DOI: https://doi.org/10.31392/UDU-nc.series15.2025.08(195).45
УДК 378:796

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PROFESSIONAL TRAINING OF SPORTS EVENT ORGANIZERS, PROMOTERS AND SPORTS AGENTS

The goal *– to substantiate the need and reveal the peculiarities of training specialists in organizational, promotional and agency activities in the field of sports.*

Materials and methods*. The study uses a set of theoretical and practical methods, including analysis, synthesis, comparison, sociological survey (50 respondents from among specialists in the field of physical culture and sports took part in the sociological survey), the method of expert assessments (20 specialists in the field of physical culture and sports, including employees of physical culture and sports organizations and scientists of the Kharkiv State Academy of Physical Culture) were involved as experts).*

Results. *In the course of the study, it is proved that the need to train specialists in organizational, promotional and agency activities in the field of sports is justified by the growth of commercialization of the sports industry and the growth of public interest in sports. To successfully work in this field, specialists must have additional knowledge and skills necessary for effective management of sports events, support of sporting events and management of athletes' careers.*

The specifics of training specialists include a practical approach, providing internship and work practice opportunities in various branches of the sports industry, including sports organizations, advertising agencies, sports agencies and other areas, which allows students to gain the necessary professional experience and knowledge. The practical approach also provides an expansion of the professional network for students and contributes to their personal and professional development. As a result of the research A training program for sports event organizers, promoters and sports agents has been developed, the effectiveness of which is confirmed by the assessment of experts (4.7 points out of 5 possible). The consistency of experts' opinions confirms the effectiveness of the examinations carried out on the developed training program for organizers, promoters and agents in the field of sports and makes it possible to identify a close connection between the opinions of all experts.

Conclusions. *The training of specialists in organizational, promotional and agency activities in the field of sports is important to meet the diverse needs of the sports industry and the public, as well as to ensure the professional development of future specialists in this field.*

Keywords: *Students, Sports, Future Specialists, Organizers, Promoters, Sports Agents, Athletes, Events, Brands.*

Анастасія Бондар, Ірина Петренко, Наталія Середа, Володимир Петренко Професійна підготовка організаторів спортивних івентів, промоутерів та спортивних агентів *У статті обґрунтовано необхідність підготовки фахівців з організаційної, промоутерської та агентської діяльності в спорті, що зумовлено зростанням комерційного аспекту спортивної індустрії та зростанням популярності спорту серед населення. Підготовка фахівців передбачає практичний підхід, включаючи можливості стажування та практики в різних секторах спортивної індустрії, таких як спортивні організації, рекламні агентства, спортивні агентства та інші структури, що дозволяє студентам набути необхідного професійного досвіду та знань.*

Мета *– обґрунтувати необхідність та розкрити особливості підготовки фахівців з організаційної, промоутерської та агентської діяльності у сфері спорту.*

Матеріали та методи*. У дослідженні використано комплекс теоретичних і практичних методів, серед яких аналіз, синтез, порівняння, соціологічне опитування (у соціологічному опитуванні взяло участь 50 респондент з числа фахівців сфери фізичної культури та спорту), метод експертих оцінок (у якості експертів були залучені 20 фахівців сфери фізичної культури та спорту серед яких працівники фізкультурно-спортивних організацій та науковці Харківської державної академії фізичної культури).*

Результати. *У ході дослідження доведено, що необхідність підготовки фахівців з організаційної, промоутерської та агентської діяльності в сфері спорту обґрунтовується зростанням комерціалізації спортивної індустрії та зростанням інтересу громадськості до спорту. Для успішної роботи в цій галузі фахівці повинні мати додаткові знання та навички, необхідні для ефективного управління спортивними заходами, підтримки спортивних подій та управління кар'єрою спортсменів.*

Особливості підготовки фахівців включають практичний підхід, забезпечення можливостей стажування та робочої практики в різних галузях спортивної індустрії, включаючи спортивні організації, рекламні агентства, спортивні агентства та інші сфери, що дозволяє студентам отримати необхідний професійний досвід та знання. Практичний підхід також забезпечує розширення професійної мережі для студентів та сприяє їхньому особистому та професійному розвитку. У результаті проведеного дослідження розроблено навчальну програму підготовки організаторів спортивних івентів, промоутерів та спортивних агентів, ефективність якої підтверджується оцінкою експертів (4,7 балів з 5 можливих). Узгодженість думок експертів підтверджує ефективність проведених експертиз щодо розробленої навчальної програми підготовки організаторів, промоутерів та агентів у сфері спорту та дає можливість виявити тісний зв'язок між думками усіх експертів.

