

Sport Event Day Management Checklist

Pre-Event

- Plan
- Anticipate
- Delegate
- Train & Rehearse
- Communicate

Managing Event Staff

- Arrival & Check in
- Information sheets
- Staff pre-briefing
- Breaks and rotations

Managing Sponsors

- Signage
- Sponsor Liaisons in place
- Hospitality
- Vendor/Booth set-ups

During Event

- Problem Resolution
- Damage or Dangerous Situations?
- Need to adapt set-up?
- Facility oversight

PA System announcements

- Time reminders
- Rotations
- Fan engagement
- Commentary
- Emergencies

Communication between staff

- Update positional assignments
- Coordinate breaks
- Walky-Talky

Post-Event

- Restore standard of cleanliness
- Media Coverage/Wrap-up
- News Conferences
- Sponsor follow-up
- Staff debriefing
- Social Media

Evaluation

- Management & Staff
- Attendance
- Budget
- Feedback from sponsors
- Surveys
- Feedback and reviews from attendees (social media, text, email)
- Acknowledge efforts by all involved
- Comprehensive Analysis

Logistical Reminders

Plan for each team's arrival

- Arrival, Bus parking assignments
- Locker room assignments
- Liaisons
- Escorts
- Refreshments
- Additional items (towels, chairs, white-boards etc...)

Covid-19 Guidelines/Restrictions

- 6 feet social distance
- No tailgating
- 25% capacity
- Mask enforcement
- Directional movement (arrows on floor)
- No fan engagement after the game

Flow

- Clear Entrance/Exits
- Stairway Access + Elevators/Escalators
- Emergency Situations
- Clear markers