

Master of Science
“Internationales Sportmanagement”

Key Player in Event Organisations

Programme

25th of March – 1st of April
Mainz, Frankfurt, Brussels & Leuven



Version 1.3 (01.04.2026)

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 eight-day class promises an engaging, challenging, and intensive program.

These days should also be seen as **career days**, as we will meet many practitioners, get to know institutions and their staff, and gain insights into their work. The dress code is "smart casual".

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 Frankfurt and Mainz, followed by an excursion to Brussels, 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.

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, March 25 | Mainz

- 10:30-10:50 Welcome & Introduction to the seminar/ career days
Kim Schu | Research assistant and PhD student at University Mainz
Yannick Rinker | Research assistant and PhD student at University Mainz
Location: Room S3, Institute of Sports Science, Albert-Schweitzer Street 22 in 55128 Mainz
- 10:50-11:00 Coffee Break & Payment to Kim (35,00 €)
- 11:00-12:00 Presentation *“Bidding and planning for major sport events”*
Joshua Nübel | Senior Project manager at Proprojekt
Location: Room S3, Institute of Sports Science, Albert-Schweitzer Street 22 in 55128 Mainz
- 12:00-13:15 Lunch at KHG Mensa Mainz *(optional)*
Price 4,50 € for students. Vegetarian dish & salat bar available.
Location: Saarstraße 20, 55122 Mainz
- From 13:30 Arrival at MEWA ARENA 1. FSV Mainz 05
Location: Meeting in front of the Fanshop; Eugen-Salomon-Straße 1, 55128 Mainz
- 13:45-14:00 Welcome at Mainz 05
Christoph Kaufmann | Head of Hospitality Services at 1. FSV Mainz 05
Location: Eventloge (3rd floor) at MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz
- 14:00-14:45 Presentation *“More than football - the MEWA Arena as a multifunctional venue”*
Christoph Kaufmann | Head of Events & Hospitality Services at 1. FSV Mainz 05
Location: Eventloge (3rd floor) at MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz
- 14:45-15:00 Coffee Break
- 15:00-16:00 Presentation *“Matchday as a platform for sustainability”*
Leonard Wittauer | Deputy Head of CSR & Sustainability at 1. FSV Mainz 05
Location: Eventloge (3rd floor) at MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz
- 16:00-17:00 Tour at MEWA ARENA *“More than just a football stadium”*
Location: MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz
- 17:00-18:00 Presentation *“Fan Events at Mainz 05”*
Julian Sievers | Fan Liason Officer 1. FSV Mainz 05
Location: Eventloge (3rd floor) at MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz
- From 19:00 Opening dinner at Eulchen brewery *(optional but highly recommended)*
Great pizza & beer. [Find menu here.](#)
Location: Kupferbergterrasse 17, 55116 Mainz

Thursday, March 26 | Frankfurt

- From 09:45 Arrival at DFB Academy
Location: DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
If you come by car, you can park in the DFB car park
- 10:00-10:15 Welcome at DFB Academy
Jürgen Eißmann | Former Head of EURO 2024 at DFB
Location: Press Conference Room DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main

- 10:15-11:00 Presentation *“Bidding for UEFA Women’s EURO 2029”*
Jürgen Eißmann | Former Head of EURO 2024 at DFB
 Location: Press Conference Room DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 11:00-11:15 Coffee Break
- 11:15-12:45 Presentation *“Under Pressure: DFB Communication in Times of Global Crises”*
Jens Grittner | Head of Corporate Communication at DFB
Anna Paulus | Media Relations Managerin at DFB
 Location: Press Conference Room DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 12:45-13:00 Coffee Break
- 13:00-14:00 Presentation *“The German House of Soccer in New York”*
Benjamin Nicklaus | Senior Manager Marketing National Teams / Strategy & Development
 Location: Press Conference Room DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 14:00-15:00 Tour at DFB Academy *“Home of German Football”*
Anna Paulus | Media Relations Managerin at DFB
- From 15:00 Free time & Transfer to DFL Deutsche Fußball Liga
 Location: DFL, Guiollettstraße 44-46, 60325 Frankfurt am Main
- From 16:30 Arrival at DFL Deutsche Fußball Liga
 Location: DFL, Guiollettstraße 44-46, 60325 Frankfurt am Main
- 16:45-17:00 Welcome at DFL Deutsche Fußball Liga
Nicklas Claus | Manager Product Innovation at DFL
 Location: Conference Room at DFL, Guiollettstraße 44-46, 60325 Frankfurt am Main
- 17:00-18:30 Presentation *“Shaping the Future of Sports Media: Innovation Strategies at DFL”*
Nicklas Claus | Manager Product Innovation at DFL
 Location: Conference Room at DFL, Guiollettstraße 44-46, 60325 Frankfurt am Main
- 18:30-19:30 Get together with Pizza & Drinks at DFL *(optional but highly recommended)*
 Location: Conference Room at DFL, Guiollettstraße 44-46, 60325 Frankfurt am Main