Висновки. *підготовка фахівців з організаційної, промоутерської та агентської діяльності у сфері спорту є важливою для задоволення різноманітних потреб спортивної індустрії та громадськості, а також забезпечення професійного розвитку майбутніх спеціалістів у цій галузі.*

Ключові слова: *здобувачі освіти, сфера спорту, майбутні фахівці, організатори, промоутери, спортивні агенти, спортсмени, івенти, бренди.*

Entry. Special training of organizers, promoters and agents in the field of sports is necessary in modern conditions, because the sports industry is becoming more and more complex and competitive, so it is important to have specialized knowledge and skills for successful work in this direction. Such training helps to understand the peculiarities of sports management, marketing, legal aspects, finance and other important areas that are necessary for successful activities in the field of sports [2].

Special training allows you to develop skills in the field of negotiation, communication, marketing and promotion of sports events and goods [4]. This provides an opportunity to identify talented and qualified professionals who will be able to successfully represent sports brands and organize various sporting events [6].

Also, special training in the field of sports [3; 5] helps to understand the ethical and organizational aspects of working with athletes, clubs, sponsors and other participants in the sports world. Understanding these issues will ensure professional and successful activities in this field.

The purpose of the study is to substantiate the need and reveal the peculiarities of training specialists in organizational, promotional and agency activities in the field of sports.

Material and methods of research. The study uses a set of theoretical and practical methods, including analysis, synthesis, comparison, sociological survey (50 respondents from among specialists in the field of physical culture and sports), the method of expert assessments (20 specialists in the field of physical culture and sports, including employees of physical culture and sports organizations and scientists of the Kharkiv State Academy of Physical Culture, took part in the sociological survey).

Results of the study and their discussion. A survey conducted among specialists in the field of physical culture and sports on the feasibility of training future specialists in organizational, promotional and agency activities in the field of sports showed that the majority of specialists (90%) believe that in the modern sports world there is a need for trained specialists in the organization of sports competitions and physical culture and sports events, sports promoters and agents.

According to the majority of respondents (86%), the most important for organizers, promoters and agents in the field of sports are practical skills in the field of marketing, negotiations, management, the ability to promote and sell sporting events, legal aspects, communication with sponsors and the public.

The main opportunities and advantages that physical education specialists see in conducting special training of organizers, promoters and agents in the field of sports are opportunities to gain new knowledge and practical skills (36%), the opportunity to create a network of professional contacts (24%), the opportunity to increase professional prospects (20%), career opportunities in the field of sports management (20%).

The survey showed that the majority of specialists in the field of physical culture and sports consider it necessary to purposefully train specialists in organizational, promotional and agency activities in the field of sports.

The objective need for training specialists in organizational, promotional and agency activities in the field of sports is confirmed by the existing legislation, which specifies such concepts as "organizer of sports competitions", "organizer of physical culture and health or sports events". Thus, the Law of Ukraine "On Physical Culture and Sports" states that:

- the organizer of sports competitions is a legal entity(s) or an individual(s) who initiated (initiated) sports competitions and provides organizational and methodological support for their preparation and conduct;

- the organizer of physical culture and recreation or sports events is a legal entity or an individual who conducts a physical culture and recreation or sports event and provides organizational, financial and other support for the preparation and conduct of this event.

Sport is defined as the activity of subjects in the field of physical culture and sports aimed at identifying and unified comparison of people's achievements in physical, intellectual and other fitness by conducting sports competitions and appropriate preparation for them.

In turn, the subjects of the field of physical culture and sports are: individuals engaged in physical culture and sports, including athletes; specialists in the field of physical culture and sports; institutions of physical culture and sports; relevant authorities.

In the Draft Law of Ukraine dated 28.08.2023 No. 9650 "On Amendments to the Law of Ukraine "On Physical Culture and Sports" to Improve the Legal Regulation of Issues Related to Professional Sports" [1], it is recommended to introduce the concept of "sports agent" into the list of subjects of physical culture and sports in Article 1, paragraph twenty-three, namely: "Subjects of the field of physical culture and sports are: individuals engaged in physical culture and sports, including athletes; specialists in the field of physical culture and sports; individuals or legal entities that carry out their activities in the field of physical culture and sports, including institutions of physical culture and sports, professional (professional) sports leagues, sports agents; relevant authorities".

