

# Sports Business

## Can you imagine the amount of organisation that is required to ensure the Olympics runs efficiently, or the work that goes into hosting a World Cup?

Each event has a team working on the organisation and management, in areas such as fan engagement, product launches, social media, ticketing, marketing and running the event itself.

**Name:** Rob Lees

**Job:** Business Development Manager for UEFA Euro 2020

I currently manage the hospitality sales team for UEFA EURO, based out of Wembley Stadium. My team works strictly on behalf of UEFA in the UK and Ireland.

### What are your main responsibilities as Business Development Manager?

My main focus is to exceed all sales targets selling Euro 2021 hospitality into the UK market.

I take the lead on sales strategy, working closely with our marketing department to ensure my team has the right tools at hand to ensure a successful project. I have a responsibility to generate revenue for the project, meeting clients and accessing their needs.

### What skills and knowledge do you need in your role?

The core competencies displayed in my role include strategic business development, production definition, development of sales operations and marketing strategy, recruitment, training and ongoing sales team management.



### What advice would you give to young students who are interested in sport and keen to pursue a career in the industry?

A week's work experience in a club, stadium or organisation is invaluable. Whether you are volunteering or doing work experience, the more exposure you can get, that will stand out to employers and is always helpful. There will be so many others looking to get into the sports industry, so make sure you stand out from the rest!

#### Task

Name four responsibilities within sports business/commercial departments

- 1.
- 2.
- 3.
- 4.