

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: Press room at 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: Press room at 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: Press room at 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 (major) sports events in Germany”*  
**Maïke 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: Room « Glasgow Rangers » at Eintracht Frankfurt Profi-Camp, Im Herzen von Europa 1, 60528 Frankfurt
- 14:45-15:45 Presentation *“Organisation and implementation of PR appointments”*  
**Desirée Smisek** | Partner-Implementation Sales & Marketing at Eintracht Frankfurt  
Location: Room « Glasgow Rangers » at Eintracht Frankfurt Profi-Camp, Im Herzen von Europa 1, 60528 Frankfurt
- 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: Room « Glasgow Rangers » at Eintracht Frankfurt Profi-Camp, Im Herzen von Europa 1, 60528 Frankfurt
- 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: Room « Goldener Kopfball » at 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: « Goldener Kopfball » at 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
- 16:30-18:00 Presentation *"Fistball Men's World Championship in Germany"*  
**Jörn Verleger** | President of International Fistball Association  
Location: Grünwalder Freizeitpark, Südliche Münchner Str. 35C, 82031 Grünwald
- 18:00-18:30 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 Lunch & individual transfer to Allianz Arena *(optional)*  
Location: Allianz-Arena, Werner-Heisenberg-Allee 25, 80939 München

- 15:30-17:00 Tour at Allianz Arena and visit of FC Bayern Museum (*optional*)  
 Costs: 17 Euro Entrance Fee for Tour & Museum  
 Werner-Heisenberg-Allee 25, 80939 München  
 Location: Allianz-Arena, Werner-Heisenberg-Allee 25, 80939 München
- 17:00-18:00 Presentation „*Security at UEFA EURO 2024 stadiums*“ (*optional*)  
**Prof. Dr. Wolfgang Czepluch** | CEO SGI Secure Games International GmbH  
 Location: Allianz-Arena, Werner-Heisenberg-Allee 25, 80939 München
- from 19:00 Dinner at Rumppler Bavarian Restaurant (*Attendance recommended*)  
 Location: Restaurant Rumppler, 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

## 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
- 13:00-14:30 Lunch Break at “Olympiaworld Sportsbar” (*optional*)  
 Location: Olympiaworld Sportsbar, Olympiastraße 10, 6020 Innsbruck
- 14:30-16:00 Workshop “*The future of Sport Events*”  
**Prof. Dr. Holger Preuß** | Professor of Sport Economics & Sport Sociology, University Mainz  
**Yannick Rinker** | Research assistant and PhD student at University Mainz  
 Location: Landessportzentrum Tirol, Olympiastraße 10a, 6020 Innsbruck
- 16:00-16:15 Coffee Break
- 16:15-16:30 Recap & Feedback Excursion  
**Prof. Dr. Holger Preuß** | Professor of Sport Economics & Sport Sociology, University Mainz  
**Kim Schu** | Research assistant and PhD student at University Mainz  
**Yannick Rinker** | Research assistant and PhD student at University Mainz  
 Location: Landessportzentrum Tirol, Olympiastraße 10a, 6020 Innsbruck
- From 16:30 Free evening in Innsbruck

# T hursday, 07 March | Innsbruck

From 10:00 Free time in Innsbruck

13:00-14:00 Lunch Break

14:00-20:00 **13. Innsbrucker Sportökonomie Symposium**  
Location: Sports Institute Innsbruck, Fürstenweg 185, 6020 Innsbruck

From 20:00 Individual travel home or free evening in Innsbruck

# 13. SPORTÖKONOME &-MANAGEMENT SYMPOSIUM INNSBRUCK

Zeit		Vortragsthema "SAAL Innsbruck"		Vortragsthema "SAAL Tirol"		Vortragsthema "SAAL Mainz"
Eröffnung (Schnitzer / Schütte)	14:00 - 14:15	Univ.-Prof. Martin Schnitzer, PhD (Innsbruck, AUT), Institutsleiter				
	14:15 - 14:40	<b>Keynote</b> <b>Where can we host the Winter Olympic Games in the future? A climate change perspective</b> <b>Steiger, Robert (Innsbruck, AUT)</b>				
Sportpolitik & -governance (Preuß)	14:40 - 15:00	Wadsack, R. (Salzgitter, GER): Legitimation der Förderung von Spitzensport - ein Versuch	Fußball (Schütte)	Frenger, M. (Saarbrücken, GER): Die richtige Mischung macht's? - Teamzusammenstellung und Erfolg im europäischen Fußball	English session (Fritz)	Konstantopoulos, I (Lausanne, SWI): Greening the Game: Evaluating the Environmental Impact of Greece vs Ireland Football Match
	15:00 - 15:20	Kleissner, A. (Wernberg, AUT): Vilnius Definition des Sports 3.0: Neuerungen auf europäischer Ebene und Implikationen		Rose, L. (Mainz, GER): Professionalisierung, Kommerzialisierung und Mediatisierung des Frauen-Fußballs – Eine Gefahr für seine von Fans wahrgenommenen Charakteristiken?		Candeo da Silva , AL. (Mainz, GER): Governance and the sustainability of women's football
	15:20 - 15:40	Baumeister, J. (Bayreuth, GER): Institutionelles Fehlverhalten im Sport: Konzeptionelle Überlegungen für die Sportgovernance		Reichel, K., Weiland, M., Brandt, C. & Kurscheidt, M. (Bayreuth, GER): Cristiano Ronaldo & Co. - Der Einfluss von Spielertransfers europäischer (Top)Spieler nach Saudi-Arabien auf das europäische Wettkampfsystem		Jaufenthaler, P., Koll, O. (Innsbruck, AUT) & Grohs, R. (Seeburg, AUT): Destination Saudi: Exploring the Impact of Transfers to Emerging Leagues on Football Player Brands
	15:40 - 16:00	Wojciechowski, T. (Backnang; GER): Staatliche Sportpolitik auf Ebene der Bundesländer		Schunk, H., Spindler, V. (Wiesbaden, GER) & Könecke, T. (Leuven, BEL): Image und Markenpersönlichkeit der deutschen Fußball-Nationalmannschaft vor und nach der FIFA Fußball-WM 2022 in Qatar		Brandt, C., Heidenreich, H., Reichel, K. & Kurscheidt, M. (Bayreuth, GER): Rivalry between tournaments: LIV Golf vs PGA Tour in fans' perception
<b>16:00 - 16:30</b>		<b>Pause</b>				
AI - Digitalisierung - E-Sports	16:30 - 16:50	Schu, K. (Mainz, GER): Schummeln im Schach – Verändern Künstliche Intelligenz und Doping den Sport?	Olympia und Events (Könecke)	Schubert, M., Preuß, H. & Hannawacker, A. (Mainz, GER): „UEFA vs. Super League – Ringen um Deutungshoheit“	English session (Reichel)	Sheehan, V. & Schubert, M. (Mainz, GER): Need of Reconceptualisation? Neutrality and Autonomy of the Olympic Movement Revisited



