



# Research on Management and Operation Mechanisms for Major Sporting Events

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**Abstract:** Major sports events have grown enormously in both size and complexity, creating a considerable challenge for the management and operational efficiency of these events. This paper will provide an analysis of the internal logic and the construction of the management and operational mechanisms for these events. Findings show that the success of these mechanisms depends upon the collaborative, standardised and flexible operational framework of the specialised entities involved in managing these events as well as the ongoing improvement of the participant experience, resulting in a long-term creation of brand equity and assurance for the event.

**Keywords:** major sports events; management and operation; mechanism; efficiency; safety

## 1. Introduction

Major sports events have many different challenges to their management and operation, which are greater than just gathering resources and performing processes. The management and operational mechanisms are considered to be both the backbone and the nerve of the event's orderly development; therefore, the scientific and resilient nature of these mechanisms, as well as their relationship with the vitality of the event, impacts the overall success of the event. It is very important that we investigate what these mechanisms mean in a theoretical sense and how they can be utilized in a practical sense to increase the total benefit of sports events and promote their continued healthy and sustainable growth.

## 2. Core Strategies for Management and Operation Mechanisms of Major Sporting Events

### 2.1 Cultivating Professional and Diversified Management Entities

The talent selection mechanism establishes detailed job responsibilities and competency standards based on the specific requirements of the event, systematically recruiting professional talent in sports management, logistics support, or public relations through channels such as industry referrals, open recruitment, and university-enterprise collaborations. The training system designs a progressive curriculum for selected candidates, encompassing foundational theory, specialized skills, and practical simulations, with a focus on core competencies such as process standards, software applications, and cross-departmental collaboration. The external collaboration network proactively integrates diverse perspectives from sponsors, technical advisors, and community opinion leaders, whose regular participation provides the management team with insights into market trends and localized operational recommendations. Ongoing team-building activities and case review meetings facilitate internal knowledge sharing and strengthen collective decision-making capabilities for handling complex scenarios. Talent pipeline planning and performance evaluation systems further track individual development trajectories and provide data support for the long-term optimization of the management structure [1].

### 2.2 Establishing Operational Models Balancing Standardization and Flexibility

The organizational structure must establish a standardized operating manual that covers all core business processes, detailing specific actions and completion timelines for key stages such as check-in registration, material distribution, and emergency response. The workflow design includes designated checkpoints where on-site teams can adjust execution details within defined authority limits based on weather changes or traffic conditions. For technical support, a dynamically configurable digital management platform is deployed, enabling frontline staff to trigger minor parameter adjustments in real-time based on feedback from the platform regarding current conditions and audience needs. The resource allocation plan prepares contingency solutions and appropriately redundant resources for critical service stages, providing teams with buffer space to switch operational pathways in case of equipment failures or short-term surges in crowd flow.

## **2.3 Designing Service Closed-Loops Centered on Participant Experience**

Brand building begins with a deep refinement of the core values of the event and the cultural characteristics of the host city, establishing a unique and coherent brand positioning. Communication strategies revolve around this central positioning, systematically planning multi-channel narrative content such as press releases, social media interactions, and community activities. The selection criteria for commercial partners balance financial support with alignment in brand tone, jointly developing derivative products or co-branded services with event identifiers. Image maintenance relies on the consistent application of a unified visual system throughout the event and a public communication mechanism, ensuring that every on-site detail or PR response adheres to the established brand commitment. Post-event influence continuity plans extend through public welfare initiatives, youth training programs, or periodic themed activities, gradually integrating the brand into the host city's public memory.