Friday, March 27 | Frankfurt

- From 09:30 Arrival at DOSB
 Location: Arena, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main
- 09:45-10:00 Welcome at the House of Sports
Bianca Quardokus | Officer Sport facilities & Environment at DOSB
 Location: Arena, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main
- 10:00-10:45 Presentation *“Sustainable (mega) sports events”*
Bianca Quardokus | Officer Sport facilities & Environment at DOSB
 Location: Arena, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Mai
- 10:45-11:45 Presentation *“An (un)successful story? - Germany and its Olympic bids”*
Lisa Kraft | Manager at the Olympic Bid Office at DOSB
Mariano Schroll | project manager Olympic bid at DOSB
 Location: Arena, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main
- 11:45-12:00 Coffee Break
- 12:00-13:00 Presentation *“Rhythmic Gymnastics World Championships 2026 in Germany”*
Thorsten Weiß | CEO German Gymnastics Federation
 Location: Arena, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

- 13:00-14:00 Lunch Break at Landessportbund Hessen (LSB) *(optional)*
Location: LSB Hessen, Otto Fleck Schneise 4, 60528 Frankfurt am Main
- 14:00-14:15 Walk to Eintracht Frankfurt Museum
Location: Eintracht Frankfurt Museum, Im Herzen von Europa 1, 60528 Frankfurt am Main
- 14:15-16:00 Tour *“Deutsche Bank Park – Event Management in a Multifunctional Arena”*
Location: Deutsche Bank Park, Im Herzen von Europa 1, 60528 Frankfurt am Main
- 16:15-17:15 Presentation *“Deutsches Haus Milano/Cortina - meeting point for all”*
Sascha Kraft | Senior Partner Relations Manager at Deutsche Sports Marketing
Location: Arena, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main
- From 17:15 Free evening in Frankfurt or Mainz

Saturday, March 28 | Day-Off

Day off in Mainz or Brussels

Sunday, March 29 | Brussels

- From 08:00 Individual travel (plan 4h) & individual lunch
- 11:00-19:00 Individual transfer & Check-In apartment/ Hotel
Location: ibis Brussels City Centre, Rue Joseph Plateau N°2, 1000 Bruxelles, Belgium
- From 19:30 Dinner and drinks somewhere in the city of Brussels *(optional)*
Location: Brasserie Greenwich Brussels, Rue des Chartreux 7, 1000 Brussels, Belgium

Monday, March 30 | Brussels

- From 09:30 Arrival at EOC EU Office
Location: Avenue de Cortenbergh 71, 1000 Brussels, Belgium
- 09:45-10:00 Welcome at EOC EU Office
Folker Hellmund | Director, EOC EU Office
Location: EOC EU Office, Avenue de Cortenbergh 71, 1000 Brussels, Belgium
- 10:00-11:15 Presentation *“Lobbying for Sport in Europe”*
Folker Hellmund | Director, EOC EU Office
Location: EOC EU Office, Avenue de Cortenbergh 71, 1000 Brussels, Belgium
- 11:15-11:45 Presentation *“EOC Projects & Events”*
Elisabeth Strobach | Policy Officer, EOC EU Office
Location: EOC EU Office, Avenue de Cortenbergh 71, 1000 Brussels, Belgium
- 11:45-12:45 Short Lunch Break & Walk to European Parliament
Location: European Parliament, Rue Wiertz 60, 1047 Brussels, Belgium
- 12:45-14:15 Tour at European Parliament
Katarzyna Biniaszczyk | Parliamentary Advisor at European Parliament
Jeremi Rajpert | Trainee at European Parliament
Meeting point: 12:45 at the Esplanade of Solidarnosc to pick up your badges at Station Europe
Location: European Parliament, Rue Wiertz 60, 1047 Brussels, Belgium

- 14:15-15:00 Coffee Break & Walk back to EOC EU Office
Location: EOC EU Office, Avenue de Cortenbergh 71, 1000 Brussels, Belgium
- 15:00-16:30 Presentation *“Selection criteria & the code of conduct for a delegation”*
Olav Spahl | High Performance Director at Belgian Olympic and Interfederal Committee
Location: EOC EU Office, Avenue de Cortenbergh 71, 1000 Brussels, Belgium
- 16:30-16:45 Coffee Break
- 16:45-18:00 Discussion *“Olympic Games in Germany”*
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, University Mainz
Yannick Rinker | Research assistant and PhD student at University Mainz
Kim Schu | Research assistant and PhD student at University Mainz
Location: EOC EU Office, Avenue de Cortenbergh 71, 1000 Brussels, Belgium
- From 18:00 Free evening in Brussels