	16:50 - 17:10	Bär, S. (Bayreuth, GER): Virtual Event Twins und Virtual Event Substitutes – mehr als digitalisierte Rituale in Zeiten der Krise? Eine quantitative Untersuchung am Beispiel des Kongresses "blickpunkt sportmanagement"		Rinker, Yannick (Mainz, GER): Gigantismus bei den Olympischen Winterspielen: Mythos oder Realität? Eine vergleichende Analyse der Einnahmen der Olympischen Winterspiele seit 2002		Delgado, M. (Mainz, GER): Athletes' Protest and Activism Regarding Freedom of Expression through Rule 50 of the Olympic Charter
	17:10 - 17:30	Heidenreich, H. (Bayreuth, GER) & Wachholz, F. (Innsbruck, AUT): Community Attitude: Wie die eSports-Community aufstrebende Verbandsstrukturen im eSport wahrnimmt und beurteilt		Hannwacker, A. (Mainz, GER): Die Ehrenamts-Historie von Volunteers bei den Special Olympics World Games 2023 - Führt Sport-Event-Volunteering zu einem nachhaltigen Ehrenamt?		Kogler, A. (Innsbruck, AUT): Application of the World Café as a participatory method in youth sports research: Practical insights for sport organizations
	17:30 - 17:50	Schöttl, K. (Ismaning, GER): Funktionsweise der Social Media Algorithmen und ihre Bedeutung im Kontext des Sportmanagements / der Sportkommunikation		Fritz, G. (Frankfurt): Olympische Erziehung im Umfeld der Spiele: Das Deutsch-Französische Olympischen Jugendlager 2024 Paris		Zhang, Y. (Drammen, NOR): The Application of Generative AI in Sports Events Marketing and Planning
<b>17:50 - 18:20</b> <b>Pause</b>						
<b>Sport NPO und Nachhaltigkeit (Schunk)</b>	18:20 - 18:40	Praxmarer-Kohli, C., Stura, C. (Kufstein, AUT) & Schnitzer, M. (Innsbruck, AUT): Frauen in non-profit Sportorganisationen in Tirol – Rollenverständnis und Führungsverhalten	<b>Konsumentenbefragung (Happ)</b>	Kurscheidt, M., Ferrauti, F., Rosier, A. & Reichel, K. (Bayreuth, GER): Spiel, Satz, Event? Befragungsbefunde zu deutschen Tenniszuschauern bei ATP/WTA-Turnieren	<b>English session (Schnitzer)</b>	Asare, M., Seekircher, V., Kössler, B. & Schnitzer, M. (Innsbruck, AUT): Image to action: Exploring coaches' perceptions of their reputational influence on athlete creativity.
	18:40 - 19:00	Wallrodt, S. (Koblenz, GER) & Barth, M. (Innsbruck, AUT): Multilevelanalyse von Sportvereinen - Reproduktion und Vergleich von Ergebnissen aus der Schweiz und Deutschland		<b>WORKSHOP</b>		Reimeir, E., Scheiber, S. & Schnitzer, M. (Innsbruck, AUT) Challenges in measuring the economic impact in participatory sports events – the case study of the Mountain- and Trail running World Championships Innsbruck-Stubai 2023
	19:00 - 19:20	Reuß, K. (München, GER): Ökonomischer Nutzen von Sport im Freien. Gestaltung von urbanen grünen Räumen unter Beachtung der saisonalen Besonderheiten		Happ, E., Scholl-Grissemann, U. (Umit Tirol, AUT) & Schöttl, S. (Innsbruck, AUT): Konsumentenbefragung zur Vor-Ort-Mobilität bei Sport- und Freizeitaktivitäten in Form von "Gondelgesprächen"		
	19:20 - 19:40	Schütte, N. (Mainz, GER): Dark Sustainability				
	19:40 - 20:00	<b>Abschlussdiskussion und Ausblick auf Veranstaltungen 2025</b>				
<b>anschließend Abendessen in der Mensa für alle Vortragenden</b>						