



Sports Management Innovation and Technology Training Course

31 January – 4 February 2027
Marbella

Sports Management Innovation and Technology Training Course

Ref: 1592_217402 **Date:** 31 January – 4 February 2027 **Location:** Marbella **Fees:** 5700 Euro

Overview

Sports Management Innovation and Technology Training Course is a one-week intermediate course for sports organization managers, venue leaders, event operations teams, digital transformation managers, and commercial teams who leave with a Sports Management Innovation and Technology Roadmap. Participants connect operational needs to technology use cases, screen vendors, govern data and risk, run pilots, and track benefits across venues, events, digital products, and fan engagement. Agile Leaders Training Center develops sports management innovation and technology capability.

Who Should Attend

- Teams responsible for sports organization strategy and technology investment
- Functions responsible for venue systems and event operations
- Commercial teams responsible for digital products and fan engagement
- Transformation teams responsible for innovation portfolios and adoption
- Data teams responsible for governance, analytics, and decision support

The course assumes participants can analyze operational needs and contribute to business cases, and it leaves athlete performance science and software engineering outside its scope.

Departments and Industries

The course supports technology decisions across sports, entertainment, visitor services, and managed venue environments.

- Sports federations, clubs, leagues, and governing bodies
- Stadiums, arenas, recreation centers, and event venues
- Event operations, facilities, security, and guest services
- Commercial, marketing, media, and fan experience teams
- Technology, data, procurement, and transformation offices

Learning Objectives

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



- Prioritize sports technology use cases against operational value
- Build business cases and innovation portfolio controls
- Evaluate vendors, solutions, data, and implementation risks
- Apply pilot governance and adoption methods
- Analyze benefits and performance evidence
- Build a Sports Management Innovation and Technology Roadmap

Course Agenda

Day 1: Innovation Priorities and Use Cases

- Sports Operating Model and Technology Opportunity Map
- Stakeholder Need and Service Journey Canvas
- Fan Engagement Use-Case Catalogue
- Venue and Event Process Diagnostic
- Technology Use-Case Prioritization Matrix

Day 2: Business Cases and Portfolio Governance

- Digital Product Value Proposition Canvas
- Technology Business Case Structure
- Innovation Portfolio Balance Matrix
- Investment Stage-Gate Decision Model
- Benefits Dependency Network

Day 3: Solutions, Vendors, and Data

- Sports Technology Market Scan Method
- Vendor Capability Evaluation Scorecard
- Solution Fit and Integration Checklist
- Data Flow and Ownership Map
- Responsible AI and Data Risk Register

Day 4: Pilots, Adoption, and Scaling

- Pilot Hypothesis and Success Measure Sheet
- Minimum Viable Trial Design
- Implementation Dependency and Risk Log
- Stakeholder Adoption and Change Plan
- Scale-or-Stop Review Framework



Day 5: Roadmap Practice and Capstone

- Use-Case Prioritization Exercise
- Vendor and Solution Evaluation Exercise
- Pilot Governance Design Exercise
- Benefits Tracking and Review Exercise
- Sports Management Innovation and Technology Roadmap Capstone

Practical Exercises

The course uses suggested activities to turn sports technology opportunities into governed implementation decisions.

- Suggested activity: rank fan, venue, event, and commercial use cases against value, feasibility, and risk
- Suggested activity: compare vendor proposals using capability, integration, data, and support criteria
- Suggested activity: design a pilot with hypotheses, measures, ownership, and decision gates
- Suggested activity: present a Sports Management Innovation and Technology Roadmap

FAQs

Who suits Sports Management Innovation and Technology Training?

Sports organization managers, venue leaders, event operations teams, transformation managers, and commercial teams suit the course when they can analyze operational needs and contribute to business cases.

How does sports technology management differ from sports performance technology?

Sports technology management governs organization-wide use cases, vendors, data, implementation, adoption, and benefits, while performance technology concentrates on athlete monitoring, coaching, and competitive performance.

How should sports organizations prioritize technology investments?

Sports organizations should compare strategic fit, stakeholder value, operational feasibility, data readiness, integration effort, risk, cost, and measurable benefits before committing resources.

What makes a sports technology pilot useful?

A useful sports technology pilot has a defined problem, testable hypothesis, limited scope, accountable owner, valid measures, controlled data, user feedback, and a clear scale-or-stop decision.



What is a Sports Management Innovation and Technology Roadmap?

A Sports Management Innovation and Technology Roadmap sequences priority use cases, business cases, vendors, pilots, dependencies, risks, adoption actions, benefits, owners, and review decisions.

Conclusion

Participants take back a Sports Management Innovation and Technology Roadmap that links use cases with investment and delivery decisions. The work product clarifies priorities, vendors, pilots, data responsibilities, adoption actions, and benefit measures. It helps sports leaders govern technology from opportunity selection through implementation and review.