

Master of Science  
“Internationales Sportmanagement”

# Key Player in Event Organisations

*Programme*

28. February – 7. March  
Germany & Austria



Dear students,

The seminar titled "Key Player in Event Organisations" aims to provide you with a practical understanding of the event business, offering opportunities and contacts for potential jobs and internships with event stakeholders. Our nine-day class promises an engaging, challenging, and intensive program. **While the Innsbruck segment is not mandatory, it is strongly recommended.**

Throughout the course, you will encounter a dynamic mix of lectures delivered by both academics and practitioners. To enhance your learning experience, you will contribute by preparing forum discussions and sharing insights about the event stakeholders we visit. Our field visits will blend theoretical concepts with literature-based knowledge. A focus will be on discussions on current issues in sports event management. **Even though the program is traditionally designed in English, all lectures and tasks will be in German.**

Our field trip commences in Mainz, followed by visits to Frankfurt and Munich, where you will meet representatives from various organisations and companies in the event business. You will have some free time to explore these cities independently and immerse yourself in Bavarian and, optionally, Austrian culture. **Please bring sportswear with you to Munich and Innsbruck, as we will be doing sports together (Jogging & indoor volleyball).**

Given the complexity and challenges of event management, this class is crafted to provide hands-on insights into managing events from diverse stakeholder perspectives. The practitioners delivering lectures were selected to ensure learning from experts deeply involved in event management on a daily basis. Your personal growth depends on active participation in discussions, interactions with our experts, and exchanging ideas with fellow students. If a particular topic catches your interest, don't hesitate to exchange contact details with a speaker—this could be the first step toward securing an internship or applying for a job after completing your master's program.

Wishing you an exciting and unforgettable experience that undoubtedly brings you closer to your goal of becoming a successful event or sports manager in the field.



Prof. Dr. Holger Preuß

# PROGRAMME

Wednesday, 28 February | Mainz

- From 14:00 Arrival at MEWA ARENA 1. FSV Mainz 05  
Location: Meeting in front of the Fanshop; Eugen-Salomon-Straße 1, 55128 Mainz
- 14:15-14:30 Introduction to the seminar  
**Prof. Dr. Holger Preuß** | Professor of Sport Economics & Sport Sociology, University Mainz  
Location: MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz
- 14:30-15:30 Presentation *“Sportevent Hospitality”*  
**Pascal Riegel** | Teamlead Hospitality Services 1. FSV Mainz 05  
Location: MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz
- 15:30-15:45 Coffee Break & Payment to Kim (35,00 €)
- 15:45-16:45 Presentation *“Sustainability at the MEWA ARENA”*  
**Tobias Rinauer** | Head of CSR 1. FSV Mainz 05  
Location: MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz
- 16:45-17:00 Coffee Break
- 17:00-18:30 Stadium tour MEWA ARENA  
Location: MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz
- From 19:00 Opening Dinner at Burgerheart Mainz (*Attendance recommended*)  
Location: Restaurant Burgerheart, Jockel-Fuchs Platz 3, 55116 Mainz  
*We recommend the “Holger Preuß Special” shot to open the excursion in style.*

Thursday, 29 February | Frankfurt

- From 09:00 Arrival at Landessportbund Hessen (LSB)  
Location: LSB Hessen, Otto Fleck Schneise 4, 60528 Frankfurt am Main
- 09:15-10:00 Presentation *“How different types of events impact our stakeholder management”*  
**Carsten Schu** | Manager Productmarketing & Events at German Sports Aid Foundation at Deutsche Sporthilfe  
Location: LSB Hessen, Otto Fleck Schneise 4, 60528 Frankfurt am Main
- 10:00-10:15 Coffee Break
- 10:15-11:00 Presentation *“On communicating values through sport and educational events”*  
**Peter Fegers** | German Olympic Academy (DOA)  
Location: LSB Hessen, Otto Fleck Schneise 4, 60528 Frankfurt am Main
- 11:00-11:15 Coffee Break
- 11:15-12:00 Presentation *“Sustainable (mega) sport events strategy”*  
**Maike Weitzmann** | German Olympic Sports Confederation (DOSB)  
Location: LSB Hessen, Otto Fleck Schneise 4, 60528 Frankfurt am Main
- 12:00-12:45 Lunch Break at Landessportbund Hessen (LSB) (*optional*)  
Payment via Debit/ Credit Card. No Cash!
- 12:45-13:00 Walk from LSB to Eintracht Frankfurt Museum (Meeting point for the tour)  
Location: Eintracht Frankfurt Museum, Im Herzen von Europa 1, 60528 Frankfurt am Main

