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## **PROJECT MANAGEMENT IN THE ORGANIZATION OF SPORTS EVENTS: MODERN APPROACHES AND TOOLS**

The article examines modern approaches to project management in the organization of sports events in the context of increasing competition in the sports event market, digitalization of management processes, and growing requirements for safety, financial efficiency, and international standards for competitions. It has been established that sports events are increasingly considered as complex projects requiring the use of integrated planning, coordination, risk control, resource management, and performance evaluation tools.

Particular attention is paid to the specifics of organizing international tournaments under the auspices of the World DanceSport Federation (WDSF), characterized by a high level of organizational complexity, a multi-level stakeholder interaction system, international regulations, and significant dependence on reputational factors. The practical aspects of forming the project structure of sports events, determining the stages of the project life cycle, budgeting, risk management, and the use of digital management tools are analyzed.

The paper substantiates the necessity of applying modern project management methodologies, including Agile, Waterfall, and hybrid models adapted to the specifics of the sports sector. It is determined that the effectiveness of organizing sports events largely depends on the ability of organizers to synchronize time, financial, human, and logistical resources. It is proven that the use of digital project management platforms, CRM systems, automated participant registration systems, and financial flow monitoring tools contributes to improving management decisions and reducing operational risks.

The practical value of the study lies in the development of recommendations for optimizing the management system of sports events, improving budgeting mechanisms, and minimizing risks in organizing international sports tournaments. The results of the study can be used by sports federations, competition organizers, sports event managers, and public authorities in the field of sports.

**Keywords:** project management, sports events, sports management, WDSF, international tournaments, risk management, budgeting, sports events management, digital tools.