

## Plus Seven Company Featured in Sports ETA Summer 2021 Playbook

*National Sports Tourism Association Highlights Plus Seven's Intro to Sports Tourism Online Course*

### FOR IMMEDIATE RELEASE

Rockford, IL, August 5, 2021: The Sports Events & Tourism Association (Sports ETA) Playbook, an official publication of the association for the sports events and tourism industry, was released today. The Playbook features Plus Seven Company for its work designing online educational content as part of the Association's revamped learning platform, the acclaimed Sports Tourism Learning Institute (STLI).

In August 2020, Sports ETA partnered with Plus Seven to develop the Introduction to Sports Tourism, one of nine Certificate Courses currently available on the STLI. An online self-paced option, Intro to Sports Tourism is designed to provide existing, new, and aspiring sports tourism professionals with a comprehensive foundational understanding of the industry's interworkings. The course, which spans six 40-minute modules, explores the history of the industry, business relationships, trends and issues, and professional development.

The Summer Playbook 2021 edition is available to view [HERE](https://learn.sportseta.org/). For more information about the STLI, visit <https://learn.sportseta.org/>.

### ABOUT SPORTS ETA

Since being established in 1992, our promise has been to deliver quality education, ample networking opportunities and exceptional event management and marketing know-how to our members—destinations, right holders, and industry partners—and to protect the integrity of the sports events and tourism industry. As the non-profit 501(c)3 trade association for the sports events and tourism industry in the United States, Sports ETA is the most essential resource for sports commissions, sports destinations, sports event owners, and industry partners. We believe sports tourism and the events that our members own and host have the power to transform society for the better. Our passion is to help sports events and tourism professionals achieve previously unimaginable levels of performance. We do this by nurturing a diverse and inclusive community of smart, creative, and interesting people: our members.

### ABOUT PLUS SEVEN COMPANY

Proudly headquartered in Rockford, Illinois, USA, Plus Seven Company delivers winning experiences and events, brand building and public relations, tourism marketing and sales, and all things quality content.

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