Article 1 shall be supplemented with a new paragraph of the following content: "a sports agent is an individual or legal entity registered in accordance with the procedure established by law, which carries out activities to assist in the employment of athletes and coaches in professional sports clubs and leagues".

In Article 20, part nine shall be supplemented with a new paragraph of the following content: "carry out accreditation of sports agents who carry out their activities in the relevant sport" [1].

If we take into account that "promoters" in sports are professionals who are in charge of promoting and advertising sporting events, mostly boxing, wrestling, but also football and other sports. Article 45 of the Law of Ukraine "On Physical Culture and Sports" states that "advertising in places of physical culture and recreation or sports events shall be carried out by the organizers of these events in accordance with the law". Therefore, it can be noted that according to the Law, "promoters" are "organizers of physical education, health or sports events".

Promoters are engaged in the organization and advertising of sports competitions, helping to attract the attention of viewers and sponsors. Develop and coordinate marketing campaigns, promote sporting events on television, the Internet, social networks and the media. Their main goal is to ensure the success of sporting events and to ensure maximum publicity and profit from these events.

In order to train future specialists in organizational, promotional and agency activities in the field of sports, the Department of Management of Physical Culture of the Kharkiv State Academy of Physical Culture has launched the training of specialists in the educational program in the specialty 017 Physical Culture and Sports "Organizational, Promotional and Agency Activities in the Field of Sports" of the first bachelor's level of higher education.

Organizers of sports competitions and physical culture and sports events can work in various fields of physical culture and sports. Here are some possible jobs for them:

1. Sports federations, where organizers can work in managerial positions, being responsible for planning and coordinating sports events in their field.
2. Sports clubs and organizations, where organizers can be important members of the team of a sports club or organization, performing tasks of planning and coordinating sports events and programs.
3. Sports management and marketing agencies, where organizers can occupy managerial positions and perform the functions of sports management, marketing for the promotion of sports events.
4. Olympic committees and local sports organizations, in which organizers can work, assisting in the planning and coordination of various sporting events at the local level.
5. Sports agencies and promotional companies, where organizers can conclude agreements with athletes and organizations, including those related to the promotion of sports events.

So, there are quite a lot of job opportunities for organizers of sports competitions and physical education and sports events, and they can find work in various sectors of the sports industry.

Organizers of sports competitions, events, and events are people or organizations that are responsible for planning, coordinating, and producing the most important aspects of sporting events. They are responsible for choosing the venue for events, registering participants, preparing venues, ensuring security, advertising and much more.

Organizers can be different: from small club events to large international tournaments and Olympiads. They can represent sports organizations, federations, agencies, promoters, agents or simply a group of interested persons who wish to organize a sporting event or competition.

Sports event organizers often have extensive experience in the field, know how the sports industry works, and have connections with attendees, sponsors, media representatives, and other stakeholders. They are responsible for all aspects of the preparation and conduct of a sporting event and strive to ensure that it is held successfully and safely.

The study carried out showed that there are certain differences in the functions that sports event organizers, sports promoters and sports agents perform in their activities. Organizers of sports competitions and physical culture and sports events perform the following functions:

1. Planning and coordination of events.
2. Budgeting and financing.
3. Management and logistics.
4. Marketing and advertising.
5. Management of crews and volunteers.
6. Ensuring safety and medical care.
7. Negotiations with partners and sponsors.

Sports promoters perform functions aimed at promoting sporting events and sports competitions. Here are some of the main functions they perform:

1. Marketing and advertising, where sports promoters develop and implement marketing strategies to promote sporting events and athletes using a variety of communication channels, including social media, traditional media, and online resources.

2. Organization of media promotion, consist in the fact that promoters are responsible for the public appearance of sporting events and participants in front of the mass media, which helps to attract the attention of the audience and create demand for sports events.

3. Agreements and sponsorships, where promoters must negotiate with potential sponsors, enter into sponsorship agreements and partnerships to provide financial support for sporting events and participants.

4. Public relations management, by which we understand that promoters are responsible for public relations, make press releases, communicate with journalists, organize interviews and public speeches of participants in sports events.