- 13:00-14:30 Tour *“Deutsche Bank Park – Event Management in a Multifunctional Arena”*  
Location: Entrance Museum; Im Herzen von Europa 1, 60528 Frankfurt am Main
- 14:30-14:45 Coffee Break & Walk to Eintracht Frankfurt Profi-Camp  
Location: Eintracht Frankfurt Museum, Im Herzen von Europa 1, 60528 Frankfurt am Main
- 14:45-15:45 Presentation *“Organisation and implementation of PR appointments”*  
**Desirée Smisek** | Partner-Implementation Sales & Marketing at Eintracht Frankfurt  
Location: Eintracht Frankfurt Profi-Camp, Im Herzen von Europa 1, 60528 Frankfurt am Main
- 15:45-16:00 Coffee Break
- 16:00-17:00 Presentation *“Team management - The organisation of training camps”*  
**Patrick Zeilmann** | Team management Eintracht Frankfurt  
Location: Eintracht Frankfurt Profi-Camp, Im Herzen von Europa 1, 60528 Frankfurt am Main
- From 17:00 Free evening in Frankfurt or Mainz

## Friday, 01 March | Frankfurt

- From 09:00 Arrival at EURO 2024 GmbH  
Location: Meeting at Reception at EURO2024 GmbH, Otto-Fleck-Schneise 6, 60528 Frankfurt am Main
- 09:15-10:15 Presentation *“Euro 2024 – Volunteer management”*  
**Julian Sievers** | Euro 2024 Volunteer Management  
Location: Room « Olympiastadion » at EURO2024 GmbH, Otto-Fleck-Schneise 6, 60528 Frankfurt am Main
- 10:15-10:30 Coffee Break
- 10:30-11:30 Presentation *“UEFA EURO 2024 – Stakeholdermanagement”*  
**Alexander Deutmarg** | Head of Event Support at EURO 2024 GmbH  
Location: Room « Olympiastadion » at EURO2024 GmbH, Otto-Fleck-Schneise 6, 60528 Frankfurt am Main
- 11:30-12:30 Lunch Break at Landessportbund Hessen (LSB) *(optional)*  
Payment via Debit/ Credit Card. No Cash!
- 12:30-13:15 Individual Transfer to DFB Academy  
Location: DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- From 13:15 Arrival at DFB Academy  
Location: DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 13:30-14:30 Presentation *“The planning of the DFB Youth Cup Final”*  
**Fiona Dittmann** | Project manager Deutscher Fußball-Bund  
Location: DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 14:30-14:45 Coffee Break
- 14:45-15:45 Presentation *“Planning the 2027 FIFA Women's World Cup”*  
**Patrick Montgomery Wolf** | Head of Institutional & International Relations at Deutscher Fußball-Bund  
Location: DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 15:45-16:00 Coffee Break
- 16:00-17:00 Tour at DFB Academy  
Location: DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- From 17:00 Free evening in Frankfurt or Mainz

## Saturday, 02 March | Munich

- From 08:00 Individual travel (plan 5h) & individual lunch
- 14:00-16:00 3rd division Football Match: TSV 1860 München vs. SSV Ulm *(optional)*  
Location: Stadion an der Grünwalder Straße, Grünwalder Str. 2-4, 81547 München
- 16:00-16:30 Transfer to Grünwald Freizeit GmbH  
Location: Grünwalder Freizeitpark, Südliche Münchner Str. 35C, 82031 Grünwald
- 16:30-17:30 Presentation *“Fistball Men’s World Championship in Germany”*  
**Jörn Verleger** | President of International Fistball Association  
Location: Grünwalder Freizeitpark, Südliche Münchner Str. 35C, 82031 Grünwald
- 17:30-18:30 Tour at Grünwald Freizeitpark  
**Jörn Verleger** | Director Grünwalder Freizeitpark GmbH  
Location: Grünwalder Freizeitpark, Südliche Münchner Str. 35C, 82031 Grünwald
- 18:30-20:00 Individual transfer & Check-In apartment/ hotel  
Location Hotel MEININGER: Landshuter Allee 174, 80637 München
- From 20:00 Dinner at Neuhauser Augustiner Bavarian Restaurant *(Attendance recommended)*  
Location: Restaurant Neuhauser, Hübner-Straße 23, 80637 Munich

