

Fall is known for the return of football to the stadiums as well as other sporting event that we have been missing due to the COVID-19 pandemic. This 45<sup>th</sup> communique *From the Dean's Desk* takes a look at the newest certificate program at UCF Rosen College, Managing Sporting Events.

Getting yourself into the game can mean playing on the field. It can also mean managing what those who come to experience the game will see and feel during their time in the stadium, the arena and beside the court. The management of sporting events is the focus of our newest certificate program. Orlando is home to five (5) professional sports teams including the Orlando Magic and Orlando City Soccer, three (3) national/regional sports related headquarters including the USTA, and multiple university and college sports teams, like our own UCF Knights Football team. Knowing all that, we designed this certificate to provide an opportunity for students from varied disciplines to become familiar with the sports event experience industry.



In addition to the sports teams that call Orlando home, the climate, the beaches and the theme park attractions, lure many sports organizations to host their events in Orlando. Consider that Orlando hosted the NFL Pro Bowl for the fourth year in a row. Orlando is also host to the High School Golf Finals, and annually the Arnold Palmer Invitational which brings the world's top golfers and thousands of spectators to the City Beautiful. Future sporting events including the 2021 NCAA Division I Men's & Women's Tennis Championships, 2022 NCAA Division III Men's Golf and Men's & Women's Tennis Championship, and the 2022 Special Olympics USA Games. In the age of COVID-19, the NBA played its games in a bubble at Disney Wide World of Sports, and football returned without packed stadium of spectators, but with a carefully designed experience to engage fans viewing on television. All of this is why we have launched the certificate in Managing Sporting Events.

With all the sports in play, students will have the opportunity to engage in internships with major sports teams. Internships that will enhance their resumes. Examples of completed internships related to the Managing Sporting Events Certificate include the following:

- Orlando Magic – Fan Experience Engagement
- Orlando City Soccer Club – Partnership Marketing & Events Department
- Lake Nona Golf and Country Club – Golf Operations
- Golf Channel – International Programming

We are excited for our students to delve into the game of managing sporting events. It will enhance their Bachelor's degrees and give them a place on the team. To learn more about our Managing Sporting Events Certificate program, visit our [website](#).

Charge On!

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