Tuesday, March 31 | Brussels

- From 09:30 Arrival at Royal Belgian Football Association
Location: Royal Belgian FA, Rue de Bruxelles 486, 1480 Tubize
- 09:45-10:30 Welcome & Tour at Royal Belgian Football Association HQ
Bas De Naghel | CEO Office Support at Royal Belgian FA
Location: Royal Belgian FA, Rue de Bruxelles 486, 1480 Tubize
- 10:30-11:30 Presentation *“Match Operations at Royal Belgian Football Association”*
Katrien Jans | Head of Women’s Football at Royal Belgian FA
Location: Royal Belgian FA, Rue de Bruxelles 486, 1480 Tubize
- 11:30-13:00 Presentation *“The Jupiler Pro League”*
Andreas De Roeck | Public Affairs & Sustainability Officer at Pro League
Location: Royal Belgian FA, Rue de Bruxelles 486, 1480 Tubize
- 13:00-14:30 Lunch Break & Transfer to Vrije Universiteit Brussel
- 14:30-14:45 Welcome at Vrije Universiteit Brussel
Jos Verschueren | Programme Director Sports, Cycling and Esports Management at Vrije Universiteit Brussel
Location: Room 1.0.07 in Building I, Vrije Universiteit Brussel, Bd de la Plaine 2, 1050 Ixelles, Belgium
- 14:45-16:30 Presentation *“Cycling Marketing: the case of Soudal quick-step pro cycling team”*
Marko Heijl | Sports Marketing & Corporate Communications at Soudal
Location: Room 1.0.07 in Building I, Vrije Universiteit Brussel, Bd de la Plaine 2, 1050 Ixelles, Belgium
- 16:30-17:30 Presentation *“The social impact of hosting and leveraging major sport events”*
Prof. Dr. Inge Derom | Associate Professor at Vrije Universiteit Brussel
Location: Room 1.0.07 in Building I, Vrije Universiteit Brussel, Bd de la Plaine 2, 1050 Ixelles, Belgium
- 17:30-18:30 Get together and Drinks at University of Brussels
Location: Vrije Universiteit Brussel, Bd de la Plaine 2, 1050 Ixelles, Belgium
- From 19:00 Group Dinner in the city of Brussels *(optional but highly recommended)*
Location: Brasserie Boemvol, Rue Henri Maus 25, 1000 Bruxelles

- From 10:15** Arrival at KU Leuven
Location: KU Leuven, Aula on the 1st floor in building “De Nayer”, Tervuursevest 101, 3000 Leuven, Belgium
[How to get there](#)
- 10:30-10:45** Welcome at KU Leuven
Prof. Dr. Thomas Könecke | Professor at KU Leuven
Location: KU Leuven, Aula on the 1st floor in building “De Nayer”, Tervuursevest 101, 3000 Leuven, Belgium
- 10:45-11:45** Presentation *“Match fixing and organized crime?”*
Emil von Werthern | PhD candidate at KU Leuven
Location: KU Leuven, Aula on the 1st floor in building “De Nayer”, Tervuursevest 101, 3000 Leuven, Belgium
- 11:45-13:00** Presentation *“Olympic referendums as a challenge for politics, sport, & society”*
Prof. Dr. Thomas Könecke | Professor at KU Leuven
Location: KU Leuven, Aula on the 1st floor in building “De Nayer”, Tervuursevest 101, 3000 Leuven, Belgium
- 13:00-14:00** Presentation *“Integrity in sports and events: Applied-Ethical Models”*
Prof. Dr. Jan Tolleneer | Professor at KU Leuven
Location: KU Leuven, Aula on the 1st floor in building “De Nayer”, Tervuursevest 101, 3000 Leuven, Belgium
- 14:00-14:30** Debrief, Feedback & Closing
Kim Schu | Research assistant and PhD student at University Mainz
Yannick Rinker | Research assistant and PhD student at University Mainz
Location: KU Leuven, Aula on the 1st floor in building “De Nayer”, Tervuursevest 101, 3000 Leuven, Belgium
- From 14:30** Individual Lunch & travel back to Mainz

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 (except the English speaker introduction).

Tasks	Percentage for Module 5
3 Reflections	45% (15% each topic)
Podcast	30%
Speaker Introduction	25%

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 15.04.2026 (23:59) in LMS/ Moodle.

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

- A reflection on how relevant 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

PODCAST: BACKGROUND ON EVENT ORGANIZERS

Each student must 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 Sunday, March 22 (23:59). 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 (mp3 or other audio files) as follows: TTMMJJ_Topic_Name (e.g. 250326_Mainz05_Schu)

You find your organization, event or venue in the table on the last page.