## Sunday, 03 March | Munich

- From 10:00 Go for a run at Olympiapark *(optional)*  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- From 14:00 Eishockey Match: Red Bull München vs. Eisbären Berlin *(optional)*  
Location: Olympia-Eisstadion at Olympiapark München, Spiridon-Louis-Ring 3, 80809 München

## Monday, 04 March | Munich

- From 09:45 Arrival at Olympiapark GmbH  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 10:00-11:00 Presentation *“Olympiapark - Legacy & sustainability at our sport events”*  
**Sarah Kieferle** | Consultant to the General Manager at Olympiapark Munich GmbH  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 11:00-11:15 Coffee Break
- 11:15-12:15 Presentation *“Munich as sports event host”*  
**Andreas Ströbl** | Project director UEFA EURO 2024 Host City München  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 12:15-13:00 Lunch Break
- 13:00-14:30 Tour *“Olympic Legacy Tour: Munich's Iconic Olympiastadium”*  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 14:30-15:30 Individual transfer to Allianz Arena *(optional) (TBC)*  
Location: Allianz-Arena, Werner-Heisenberg-Allee 25, 80939 München

- 15:30-18:00 Tour at Allianz Arena and visit of FC Bayern Museum (*optional*) (TBC)  
 Costs: ca. 30 Euro Entrance Fee for Tour Werner-Heisenberg-Allee 25, 80939 München  
 Location: Allianz-Arena, Werner-Heisenberg-Allee 25, 80939 München
- from 19:00 Dinner at Rumpler Bavarian Restaurant (*Attendance recommended*)  
 Location: Restaurant Rumpler, Baumstraße 21, 80637 Munich

## Tuesday, 05 March | Munich/ Innsbruck

- From 10:15 Arrival at Olympiapark GmbH  
 Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 10:30-14:30 Workshop "*Zukunftswerkstatt: Attractiveness of future sport events*"  
 Workshop with practical application.  
**Prof. Dr. Eckehard Fozzy Moritz** | CEO Innovationsmanufaktur Munich  
 Location: Olympiapark GmbH Munich, Spiridon-Louis-Ring 21, 80809 München
- 14:30-17:00 Lunch Break and Transfer from Munich to Innsbruck (2 h Drive)
- From 17:00 Check-In Landessportzentrum Tirol "Olympiaworld"  
 Location: Landessportzentrum Tirol, Olympiastraße 10a, 6020 Innsbruck
- From 20:00 Dinner at Das Monaco's (*Attendance recommended*)  
 Location: Restaurant Das Monaco's, Amraserstraße 110, 6020 Innsbruck

