

Part 1

This report is to show if the idea of hosting a youth International under 21's football tournament, taking place in Cardiff Wales, would include Wales, England, Scotland, The Republic Of Ireland, and Northern Ireland.

I believe one of the biggest benefits of this event will be the development of youth football, allowing the young adults to take part in a tournament that will not only push them to be the best football players but will also show them discipline which will improve them off of the field, and through this event there may be a increase in funding and time into starting to develop players from a much younger age striving to win the tournament for the nations pride. This tournament would bring 5 nations together through a common interest, which would hopefully lead to a better relationship between the 5 nations involved which would not only help the players grow as they would be facing a much wider pool of opposition but would also increase the likelihood of this event branching off to allow other sporting or entertainment events to take place incorporating all nations.

This event would greatly benefit cardiff and even wales as a whole, but mainly financially, this would be down to many factors such as; Every player, every coach and every member of the team as a whole would need accomodation for staying the duration of the tournament, meaning local hotels and businesses would see a surge in revenue as the players stay for the tournament period, even further allowing spectators to watch the tournament could bring thousands of family members and friends to watch the match further increasing the financial gain,as cardiff is able to accomodate so many visitors making it the perfect fit.This increase in revenue from the event could lead to further investments into the development of youth sporting. We chose to host it once every 2 years, we believe this is the best choice as it will allow teams to really develop their players and their strategies to the best of their ability not only does this allow the teams to have the best chance of winning but it will further increase the anticipation every time the event comes around increasing its popularity which could lead to further investments, i also believe that allowing the players to develop will make a better match with higher skilled players making it a more enjoyable watch, which would in turn lead to a larger view count increasing overall revenue allowing the event to continue for generations to come. Finally having players in such high-profile matches could lead to an individual player gaining career options, as if their ability gets them noticed they would have a much easier time doing a professional team as they have a large stage to prove themselves not only their skills but the determination and drive to win.

According to Masterman (2019), sport events must be built around clear strategic objectives that consider both short-term delivery and long-term legacy.

We believe the British footballing culture to fully support our idea as most athletes believe that representing your nation is the highest of honour which would incentivise the teams to take part in the under 21 tournament, not only would this make it much easier to get all 5 nations to agree to the tournament, but the pride in your nation would alone lead to a legacy not only for the winning players but the winning nation.

The way the tournament would be run would first be a group stage even, all 5 teams would play each other twice, those in turn leads to a higher quantity of games allowing the players ample opportunity to show off their nations pride and their own prejudice skill, This event would take place over 2 weeks having each team play 2 match in the first week allowing for time to rest for the final, leaving the 2nd week for the final. The final would take place in the principality stadium making it a much grander stage for the team that made it to the final. As we would be able to use cardiff's existing infrastructure that would save a lot of cost on building or purchasing our own facilities, naturally we would have to rent out each stadium but if we were to charge for tickets of views then we would be able to give a portion of the revenue to the stadium as rent, but as both stadiums are in use we would have to have the tournament take place in off season allowing us access to the grounds.

"leveraging existing facilities to reduce cost and improve operational efficiency" (Masterman, 2019)

As Cardiff benefits from 2 world class stadiums we would be able to take the advice from Guy Masterman as we would not only be saving a lot on cost but we would have top of the class facilities not only for the players and the staff but for the viewers. Cardiff also has an extensive hotel capacity allowing for many guests to come and stay for the 2 week period. Near both stadiums Cardiff has a large and reliable public transport allowing for easy travel.

The proposed event aligns strongly with Wales' strategy goals, including "supporting events that enhance Wales' international reputation and benefit local communities" (Welsh Government, 2022).

Previous events such as WWE Clash at the Castle, UEFA Champions League Final and Rugby internationals and Six Nations, all of these events were highly successful showing that wales can attract large audiences and manage multi-day international events

The WWE event brought in £21.8 million alone showing the potential of our event.

Masterman argues that "risk identification and contingency processes must be embedded early in event planning" (2019).

So we have identified our risks, the risks we cannot completely control would be the weather but to counteract this we would play in the summer in the off season to give us the best chance of good weather, we also identified fixture clashes which is further another reason we will do it in the off season.

The economic impact of sports in Wales is massive, Sport contributes **£1.1 billion** annually to the Welsh economy (Sport Wales, n.d.). This is down to the visitors spending, accomodation, giving local businesses a uplift, which could lead to more jobs, though the jobs may be seasonal as we would require security, food vendors and cleaners for the event.

Our main costs would be; venue hire, staff, potential broadcast, security and accommodations for teams.

We aim to afford these by a few ways; our first step would be to use the Welsh Government Events Subsidy Scheme, Welsh Government (2022) subsidy scheme that supports "high-impact

sporting events that drive tourism and economic value". We would also rely on ticket sales and future sponsorships and potential merchandise.

