

**INTERNSHIP AT ICC MEN'S CRICKET WORLD CUP 2023**  
**POST GRADUATE DIPLOMA IN SPORTS MANAGEMENT**  
**ACADEMIC SESSION: 2023-2024**

The *Department of Sports Management, IISWBM*, provided its students of the batch of 2023-2024, internship opportunity at the biggest mega event across the globe, the *ICC Men's Cricket World Cup 2023* that was held in India across *ten* different cities. Internship was provided at all the *five* matches held at the iconic *Eden Gardens Cricket Stadium* in Kolkata. It was the *13<sup>th</sup> Edition* of the Cricket World Cup which was started on *5<sup>th</sup> October, 2023* and concluded on *19<sup>th</sup> November, 2023*. Students were involved to be a part of five high-voltage games including the *Second Semi-Final*.

Students were involved to be part of Five Different Matches:

- *BANGLADESH VS NETHERLANDS held on 28<sup>th</sup> October, 2023*
- *BANGLADESH VS PAKISTAN held on 31<sup>st</sup> October, 2023*
- *INDIA VS SOUTH AFRICA held on 5<sup>th</sup> November, 2023*
- *ENGLAND VS PAKISTAN held on 11<sup>th</sup> November, 2023*
- *SEMI FINAL 2 ( AUSTRALIA VS SOUTH AFRICA) held on 16<sup>th</sup> November, 2023*



The students worked as the *Operations Team* under *BookMyShow* in collaboration with *IN-EBENEZER EVENTS*, an *Event Management Company*. Few of the students were selected as *Supervisors* and rest of the students as *Volunteers* and part of the *BookMyShow Crew* under the operations department being deployed at the gates of the iconic *Eden Gardens Cricket Stadium* starting from the *Club House* covering all the gates and blocks. The main task of the team was to lead, direct, coordinate and oversee the ticketing operations and to provide the

fans the best possible services. The team of supervisors took up other crucial operational tasks such as coordinating with the police and security personnel to control the entry and exit points, directing fans to proper seating areas and stopping unauthorized entries to the stadium. The supervisors also worked hand in hand with the respective authorities to channelize the crowd so that proper and smooth functioning of the matches can take place without any disturbances.



By working in a challenging situation, the students tackled the obstacles and showed great enthusiasm in making the event successful.





The opportunity to work in the mega sporting event – ICC MEN'S CRICKET WORLD CUP 2023, proved to be a great experience for the aspiring and budding sports managers. They faced real time experience of handling the situation, solving and overcoming the challenges by exhibiting their managerial skills and knowledge. The holistic experiences gathered during the internship would thereby provide them with a new zeal and vigour for their future endeavours.