## Wednesday, 06 March | Innsbruck

- From 09:00 Meeting in front of the LSZ and group walk to Bergisel Ski Jumping Arena  
 Location: Landessportzentrum Tirol, Olympiastraße 10a, 6020 Innsbruck
- 09:30-11:00 Guided Venue Tour of the Olympic Ski Jumping Arena Bergisel  
 Location: Bergisel Ski Jumping Arena, Bergiselweg 3, 6020 Innsbruck
- 11:00-11:30 Group walk back to Olympiaworld Innsbruck  
 Location: Landessportzentrum Tirol, Olympiastraße 10a, 6020 Innsbruck
- 11:30-13:00 Guided Venue Tour Olympiaworld Innsbruck  
 Location: Olympiaworld Innsbruck, Entrance Olympiahalle, Olympiastraße, 6020 Innsbruck
- 13:00-15:15 Lunch Break at "Olympiaworld Sportsbar" (*optional*)  
 Location: Olympiaworld Sportsbar, Olympiastraße 10, 6020 Innsbruck
- 15:30-16:30 Presentation "*Sport Event Strategy Tirol*"  
**Sabrina Scheiber** | PhD at Leopold Franzen University Innsbruck  
 Location: Sports Institute Innsbruck, Hörsaal 1, Fürstenweg 185, 6020 Innsbruck
- 16:30-16:45 Coffee Break
- 16:45-17:45 Presentation "*Hosting major sports events in Innsbruck– impacts of major events*"  
**Georg Spazier** | CEO, innsbruck-tirol sports (ITS) GmbH  
 Location: Sports Institute Innsbruck, Hörsaal 1, Fürstenweg 185, 6020 Innsbruck
- 18:00-20:00 Social Sports Event: Indoor Volleyball (*optional*)

Thursday, 07 March | Innsbruck

- From 10:00      **Arrival at University Innsbruck**  
Location: Sports Institute Innsbruck, Hörsaal 1, Fürstenweg 185, 6020 Innsbruck
- 10:15-11:45      **Workshop “The future of Sport Events”**  
**Prof. Dr. Holger Preuß** | Professor of Sport Economics & Sport Sociology, University Mainz  
Location: Sports Institute Innsbruck, Hörsaal 1, Fürstenweg 185, 6020 Innsbruck
- 11:45-12:00      **Coffee Break**
- 12:00-12:30      **Recap & Feedback Excursion**  
**Prof. Dr. Holger Preuß** | Professor of Sport Economics & Sport Sociology, University Mainz  
Location: Sports Institute Innsbruck, Hörsaal 1, Fürstenweg 185, 6020 Innsbruck
- 12:30-14:00      **Lunch Break**
- 14:00-18:00      **13. Innsbrucker Sportökonomie Symposium**  
Location: Sports Institute Innsbruck, Hörsaal 1, Fürstenweg 185, 6020 Innsbruck
- From 18:00      **Individual travel home or free evening in Innsbruck**

## ASSESSMENTS

You will be graded and the grade will be part of the “Portfolio” in Module 5 and will be seen in the “transcript of records” in your exam. The assessment is composed of 5 tasks. All tasks can be completed in german.

Tasks	Percentage for Module 5
3 reflections	45% (15% each topic)
Discussion in a forum	40%
Podcast	15%
Workshop “Future”	0%

## 3 REFLECTIONS

After our tour you have to write 3 reflections on topics you can choose from all presentations we had during our trip. Each reflection should have 300 - 400 words without bibliography. Each reflection shall at least have 3 sources mentioned and these must be mentioned in your text. The reflections must be submitted as PDF-file until 31.03.2024 (00:00) in LMS/ Moodle.

Your reflection must include (if appropriate, as some topics do not fit to all points):

- A reflection on how topical the topic is
- Where problems can be seen in future
- How much it is covered/mentioned in the media
- How relevant it is in future (from whatever perspective)
- Mention a controversy you observed
- End with your (justified and argued) personal opinion on the topic

## DISCUSSION IN A FORUM

Each student will be assigned to a discussion before our trip. The forum is open until 25. February 2024. You are assigned to one topic to discuss with 3-4 other students. The forum will be held in LMS/ Moodle and after you post a comment you cannot change it anymore. After 25. February your contributions will be graded. The quality of your contribution is very important. Each student should formulate at least 2-3 posts in the forum.

You may consider:

- To answer to points/arguments others have come up with
- Add new arguments
- Reflect from different stakeholder perspectives
- Reflect how realistic the argumentation of others is
- Read papers / literature and also add knowledge to your discussion (this point is important)

Topic I: IOC: Russian Athletes Competing under Neutral Flag in 2024 Olympics	Topic II: Asian Winter Games 2029 in Saudi Arabia
Michael Grauer	Fatemeh Ekinci
Michelle Köhler	Kai Leicht
Taesub Lim	Kenji Nakajima
Marvin Strauß	Aaron Volz

