

# The First Day: Sport Business Intelligence I



Definition: "Rational, continuous development work of sport events, organizations and activities based on modern data-collection"

# Sport Business Intelligence I



- Bad reputation of applied research
- Time-consuming
- Based on weaknesses and threats
- Not practice-oriented
- Negative atmosphere
- Expensive
- Top-level Coaching?

# Sport Business Intelligence I



- Universities of Applied Sciences and other universities
- Fast, immediate benefits
- Based on strenghts and opportunities
- Positive athmosphere
- Practice-oriented developmet work
- Cheaper
- Sport Management in general, Sport Marketing and Events in particular

# Sport Business Intelligence II



## Educational system

- The Master's Thesis is a development process related to the student's current job (Universities of Applied Sciences)
- The Master's Thesis has a connection to the working life (Universities)

# Sport Business Intelligence II



## Activities supporting the creation of sport clusters

- Minimum requirement: Demand – need
- Win-win-win –situation
- Alumnee activities and contacts
- Existing and/or developing cooperation

## Tax exemptions – social significance of sport

# Sport Business Intelligence III



**Yes**

- Professionalisation of the sport area
- Strenghts, challenges, increasing resources, volunteer recruitment etc...
- Increasing sport demand, creating new demand
- Developing marketing cooperation...

# The Second Day: Sport Business Intelligence I



## How to Exploit the Potential of Sport Event Organizers?

- Data collection: Benefits for the organizer, the city or region and for the partners
- Maximize the benefits, minimize the negative effects – documentation and learning process

# Sport Business Intelligence II



## Potential of Sportsmen

- Education ("Dual Career")
- Right persons (skills and competences & education) to the suitable tasks
- Utilize existing publicity



# Sport Business Intelligence III



- Career in the Area of SBI?
- Europe: Sport Events, SportTourism
- Sport club and federation activities are events
- Sport Tourism maximises the benefits to the city and region
- Continuous sport research is necessary for the development of education in modern Universities