

United Rugby Championship Women's Leadership Academy

My Journey into Sports Event Management

Presented by Lauren Robinson, Regional Event Director, SAILGP

Who am I ?

Professionally :

- Regional Event Director, SailGP for events in Europe & Middle East
- 10+ years in global sports event management

Personally :

- Born in the UK, raised in France
- Guardian

Driven by Purpose, Fuelled by Passion (2 sided-coin)

- Purpose : Structure, Logical side
- Passion : Emotional, Inspirational side

My Journey



2011



2012 - 2014



2011 - 2012



2014 - 2023



My Journey

Story Time

Coincidence ?

PURPOSE & PASSION

PURPOSE & IMPACT 2025

SAIL GP™



POWERED BY NATURE.™

BETTER SPORT **2030 EVOLUTION**

TO IMPROVE SOCIAL INCLUSION IN OUR SPORT:
BREAK DOWN BARRIERS, SHOWCASE POSSIBILITIES AND
CREATE OPPORTUNITIES

2 FEMALE ATHLETES PER RACE CREW IN KEY POSITION

**ENGAGE 100,000 PARTICIPANTS IN NEXT GENERATION
PROGRAMMES**

INSPIRE 1 MILLION DIGITAL FOLLOWERS AGE 18-24

BREAKING BOUNDARIES
CHAMPION GENDER EQUALITY IN HIGH
PERFORMANCE

**INSPIRE THE
NEXT GENERATION**
FUTURE PROOFING OUR SPORT

BETTER PLANET 2025

**TO CHAMPION A WORLD POWERED BY NATURE -
ACCELERATE THE TRANSITION TO CLEAN ENERGY AND REDUCE OUR CLIMATE IMPACT**

- 55% REDUCTION IN DIRECT OPERATIONAL EMISSIONS BY 2025 AND NET ZERO BY 2040
- 100% OF ONSHORE EVENT OPERATIONS POWERED BY CLEAN ENERGY
- DELIVER AND INSPIRE POSITIVE IMPACT ON OCEAN HEALTH AT EVERY RACE

CLIMATE

OPERATIONS

OCEAN

**STRATEGY &
TARGETS**



**COMPLIANCE &
DISCLOSURE**



**MANAGEMENT
SYSTEMS**



**CLEAN
ENERGY**



**PROTECT OUR
RACE COURSE**



**LOCAL OCEAN
IMPACT PROJECTS**



Event Management

The Art of Making it Happen

- Bringing a project to life
- Guardian from start to finish
- Creating memorable experiences for all
- Wearing many hats and thriving in diverse challenges
- A generalist with the ability to connect the dots

***The People
&
The Project***

Event Management

The People

Internal Stakeholders

SailGP

Race Management
Technical Operations
Event Operations
Logistics
Technology
Procurement
Legal
Finance

Purpose
Event Experience
Ticketing
Marketing
Communications
Broadcast
Partnerships
Commercial