Topic III: Kings League, Ballers League and co.	Topic IV: Olympic Games in Germany 2036
Stephan Bröker	Moritz Breier
Sofia Petroschenko	Jil Kaufmair
Jens Scheib	Moritz Westermann
Yassine Zriouil	Jannes Ehresmann

Topic V: Enhanced Games	Topic VI: FIFA World Cup in 3 continents
Konrad Berndl	Fritz Helferich
Malte Kippenhahn	Sebastian Kraft
Lisa Kraft	Julia Schuler
Marco Liesenfeld	

### Why do we do this forum?

#### **Small Group Activity**

Another commonly used technique to foster critical thinking skill development is small group activity. Small group activity encourages student interaction and enables them to share their ideas and examine individual assumptions. Small groups are less threatening for students and promote comfort to formulate questions for which they may not have the answers. Small group activity promotes collaborative working with peers asking the questions and then answering each other's questions, thereby generating an environment that promotes debate. When reconvening in a large group, students have the opportunity to compare points of view and interpretations and to "contrast their critical thinking styles with their peers" (Neill, Lachat, & Taylor-Panek, 1997, p. 31).

Source: Zakus, D.H., Malloy, D.C., & Edwards, A.L. (2007). Critical and Ethical Thinking in Sport Management: Philosophical Rationales and Examples of Methods. *Sport Management Review*, 10, 133-158.



## PODCAST: BACKGROUND ON EVENT ORGANIZERS

Each student has to introduce one organization, event or venue which we are visiting. For this organization/location you have to prepare a 120 second PODCAST to be uploaded to LMS/ Moodle until 25. February 2024 (00:00). You are assigned to one organization/location/event and all other students have to listen to that podcast to get a better understanding about our host. Please name the file (mp4 or mov) as follows: TTMMJJ\_Topic\_Name (e.g. 290224\_DOSB\_Schu)

The quality of your contribution is very important. We will grade you on that quality. Therefore, have a special focus on:

- How is that organization/ venue related to events / event organization
- The history of that organization in event hosting/ the history of the event
- The size and speciality regarding events
- Current challenges and environmental/stakeholder changes
- Maybe (if appropriate): its contribution to ecological sustainability

<b>Wednesday 28.02.</b>	
Stadium MEWA Arena	Konrad Berndl
1. FSV Mainz 05	Sofia Petroschenko
<b>Thursday 29.02.</b>	
DOSB	Julia Schuler
DOA – German Olympic Academy	Moritz Breier
Deutsche Sporthilfe	Michelle Köhler
Landessportbund Hessen	Jannes Ehresmann
Deutsche Bank Park	Fatemeh Ekinci
Eintracht Frankfurt	Michael Grauer
<b>Friday, 01.03</b>	
UEFA Euro 2024	Stephan Bröker
DFB German Football Federation	Lisa Kraft
<b>Saturday 02.03.</b>	
Stadion an der Grünwalder Straße	Sebastian Kraft
TSV 1860 München	Kai Leicht
Grünwald Freizeitpark GmbH	Jil Kaufmair
IFA - International Fistball Association	Taesub Lim
<b>Monday 04.03.</b>	
Olympiapark Munich	Kenji Nakajima
Olympic Games Munich 1972	Yassine Zriouil
Sportcity Munich	Aaron Volz
Allianz Arena	Marvin Strauß
EHC Red Bull München	Moritz Westermann
<b>Wednesday 02.03.</b>	
Ski Jumping Arena Bergisel	Fritz Helferich
Olympiaworld	Malte Kippenhahn
Olympic Games Innsbruck 1976	Jens Scheib
Sports Region Tirol	Marco Liesenfeld

## WORKSHOP: “FUTURE OF SPORT EVENTS”

The workshop is designed to encourage deeper reflection. Each group has to think about a future sports event scenario using the Futures Wheel method. The scenario to be worked on will be about major international sporting events and will be given by us on the day of the workshop.

We will hold the workshop on Thursday, March 07, 2024.

Each group will briefly present the results of the Futures Wheel and then discuss the derived strategies (5min):

- one slide presenting the Futures Wheel (Impacts on min. 3 levels; min. 5 impacts on level 1)
- one slide with 3 possible strategies to promote the most important positive impacts and to reduce the negative impacts.