5. Support for participants and sports teams, to whom promoters provide support and assistance in planning and promoting their image and brand.

Sports organizers and promoters in sports have different functions and different responsibilities, but they can collaborate in ensuring that sporting events are successful.

Sports competition organizers are responsible for planning, coordinating, and executing the event itself. This includes dealing with very different tasks, from choosing a venue and developing a schedule to logistics, security, and financing. Their main goal is to organize and carry out all actions that relate to the practical aspect of holding the sporting event itself.

Promoters, on the other hand, deal with the marketing and promotional side of sporting events. They are responsible for promoting sports competitions and teams, attracting the attention of spectators, sponsors and the media. Their job is to develop marketing strategies, conclude sponsorship deals, organize media promotion, and ensure high viewer activity at events.

So, sports event organizers handle the practical aspects of planning and running sporting events, while promoters handle the marketing and promotional aspects, ensuring the popularity and success of the sporting event through media promotion and sponsorship.

Sports agents perform functions aimed at representing and managing the interests of athletes and coaches. Here are some of the main functions they perform:

1. Contracting – in the process of which sports agents negotiate and conclude contracts on behalf of clients with clubs, sponsors, advertisers and other interested parties.

2. Career Management – Sports agents help athletes and coaches plan their careers, choose the right competitions and activities to participate in, and participate in the negotiation of new contracts.

3. Marketing and Advertising – Sports agents develop and implement marketing and advertising strategies to raise the profile of athletes and coaches and ensure their popularity.

4. Financial Management – Sports agents provide advice and manage clients' finances to ensure they are in the best possible position for financial success.

5. Providing legal support – sports agents defend the rights and interests of their clients within the framework of legal issues arising in the course of their sports activities.

6. Public Relations – Sports agents play an important role in negotiating and communicating with club representatives, agents, and sponsors.

The training program for specialists in organizational, promotional and agency activities in the field of sports is comprehensive and includes various aspects that reflect the main aspects of these professions. The program includes the following components:

1. Organizational activities in the sports field:
   - Planning and management of sports events.
   - Financial management and budgeting in sports activities.
   - Logistics and management of sports infrastructures.
   - Legal aspects in sports activities.
2. Promotional activities in sports:
   - Marketing and advertising of sporting events and teams.
   - Media promotion and public relations in the sports field.
   - Conclusion of sponsorship agreements and partnership work.
3. Agency activities in the sports field:
   - Conclusion of contracts and negotiations in the sports industry.
   - Career management of athletes and coaches.
   - Legal aspects of agency activities in the sports sector.

When training specialists in organizational, promotional and agency activities in the field of sports, it is important to have a practical component to gain practical skills and consolidate theoretical knowledge.

The program provides for practical training of future specialists. Practice is provided in different areas of sports activities in different organizations, such as:

1. Sports organizations, where students can undergo internships or internships in professional sports organizations, clubs or federations, where they will have the opportunity to study organizational processes, event management and the specifics of work in the sports environment.

2. Advertising agencies and PR companies – involves internships in advertising agencies or PR companies will allow students to learn the specifics of media promotion of sports events, the development of advertising campaigns and learn professional skills in the field of sports marketing.

3. Sports agencies are training in sports agencies that will provide an opportunity for students to gain hands-on experience in concluding, negotiating, and managing the careers of athletes and coaches.

4. University, amateur or school sports organizations – where students can participate in volunteer programs that will allow them to gain practical experience in organizing and conducting sports events and managing sports teams.

The training program for organizers, promoters, agents in the field of sports developed by us is offered for examination to 20 specialists in the field of physical culture and sports, teachers, doctors, trainers, heads of educational institutions. The examination was carried out in the form of a questionnaire, each of the questions was evaluated on a five-point scale, where one was the lower score, five was the highest score. To carry out mathematical and statistical processing of the survey results, the method of descriptive statistics, the method of testing statistical hypotheses by the criterion of signs, the method of expert assessments by calculating the concordance coefficient, the method of identifying the relationships between the studied indicators by calculating the Spearman rank correlation coefficient and the concordance coefficient were used.

Analysis of indicators of the position of a random variable, within the framework of which the characteristics of the arithmetic mean ($\overline{X}$), fashion (Mo) and median (Me) Their approximate coincidence is observed in almost all the studied indicators (Table 1). 1). This indicates the presence of a normal distribution of expert assessments and indicates the reliability of the results of the conducted research.