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

ON-SIDE SPEAKER INTRODUCTION

In addition to the podcast, each student is assigned one speaker who will present during the field trip. Before the respective presentation, the student must deliver a short live introduction of the speaker. To prepare for this task, students are expected to thoroughly research the speaker's curriculum vitae, professional background, career path, education, and relevant experience (you can check LinkedIn). The introduction should be concise, accurate, and tailored to the context of the upcoming presentation.

Please note: Speakers marked with (eng) will be introduced in English, as they do not speak German.

Assessment criteria for this task include:

- Quality and accuracy of the information
- Clarity, structure, and style of the oral introduction
- Professional appearance and delivery
- Ability to establish the speaker's relevance to event management practice

You find your speaker in the table on the last page.

STUDENTS & THEIR TOPICS

Name		Podcast	Speaker
Baur	Niklas	Proprojekt GmbH	Jürgen Eißmann
Beerenwinkel	Tim	UEFA EURO 2024	Prof. Dr. Jan Tolleneer (eng)
Biebl	Luis	Deutsche Bank Park	Olav Spahl
Borgenheimer	Lennart	MEWA-Arena	Prof. Dr. Inge Derom (eng)
Eckel	Jan	UEFA Womens EURO 2029	Katrien Jans (eng)
Emmerich	Lisa	FIFA World Cup 2026	Sascha Kraft
Engel	Caroline	Sport City Frankfurt	Katarzyna Biniasczyk (eng)
Gerlach	Lukas	1. FSV Mainz 05	Folker Hellmund
Geyer	Nicolai	Deutsche Fußball Bundesliga	Elisabeth Strobach
Henninger	Stella	Deutscher Olympischer Sportbund	Thorsten Weiß
Holzhauer	Hendrik	Olympic Games in Germany 2040	Mariano Schroll
Kerz	Matteo	Deutscher Turner-Bund	Lisa Kraft
Lode	Thilo	Olympic Games Milano Cortina 2026	Bianca Quardokus
Malburg	Sebastian	Sport City Mainz	Andreas De Roeck (eng)
Milia	Gian Luca	Eintracht Frankfurt	Julian Sievers
Nanz	Samia Gina	Deutsche Sport Marketing	Christoph Kaufmann
Rickermann	Leon	European Olympic Committees	Nicklas Claus
Selg	Philipp	European Union (sports)	Marko Heijl (eng)
Seutemann	Jonas	Belgian Olympic & Interfederal Committee	Jos Verschueren (eng)
Weiser	Felix	Jupiler Pro League	Leonard Wittauer
Winand	Franziska	Soudal Quick Step Pro-Cycling Team	Emil von Werthern

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

Please also check the [OECD Local Employment and Economic Development Programme \(LEED\)](#).

ACCOMODATION

Hotel Ibis Brussels City Centre

[Rue Joseph Plateau N°2, 1000 Bruxelles, Belgien](#)
Telefon: [+32 2 620 04 26](#)

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

GENERAL RULES

Attendance:

As a general rule, attendance is mandatory for all program days. If you are unable to attend due to illness or for a valid reason, you must notify someone from the organizing team (Preuß, Schu or Rinker) with a valid explanation. Occasional absences can then be excused accordingly. The dinners and “networking meetings” are optional, but we encourage everyone to attend if possible.

Dresscode:

A smart casual style is recommended if possible. Please keep in mind that you also represent the university during the excursion.

Logistics:

You are responsible for arranging and covering the costs of your own travel to and from the event, as well as your accommodation (we recommend the ibis Brussels City Centre) and train transfers. Important: You must arrive in Brussels by Monday morning at the latest. When planning your return trip (especially by train), please note that we will be spending the entire day in Leuven on Wednesday. Leuven is located on the way back from Brussels to Mainz and can easily be incorporated into your travel plans.

WER WEIß DENN SOWAS?!

Fragen:

- 1) Die Fans von welchem Bundesliga-Club haben als Erstes die Zellen in der MEWA-Arena in Mainz ausprobiert?
- 2) Warum liegt der Platz in der Mewa-Arena quasi „unter der Erde“?
- 3) Was kostet nur das Einsetzen von den Sitzschalen in den Stehbereich in der Mewa-Arena?
- 4) Welche Bedingungen liegen beim sogenannten „Fritz Walter Wetter“ vor?
- 5) Wie viel hat der Bau des DFB-Campus gekostet?
- 6) Welcher Wanderpokal wurde von 1903-1944 und von 1992-2014 an den deutschen Fußball-Meister verliehen?
- 7) Wie teuer ist das Austauschen des Rasens im Deutsche Bank Park Frankfurt?
- 8) Wie viele Schwimmhallen in Deutschland gibt es, die für Olympia qualifiziert sind?
- 9) Warum ist 2023/24 eine neue Tür in beide Spielerkabinen im Deutsche Bank Park eingebaut worden?
- 10) Wie viele Bewerbungen für Olympische Spiele hat Deutschland bereits verloren?

Antworten:

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)