Group 1	Group 2
Ralf Widmann	Fritz Helferich
Malte Kippenhahn	Jens Scheib
Aaron Volz	Julia Schuler
Group 3	
Sofia Petrosenko	
Ferdinand Mäser	
Moritz Westermann	

Each group will be assessed on the basis of the following criteria:

1. the clarity of the presentation and the respect of the timing (5 min)
2. the ability to explain the key consequences of the given scenario and its likely development in the coming years;
3. the ability of the group to design a credible and well-argued strategy to promote the positive impacts and reduce the negative ones;

## LITERATURE & LISTENING

### Essential Reading

1. Shone A., & Parry, B. (2013). *Successful Event Management: A Practical Handbook* (4th Ed.), Cengage Learning.
2. Getz, D. (2016). *Event Studies. Theory, Research and Policy for planned Events*, Routledge.

### Additional Recommended Reading

1. Raj, R., Walters, P., & Rashid, T. (2009). *Events Management: An Integrated and Practical Approach*. Sage Publications
2. Woratschek, Horbel, Popp (2014). The Sport Value Framework – A New Fundamental Logic for Analyses in Sport Management. *European Sport Management Quarterly* 14(1), 6-24

### Recommended Listening

1. [Casual Layered Analysis from Inayatullah](#)
2. [S-Curves and future predictions](#)

# ACCOMMODATION

## Accomodation Munich

### **MEININGER Hotel München Olympiapark**

Landshuter Allee 174  
80637 München (D)  
Telefon: +49 (0) 89 896 799 61

[Link zur Homepage](#)

## Accomodation Innsbruck

### **Olympiaworld Innsbruck**

Olympiastr. 10a  
6020 Innsbruck (AUT)  
Telefon: +43 (512) 33838-460

[Link zur Homepage](#)

**Please bring sportswear with you to Munich and Innsbruck, as we will be doing sports together (Jogging & indoor volleyball).**

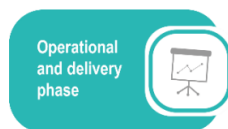
If you have any questions regarding the programme, please contact Kim Schu ([schu@uni-mainz.de](mailto:schu@uni-mainz.de)).

# ADDITIONAL INFORMATION

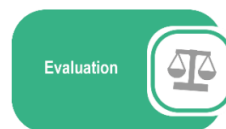
The following pieces frames many of our topics. They are taken from the report "[IMPLEMENTING THE OECD RECOMMENDATION ON GLOBAL EVENTS AND LOCAL DEVELOPMENT](#)".



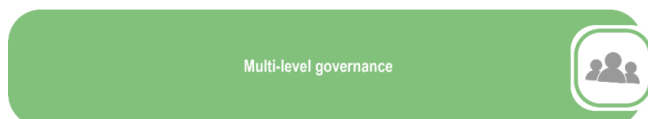
- 1.1. Make evidence-based bid decisions that take social, environmental and economic factors into account
- 1.2. Align bids with existing development plans at the functional scale
- 1.3. Plan new infrastructure and investments in the built environment strategically
- 1.4. Consider the environmental impact
- 1.5. Make the most of transport investments
- 1.6. Embed the bid within broader tourism strategies
- 1.7. Keep it simple and targeted



- 2.1. Maximise the impact of investments
- 2.2. Integrate infrastructure investments into broader local planning
- 2.3. Maximise local job opportunities through employment and skills strategies
- 2.4. Use cultural events and programmes to support broader local development goals
- 2.5. Consider the needs of local communities in changing property markets
- 2.6. Use public procurement to further sustainability and inclusiveness goals
- 2.7. Engage the private sector as a responsible business partner



- 3.1. Conduct rigorous ex-ante evaluation
- 3.2. Integrate rigorous evaluation throughout the event lifecycle and legacy



- 4.1. Clearly define roles and responsibilities from the start
- 4.2. Leverage existing governance mechanisms or create new ones when appropriate
- 4.3. Co-ordinate across levels of government
- 4.4. Build public management capacity
- 4.5. Adopt robust budgetary and financial mechanisms
- 4.6. Ensure an inclusive and open consultation process
- 4.7. Establish collaborative partner relations with global events owners

# SMART STADIUM



Abb.1. SoFi Stadium in Los Angeles

## What is a SMART Stadium?

"Smart Stadiums adopt various hardware and software across stadiums to enhance the fan experience of spectators and the overall operational efficiency of stadium management" (Technavio, 2018)

A smart stadium uses various software and hardware embedded with wirelessly interconnected sensors that collect or exchange information and send commands to each other to improve, among other things, the fan experience for spectators and the overall efficiency of stadium management (Hauser et al., 2019).