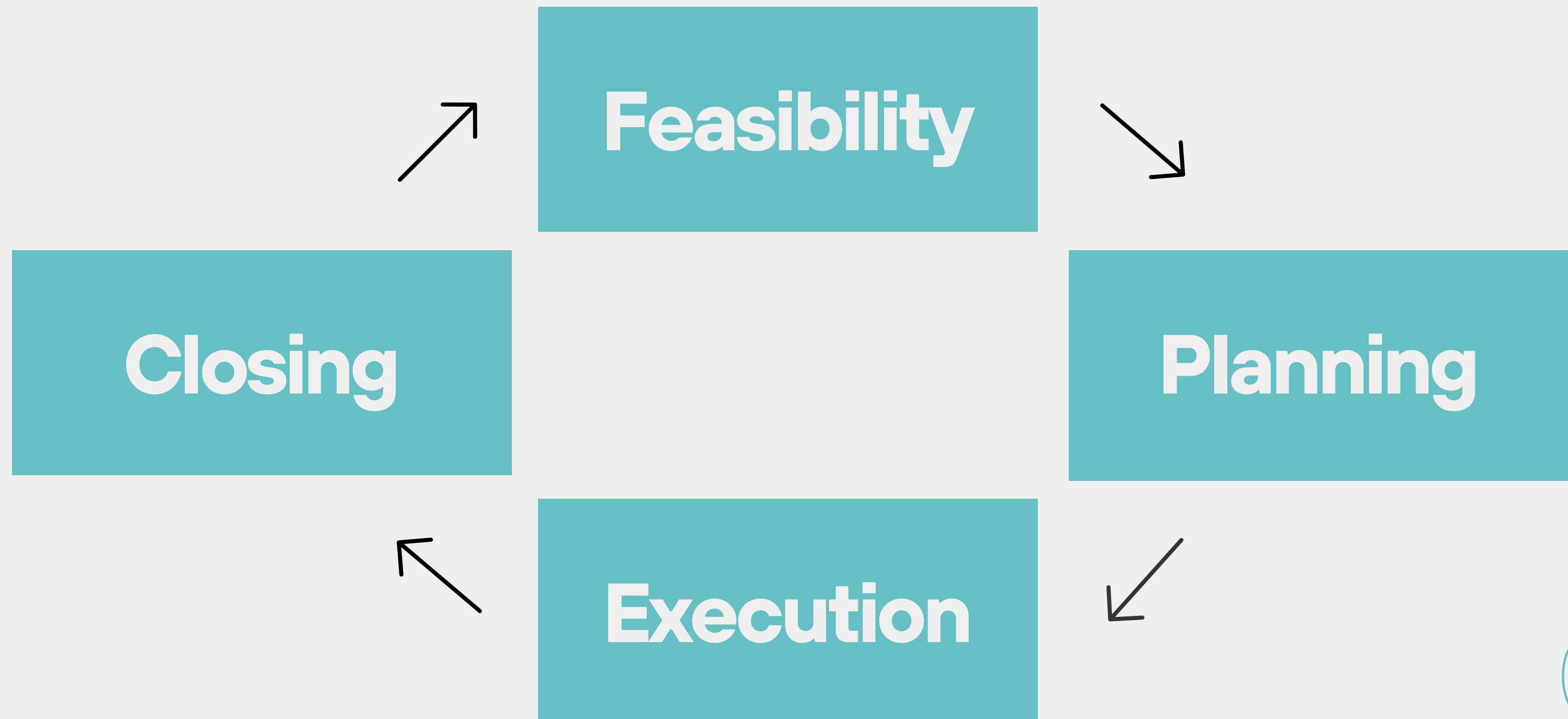
External Stakeholders

Governing Body
Host Venue Partner
Local Authorities
Race Teams
Global Partners & Sponsors & Media
Global & Local Suppliers
Communities

Event Management

Event Lifecycle

The Project



Event Director

Day to Day

Office Day :

Time for me

--

Emails, Meetings, Visits

Building relationships

Project focus time

Celebrating the wins

--

Decompress

On-Site Day :

Time for me

--

Hi-Viz !

Team check-in

Troubleshooting

Enjoying the moment

--

Decompress

Communication
Problem-solving
Relationship-building
Adaptability
Leader-Coach-Mentor
Evolving

Event Management



PURPOSE + PASSION

A framework for career focus and growth

	PURPOSE Structured, Logical Side	PASSION Emotional, Inspirational Side
<i>What is means for me</i>	Making an impact, creating value, driving sustainability, empowering others	What energises me – creating experiences, connecting people, and bringing ideas to life
<i>How I use this</i>	Guide career decisions, align with meaningful work, lead with intention and empathy	Stay motivated, find joy in daily challenges, engage fully with projects and people
<i>Questions I ask myself</i>	Does this align with my values and long-term goals ?	Does this excite me ? Does it play to my strengths & allow me to evolve ?

PURPOSE + PASSION

can act as your compass,
to point you on the path,
enjoy the twists and turns along the way !

Thank You