event manager? And which insights do we gain for the education of event managing personalities?

The answer to those questions can be found in the analysis of a "sport event model". The construction of a “sport event model” results from the combination of different business models: “Sales Models”, “Contract Arranging Models” and “Contact Preparation Models”. Their combination leads to a complex structure that helps to identify different customer-groups and their legitimate demands.

These “stakeholders” deal with information, emotion and services. As a service enterprise a sport entertainment company can be characterized by the integration of market participants in the achievement processes. Furthermore, it becomes clear that the available asymmetric distribution of information lead to uncertainty on many market sides – each the demanding and the offering sides. And thus many stakeholder goals do compete with each others.

Within the core of the model, you can even find a very special relation between the two teams or sportsmen who actually create the event: They create the event as competing opponents and cooperative production partners at the same time. “Coopetition” is the artificial term that calls a situation which is typically for sport events.

The conclusion is a requirement of mechanisms to overcome a multitude of trade-off situations and surrounding uncertainty which needs to find the balance of opposite interests. Those mechanisms have an effect within the preparation and the realization time of an event.

The event itself is a platform on which all positions and all the opposite interests must be finally balanced, because then it is a great desire of all participants to enjoy the event and to communicate in a positive and constructive atmosphere.

Thus, we can identify the main structure building and value adding “momentum”: communication. In value creation models the phenomenon of communication can be called as a “value driver” or a “value adding activity”.

Thereby it becomes clear that “communication” is not only an instrument as a PR-, negotiation- or leadership-ability. Communication is the product itself that refines the relation between the

stakeholders during an event as the ability to “small-talk”, for self-presentation, acquisition and sales preparation.

So finally, the analysis leads to a progressive definition and characterization of an event manager:

“An event manager is a communicative talent who builds a platform, cares for stories and sends out messages that induce people to come together and satisfy a central desire: to exchange information, emotion and services in form of communication, interpreted as the art of listening, learning, telling & sharing!”