Stadiums are big businesses. They have an impact on the long-term financial viability of the sport organisation. The key goal is to attract more fans and provide an event experience that encourage them to increase their spending (Intel, 2016)



The basis is the IoT technology, which is based on a WLAN or LTE network. In technology, physical objects are wirelessly connected with sensors and devices to collect and exchange information and send commands to each other (Hauser et al., 2019).



Competing against the At-Home Experience (Intel, 2016).



Abb. 2. Solution Overview (Intel, 2016)

## What are the usage potentials for visitors, operators, sponsors?

### **Profitability**

For stadium operators, the monetization potential is the primary priority. Stadiums are most often funded by the taxpayers with the understanding to generate economic dividends for the host city (Hauser et al., 2019).

- Catering / Merchandise (Intel, 2016)
  - Purchase of tickets, food and merchandise easier, faster and more personalized
  - Order food and drink from any seat in the stadium and get delivered it to the seat or assisted to a express
- Online shopping experience (Intel, 2016)
  - Data analytics software learn about the patrons
  - Fan get suggested new items based on purchase history
  - Anticipate the fan behaviour (e.g., Snack-Time while the event)
  - Alert the fan to changing conditions (traffic, parking, weather)
- Dynamic price management (healthAI sports, 2020b).
  - The Spanish soccer club FC Barcelona uses machine learning to optimize its stadium capacity utilization
  - AI prediction models are used to calculate the number of available seats depending on various influencing factors such as calendar effects (month, day of the week, vacations), the weather forecast, or the respective attractiveness of the opponent
  - Subsequently, the utilization is optimized via targeted pricing and ticketing logics (healthAI sports, 2020b).
- Increasing the efficiency of stadium management systems (Hauser et al., 2019)
  - Reduction of operating costs due to More efficient light and heating systems

## **Fan Experience**

Fans have grown to expect extreme levels of digital connectedness, convenience and customer service. Stadium marketing can connect to the fans on a whole new level. Due to a stadium app the staff can interact with them individually and intelligently (Intel, 2016)

- Fan communication with AI bot about valuable information (Nadikattu, S. 5986, 2020). Using AI and ML, computers are trained to interpret and produce human speech. This opens the "floodgates" for a new type of customer interaction and performance. Recognizing and analysing opinions and desires for a particular organization/association in the IoT or social media (Naraine, p. 54, 2020).
  - Help fans navigate: Fast internet, shorter lines and less hassle when entering or leaving the stadium
  - Find their friends at the venue
  - Second Screen (Watch replays, statistics...)
  - Inform fans of parking space availability
- More Fun (Intel, 2016)
  - Sensor to detect cheering fans
  - Wireless network allows fan to post on social media during the event

## **Security**

Cameras and sensors feed real-time data to the security staff monitoring the crowd.

E.g., Dublin City University, Croke Park, Microsoft Ireland and Intel is currently using AI to explore real-time analysis of video and other data to safely guide people around the stadium and prevent incidents such as the terrorist attacks in Paris (Intel, 2016).

- AI system for early detection of dangerous objects and unauthorized objects - Deep- Learning algorithm named "Hexwave" by Bayern Munich (Theobald, 2019)

## **Literatur**

Hauser, M., Matthes, K., Vogt, L., & Nufer, G. (2019). Potenziale und Herausforderungen des Smart Stadiums als Testfeld für die Smart City.

healthAlsports (2020b). KI im Spitzensport – Teil 2 der 360°-Betrachtung. [Zugriff am 19.01.2022 hier.](#)

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