



CIFAL Istanbul - BAU Bridge: Value Chain Management in Sports: Certificate Program on Event Organization and Logistics Management Approaches of Anadolu Efes Sports Club

People

Deadline: 12 Apr 2025

Type:	Course
Location:	Web-based
Date:	15 Apr 2025 to 29 May 2025
Duration:	3 Days
Programme Area:	Decentralize Cooperation Programme
Website:	https://cifalistanbul.org
Price:	\$0.00
Event Focal Point Email:	cisil.sohodol@bau.edu.tr
Partnership:	CIFAL Istanbul, , Bahçeşehir University, , BAU Bridge, , Anadolu Efes

BACKGROUND

This certificate program was a collaborative initiative organized by BAU Bridge, Anadolu Efes Sports Club, and Bahçeşehir University. It aimed to provide participants with a behind-the-scenes understanding of the logistics and event

organization strategies implemented by professional sports institutions. Using Anadolu Efes—one of Turkey’s leading basketball clubs—as a case study, the program focused on how sports events were prepared, coordinated, and executed through an integrated value chain approach. Conducted over a four-week period, the program offered in-person sessions that explored real-world logistics operations, particularly those involved in game-day preparation. Participants had the opportunity to engage with professionals, analyze real-time scenarios, and gain valuable insights into the critical role of logistics in sports performance. The program successfully combined theoretical knowledge with practical examples, enriching attendees’ understanding of sports management from an operational perspective.

EVENT OBJECTIVES

Understand the fundamentals of logistics and value chain management within the context of professional sports organizations. Analyze the event organization process behind large-scale sports events, with a focus on game-day operations. Examine the role of logistics in athlete and team performance, particularly in preparation for professional basketball games. Gain insights into the operational workflows of Anadolu Efes Sports Club as a case study in sports logistics management. Explore the coordination between different units (e.g., transportation, facility management, equipment handling) in ensuring seamless event execution. Identify key challenges and solutions in managing logistics for live sports events. Develop a practical understanding of stakeholder management in the sports value chain—including sponsors, fans, service providers, and staff.

LEARNING OBJECTIVES

Understand the fundamentals of logistics and value chain management within the context of professional sports organizations. Analyze the event organization process behind large-scale sports events, with a focus on game-day operations. Examine the role of logistics in athlete and team performance, particularly in preparation for professional basketball games. Gain insights into the operational workflows of Anadolu Efes Sports Club as a case study in sports logistics management. Explore the coordination between different units (e.g., transportation, facility management, equipment handling) in ensuring seamless event execution. Identify key challenges and solutions in managing logistics for live sports events. Develop a practical understanding of stakeholder management

in the sports value chain—including sponsors, fans, service providers, and staff.

CONTENT AND STRUCTURE

The program was structured over 4 weeks and included in-person sessions focusing on key logistics and event management components in professional sports. Topics included game-day logistics planning, facility and equipment coordination, transport and scheduling, and team preparation processes. The content combined real-life case studies from Anadolu Efes Sports Club with interactive discussions and expert insights, offering a comprehensive view of how logistics supports high-level sports performance.

METHODOLOGY

The program used a case-based and experiential learning methodology, focusing on real-world examples from Anadolu Efes Sports Club to illustrate key logistics and event management concepts. Participants engaged in interactive lectures, on-site observations, and expert-led discussions to bridge theory with practice.

TARGETED AUDIENCE

Students