## **2.4 Shaping Sustainable and Influential Event Brand Images**

Brand building work first needs to clarify the unique core values and concepts that distinguish the event from similar activities. The organizer developed a complete visual recognition system based on this concept, covering logos, main colors, and standard fonts, and ensured that all visual touchpoints from identification to venue decoration strictly comply with this specification. The production of promotional content revolves around the systematic creation of event stories, athlete styles, and host culture, reaching a wider audience through the collaborative release of traditional media and social platforms. The selection of partners focuses on institutions that match the brand tone of the event and have sustainable development concepts, jointly launching commemorative joint products or public welfare advocacy activities. In the post match stage, actively releasing social responsibility reports, organizing sports heritage lectures, or initiating youth development programs can transform short-term attention to the event into long-term social recognition and brand assets.

# **3. Application Practices of Management and Operation Mechanisms for Major Sporting Events**

## **3.1 Strengthening Top-Level Design and Policy Coordination Mechanisms**

The organizers of the event will promote the establishment of a high-level coordination organization for the event, which will be jointly participated by the main leaders of local governments and the heads of relevant functional departments, in the early stages of preparation. The core function of this institution is to approve the overall plan of the competition and decompose key task objectives, while instructing the competent departments of transportation, security, and urban appearance to formulate and adjust supporting policies and measures within their jurisdiction in advance based on the needs of the competition. The regular cross departmental joint meeting system provides an efficient platform for information synchronization and problem negotiation among all parties, enabling coordination and consistency in venue construction progress, temporary public transportation plans, and security level deployment. The funding guarantee and resource allocation mechanism are clearly defined within the high-level coordination framework, ensuring that financial support, public service resources, and personnel allocation can be implemented according to a unified timetable and standards. This consistent top-level coordination effectively avoids planning conflicts and execution delays caused by unclear responsibilities or poor communication [2].

## **3.2 Deepening Operational Processes and Technological Innovation**

The operations team has started to transform the core processes in the paper manual into a structured digital task list, which is assigned to corresponding personnel based on general project management software and set clear completion nodes. On site staff are equipped with mobile terminals with real-time communication and information reporting functions, allowing key data such as venue crowd density and equipment status to be continuously aggregated onto the visual screen of the command center. The data analysis module performs preliminary processing on these dynamic information, identifying potential bottlenecks such as queue growth at security checkpoints or rapid consumption of materials at a certain service point. Based on these data insights, dispatchers can promptly open up security checkpoints or allocate necessary supplies to alleviate on-site pressure. The newly introduced software and hardware tools must undergo targeted training and multiple rounds of stress testing before the competition to ensure that frontline personnel are proficient in their operational logic to meet the complex needs of practical work.

## **3.3 Promoting Multi-Party Collaboration and Resource Integration Practices**

The organizers of the event actively identify and incorporate multiple forces such as sponsors, professional suppliers,

and community organizations into the event ecosystem. The organizers and business partners jointly develop ticketing packages, licensed products, and on-site interactive activities based on clear rights and interests to enrich the event products. Professional services such as logistics, catering, and technical support are introduced through open bidding or targeted invitations to external high-quality suppliers to compensate for the lack of professional resources of the organizing committee itself. The memorandum of cooperation with public institutions such as transportation and healthcare specifies the special security procedures and liaison windows during large-scale events. The mobilization of community forces such as volunteer associations and university clubs not only supplements on-site service personnel, but also closely connects the event with the local social network. The permanent partner liaison meeting system and information sharing platform ensure that all parties' actions are synchronized with the overall progress, and quickly coordinate around sudden resource shortages or demand changes. The systematic sorting and archiving of reusable facilities, data materials, and cooperative relationships during the post competition stage has accumulated valuable practical foundations and relationship networks for future activities [3].

## 4. Conclusion

The significance of exploring the management and operation mechanism of major sports events lies in transforming dispersed practical wisdom into systematic operational logic. Having the operation processes in place makes it easy for everyone to be involved in the smooth running of an event. However, the underlying effect on developing the sport ecosystem and long-term growth of the host city is far more important than just making sure the event runs smoothly. Future mechanisms will improve and evolve in order to provide the best experience for participants and spectators, while at the same time showing the unique beautiful aspects of sports.

## References

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## Author Bio

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