The financial risks would be lower than expected ticket sales due to lack of interest or inflation increasing prices, we aim to fight this by keeping the ticket price as low as we can to allow anyone welcome

Welsh Government (2022) *The National Events Strategy for Wales 2022–2030*. Cardiff: Welsh Government. Available at:
<https://www.gov.wales/sites/default/files/publications/2022-07/the-national-events-strategy-for-wales-2022-to-2030.pdf>

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<https://www.gov.wales/major-sporting-events-2022-to-2030-subsidy-scheme.html>

Masterman, G. (2019) *Strategic Sports Event Management*. 4th ed. London: Routledge.

Sport Wales (n.d.) *The Value of Sport in Wales*. Available at:
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Part 2

In order to plan and organise this sporting event we must first understand how to attract our target audience and how to retain them for future events, we will ensure to look at the short-term success and be able to build a legacy for future generations to come. Our target demographic would be any football fans aged 12-40 but all would be welcome, we believe that the younger fans aged 12-30 would be highly engaged in the sport and active on social media which would be our main form of publicity we believe this would reach the younger generation first. We could also offer group sale tickets to any local football clubs as it would give a nice experience for the local teams at an affordable cost. To attract spectators, the event must be positioned clearly in the market. Positioning explains how the event differentiates itself. According to Ries and Trout (2001). We would need to make the event unique through a unique selling point, in its own way but the issue is as a football tournament it would be difficult, so we would have to stand it in different ways, we would strive for family affordability in not just ticket sales but food and beverage. We would host any local food businesses to set up stands selling their own product, which would save money for us as they would provide their own equipment. Finally we believe that the pride of each nation would be a huge selling point, as most families would love to see their relatives win for their nation. The product includes the core event and the wider experience around it. Masterman (2019) emphasises that the event experience must create emotional value

for spectators, which will be easily achieved as one of the biggest goals of all athletes is to represent your nation at such a large event. Pricing must reflect affordability while maximising revenue. Smith (2017), we would try to do this as getting in private vendors providing their own equipment and produce keeping prices lower while taking a percentage of revenue for rent of land use. We would also offer student discounts which would lower our revenue but hopefully would get more young adults in attendance which would have them purchasing merchandise and posting on social media increasing the popularity. Promotion is critical for awareness and engagement. Masterman (2019), our main way of promoting would be social media as most of our target audience would be using multiple forms of it such as instagram, snapchat and tiktok, which is free publicity and quickly spreads increasing our total popularity. We would ensure top quality members of staff to not only ensure the safety of everyone involved but to increase customer satisfaction, this would cost more but in the long run would save us a lot, as having higher quality food and drink vendors would lead to a faster turnaround, less queuing which is a major problem in most sporting events. We would like to have a ceremony for the winning team where we present the trophy and allow them to lift the trophy in front of their friends, family and other spectators. Our marketing objectives would be to fill over 60% of the capacity of the stadium but aiming for over 70%, we would also try to get the main social media accounts across all platforms to aim over one million followers, and we would hope to get a 30% returning viewers each year, this allows us to build loyalty and trust with the community of all nations involved To keep our social media presence we will make sure to take certain measures; First we would ensure to be posting regular content, we would ask each team to submit clips of their players to make a trailer for the match increasing the suspense and overall popularity of the event, we would also make less football related content, through making short tiktok videos which could generate fans who don't particularly enjoy football. We could also try to partner with other clubs, either professional or semi-professional clubs, this would be possible through contacting the non nation clubs that each player plays for as their is a good relationship build already, we also contact grass-root clubs offering package deals for the players and the management staff to attend for cheaper, we believe this to be crucial as it will give locals the opportunity to watch such a high class match. We could try offer travel packages for any of the nations that have to travel far, we could organise coaches from scotland and england, then we would sort ferries for Northern Ireland and the republic of Ireland, this would in turn increase viewer count as the fan would not have to worry about individual travel. We could incentivise more people to attend through in stadium engagement, this could be a end of the match give away where you receive the man of the matches shirt along with the match ball, or we could have a half time entertainment by getting in grassroots teams to play a quick game which would in turn bring along their family members increasing viewership, this would also increase our community spirit, hopefully leading to future relationships and working together. Finally we would introduce an early-bird ticket scheme where the first 3000 tickets would be cheaper then the rest incentivising more fans to purchase them sooner In conclusion the success of the event massively relies on the success of our marketing, I feel we have laid out a well thought out comprehensive strategy which would make the event planning go much smoother

Masterman, G. (2019) Strategic Sports Event Management. 4th ed.

Routledge. Ries, A. and Trout, J. (2001) Positioning: The Battle for Your Mind. McGraw-Hill.

Smith, A. (2017) Events and Urban Regeneration. Routledge.

Welsh Government (2022) The National Events Strategy for Wales 2022–2030. Available at: <https://www.gov.wales> Visit Wales (2023)

Major Events in Wales. Available at: <https://www.visitwales.com/> UEFA (2021) European Football Report. Available at: <https://www.uefa.com>