The random variable distribution indicators, which are represented by variance, standard deviation, and coefficient of variation, indicate little variability in expert estimates. These results can be interpreted as a coherence of experts' opinions.

Table 1

Statistics of the results of the examination on the effect of the implementation of the training program for organizers, promoters, agents in the field of sports

Objects of expertise (indicators), n=7	$\overline{X} \pm m$	Mo	Me	D	σ	v
Graduate employment rate in the sports industry for a certain time after the program ends	4,9±0,13	5	5	0,58	0,72	15%
Employers' satisfaction with the level of preparedness and professional skills of graduates working in their organizations	4,9±0,10	5	5	0,32	0,44	19%
Number of completed projects and events organized by graduates of the program	4,8±0,22	4	4	1,22	1,11	29%
Financial indicators and growth of income from sports events or competitions organized by graduates	4,7±0,24	5	4,5	1,19	1,09	26%
The volume of attracted investments that come into sports or sports projects implemented by graduates of the program	4,7±0,42	4	4	0,98	0,99	26%
Indicators of the popularity of events and the number of visitors or participants in sports events organized by alumni, as well as media coverage	4,6±0,28	5	5	0,48	0,81	18%
Social impact on the development of sports in the regions, increasing community involvement in sports events and increasing interest in physical activity	4,5±0,16	5	5	0,42	0,58	16%

Table 1 shows that the studied indicators of the developed program can be considered effective, since the total score set by experts for all indicators of the program was 4.7 out of 5 possible.

According to experts, the greatest effect of the implementation of the training program for organizers, promoters, agents in the field of sports, is the level of employment of graduates in the sports industry for a certain time after the end of the program and the satisfaction of employers with the level of training and professional skills of graduates working in their organizations. Experts highly appreciated such indicators as the number of implemented projects and events organized by

graduates of the program, financial indicators and growth of income from sports events or competitions organized by graduates, the volume of attracted investments that come into sports or sports projects implemented by graduates of the program.

According to experts, the implementation of the program will have the least impact on the popularity of events and the number of visitors/participants of sports events organized by graduates, their media coverage and social impact on the development of sports in the regions, increasing community involvement in sports events and increasing interest in physical activity.

To establish the level of consistency of experts' opinions and identify the relationship between their assessments, we conducted a correlation analysis using the Spearman method (rank correlation).

The indicator of the rank correlation coefficient of the results obtained was $\rho = 0,95$ at $p>0,001$, which makes it possible to assert the consistency of experts' opinions.

The consistency of experts' opinions confirms the effectiveness of the examinations carried out on the developed training program for organizers, promoters and agents in the field of sports and makes it possible to identify a close connection between the opinions of all experts.

This approach to the organization of the process of training specialists in organizational, promotional and agency activities in the field of sports provides several important aspects:

1. Practical skills that will allow students to gain real experience and skills in a specific field, which will help them more effectively implement their knowledge and skills in future professional activities.
2. Expansion of the professional network during practice, where students will be able to build useful connections with managers, employees and other specialists in the field of sports activities, which may be useful in the future.
3. A personalized approach, namely the opportunity to work in a real professional environment, which will allow students to understand what specific aspects of this field they are interested in and what areas they want to develop in the future.
4. Academic success, or a practical approach that helps students acquire more practical skills, which can affect their vision of the program and increase their academic achievement.

Conclusions: In the course of the study, it is proved that the need to train specialists in organizational, promotional and agency activities in the field of sports is justified by the growth of commercialization of the sports industry and the growth of public interest in sports. To successfully work in this field, specialists must have additional knowledge and skills necessary for effective management of sports events, support of sports events and career management of athletes.

The specifics of training specialists include a practical approach, providing internship and work practice opportunities in various branches of the sports industry, including sports organizations, advertising agencies, sports agencies and other areas, which allows students to gain the necessary professional experience and knowledge. The hands-on approach also provides an expanded professional network for students and promotes their personal and professional development.

Thus, the training of specialists in organizational, promotional and agency activities in the field of sports is essential to meet the diverse needs of the sports industry and the public, as well as to ensure the professional development of future specialists in this field.

Prospects for further research in this direction lie in the study of the mechanism for the formation of the domestic market of sports services, where the organizers of sports events, sports promoters and sports agents can act as players.

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