Economic Impact and Legacy of Major Sporting Events Training Course

23 – 27 November 2026
Casablanca

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Training Center

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Ref: 1559_215090 **Date:** 23 – 27 November 2026 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Economic Impact and Legacy of Major Sporting Events Training Course is a one-week advanced course for event organizers, destination managers, public planners, venue leaders, tourism teams, and legacy managers who need an Event Impact and Legacy Plan. It separates gross activity from net additional impact and connects visitor-economy evidence with infrastructure, community, governance, and long-term benefits. Agile Leaders Training Center delivers this course on major sporting-event impact and legacy.

Who Should Attend

- Teams responsible for bidding, planning, and delivering major sporting events
- Units assessing destination, tourism, and local economic outcomes
- Venue teams planning post-event use and asset performance
- Public bodies governing investment, accountability, and community benefits
- Analysts responsible for surveys, expenditure data, and impact evidence
- Legacy teams coordinating benefits across event partners

The course assumes participants already manage event, destination, venue, policy, or evaluation decisions and leaves out introductory event operations.

Departments and Industries

The course supports departments and industries responsible for event investment, visitor economies, and long-term outcomes.

- Sports-event organizing and rights-holder operations
- Destination management, tourism, and hospitality
- Venue, infrastructure, and urban-development teams
- Economic development and public investment
- Research, evaluation, and performance assurance

Learning Objectives

By the end of this course, participants will be able to:

- Analyze event objectives, host-economy boundaries, and evidence needs
- Apply additionality, deadweight, displacement, and leakage adjustments
- Build visitor and organizer expenditure measurement models
- Evaluate infrastructure, venue, community, and tourism legacies
- Design governance and benefit-realization arrangements
- Use indicators for monitoring and post-event evaluation

Course Agenda

Day 1: Impact Logic and Evidence Boundaries

- Event Objectives and Theory of Change Map
- Host-Economy Boundary Definition Method
- Stakeholder Value and Accountability Matrix
- Baseline, Counterfactual, and Evidence-Gap Register
- OECD Event Impact Assessment Principles

Day 2: Net Economic Impact Measurement

- eventIMPACTS Direct Economic Impact Model
- Visitor Origin, Motivation, and Expenditure Survey
- Organizer Local-Spend Attribution Schedule
- Additionality, Deadweight, Displacement, and Leakage Adjustments
- Economic Impact Calculation Audit Trail

Day 3: Visitor Economy and Legacy Design

- Tourism Demand and Length-of-Stay Analysis
- Venue and Infrastructure Legacy Options Matrix
- Community Outcome and Distributional Impact Map
- Skills, Supplier, and Workforce Legacy Pathway
- Event Image and Destination Positioning Evidence Test

Day 4: Governance and Benefit Realization

- IOC Legacy Lifecycle Alignment Framework
- Legacy Benefit Owner and Responsibility Matrix
- Benefit Profile, Milestone, and Dependency Register
- OECD Economic, Social, and Environmental Indicator Set
- Post-Event Evaluation and Reporting Protocol

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Day 5: Simulation and Legacy Planning

- Suggested Visitor-Spend Survey Review Exercise
- Suggested Net-Additional-Impact Calculation Simulation
- Suggested Venue Legacy Options Appraisal
- Suggested Benefit Governance and Indicator Review
- Event Impact and Legacy Plan Capstone Exercise

Practical Exercises

The course includes suggested activities that convert event data and stakeholder expectations into accountable impact and legacy decisions.

- Suggested activity: define a host economy, baseline, counterfactual, and evidence plan for a sporting event.
- Suggested activity: calculate net additional visitor and organizer expenditure after required adjustments.
- Suggested activity: compare venue-use and community-benefit options using transparent criteria.
- Suggested activity: present an Event Impact and Legacy Plan with owners, indicators, milestones, and evaluation controls.

FAQs

Who is the Economic Impact and Legacy of Major Sporting Events Training Course suitable for?

It suits experienced event, destination, venue, public-investment, tourism, economic-development, and evaluation teams. Participants should already influence event decisions or evidence, because the course does not repeat introductory event operations.

How does sporting-event impact and legacy training differ from general event management?

Sporting-event impact and legacy training concentrates on attribution, net economic change, long-term benefits, venue use, community outcomes, governance, and evaluation, while general event management focuses more broadly on planning and live delivery.

What is net additional economic impact for a major sporting event?

Net additional economic impact is event-attributable external spending retained within a defined host economy after adjustments for activity that would have happened anyway, displaced activity, and spending that leaves the area.

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How should a major sporting-event legacy be governed?

A major sporting-event legacy should have defined outcomes, benefit owners, delivery partners, funding, milestones, dependencies, indicators, reporting routes, and escalation decisions that continue beyond event closeout.

Which indicators support post-event legacy evaluation?

Post-event legacy evaluation should select indicators tied to stated objectives across economic, social, environmental, tourism, venue, workforce, supplier, and community outcomes, supported by baselines, data owners, targets, review dates, and documented limitations.

Conclusion

Participants take back an Event Impact and Legacy Plan connecting attribution rules, expenditure evidence, visitor-economy analysis, venue choices, community outcomes, benefit owners, and indicators. The plan improves accountability for investment and long-term outcomes. It also establishes a repeatable basis for monitoring benefits, testing claims, and reporting results after event delivery.