

Managing Major Sports Events Theory And Practice

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From Olympic Administration to Olympic Governance - Emmanuel Bayle 2017-10-02

Lausanne, the Swiss city IOC (International Olympic Committee) President Juan Antonio Samaranch honored with the title "Olympic capital" in 1994, is now the administrative capital of world sport. The past century has presented Olympism with many challenges and that continues to be the case today; the issues may have changed, but they are no less numerous. Controversies over phony amateurism, the two Chinas and the creation of a modern Olympia have been resolved, only to be replaced by questions of governance, compliance, strategy, responsible management, the size of the Games, the scarcity of bids and new forms of doping and corruption. All these themes are examined in the articles that make up this book published about 100 years after the establishment of the IOC's headquarters in Lausanne. This book was originally published as a special edition of Sport in Society.

Ambush Marketing in Sports - Gerd Nufer 2013

Ambush marketing is a strategy by which a company or organisation uses their marketing communications to associate themselves with an event without being an official sponsor or authorised partner or licensee. It has become a particular concern in the marketing of major sports events, with international sponsorship and branding properties. Ambush Marketing in Sports is offering comprehensive analysis of the theoretical and practical implications of ambush marketing.

Advanced Theory and Practice in Sport Marketing - Eric C. Schwarz 2017-12-18

Effective marketing is essential for any successful sport organization, from elite international teams to local leagues. Now in a fully revised and updated third edition, Advanced Theory and Practice in Sport Marketing is still the only text to introduce key theory and best practice at an advanced level. This new edition goes beyond the introductory marketing course by exploring advanced marketing theories related to social responsibility, global issues, information systems, consumer behavior, product management, logistics, sales, promotions, and social/digital/mobile media. New to the edition are sections on branding, destination marketing, and performance evaluation that demonstrate how to measure impacts through sport marketing and how to use analytics to determine sport marketing success. Every chapter contains extended case studies and theory-to-practice insights from marketing professionals around the world and a companion website includes an impressive array of additional teaching and learning resources. Advanced Theory and Practice in Sport Marketing goes further than any other textbook to prepare students for the real world of sport marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business.

Managing Major Sports Events - Milena M. Parent 2020-11-29

Managing Major Sports Events: Theory and Practice is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability. Now in a fully revised and updated new edition, the book draws on the latest research from across multiple disciplines, explores real-world situations, and emphasises practical problem-solving skills. It covers every key area in the event management process, including: • Bidding, leadership, and planning; • Marketing and human resource management; • Venues and ceremonies; • Communications and technology (including social media); • Functional area considerations (including sport, protocol, and event services); • Security and risk management; • Games-time considerations; • Event wrap-up and evaluation; • Legacy and sustainability. This revised edition includes expanded coverage of cutting-edge

topics such as digital media, culture, human resources, the volunteer workforce, readiness, security, and managing Games-time. Each chapter combines theory, practical decision-making exercises, and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. Also new to this edition is an "Outlook, Trends, and Innovations" section in each chapter, plus "tips" from leading events professionals. Managing Major Sports Events: Theory and Practice is an essential textbook for any course on sports event management or international sports management, and an invaluable resource for all sport management researchers, practitioners and policymakers. Online resources include PowerPoint slides, multiple choice questions, essay questions, stories, and decision-making exercises.

Digital Sport Marketing - Alan Seymour 2020-09-11

Digital sport marketing is a new, dynamic and rapidly evolving area that is having a profound impact on contemporary sport business. This is the only textbook to introduce core principles and best practice in digital sports marketing, focusing on key issues, emerging topics and practical techniques. The book surveys the new international digital landscape in sport business and explains how to apply digital marketing across key areas from fan engagement and public relations to strategic communication and branding. Every chapter includes discussion of key concepts, an in-depth case study, and an in-depth conversation with a leading industry practitioner that demonstrates how digital marketing works in the real world. Full of useful features, this is an essential textbook for any sport marketing, sport management, sport business or sport development course.

Managing Global Sport Events - David M. Herold 2022-10-19

Managing Global Sport Events: Logistics and Coordination provides a look behind the scenes of large-scale sports events, combining the previously separate but inextricably bound areas of sports, logistics and coordination management.

Event Portfolio Management - Vladimir Antchak 2019-09-01

A concise introduction to portfolio theory and methods for use in event management and event tourism. Divided into 2 parts of 'Theory' and 'Practice' it explains why it is important in event studies and management, and then shows how related methods can be used and adapted using real world international case studies.

Routledge Handbook of Sport and COVID-19 - Stephen Frawley 2022-08-24

This book examines the initial impact of the coronavirus pandemic on global sport and the varying consequences of the sport shutdown on all levels of society. It also considers the many lessons that have been learnt so that sport stakeholders can successfully adjust and operate under the "new normal." Featuring authors, cases and examples from around the world, the book explores the impact of COVID-19 on sport at all levels, from community sport - where local clubs, gyms and development programmes had to find ways to survive with pitches closed and projects cancelled - to the major professional sport leagues and sport mega-events, with events postponed and teams playing in empty stadia. It considers the economic, social and developmental impacts of the pandemic, including physical, mental and social wellbeing, and looks at how key professional and community sport organizations have reacted to the crisis, reflecting on the lessons learnt and preparations for future pandemics and challenges of similar size and significance. With COVID-19 now endemic in the global population, this is an essential reference for

anybody working in sport, from students and researchers to managers, policymakers and development officers.

[Handbook of the London 2012 Olympic and Paralympic Games](#) - Vassil Girginov 2013-11-20

The Handbook of the London 2012 Olympic and Paralympic Games is the first authoritative and comprehensive account of the world's greatest sporting and cultural event. It tells the complete story of the 2012 Games from inception, through the successful bidding process and the planning and preparation phase, to delivery, the post-Games period and legacy. Written by a world-class team of international Olympic scholars, the book offers critical analysis of the social, cultural, political, historical, economic and sporting context of the Games. From the political, commercial and structural complexities of organising an event on such a scale, to the sporting action that holds the attention of the world, this book illuminates the key aspects of the 2012 Games, helping us to better understand the vital role that sport and culture play in contemporary global society. The book is divided into two volumes: Volume Two - Celebrating the Games, examines the period of competition and immediately afterwards, covering key topics such as: London welcomes the world - hospitality and the look of the games Experiencing the games -spectators, tourists, volunteers, shoppers, viewers Media and communications Running the games Creating Olympic celebrities Protesting the games Commerce, retail and consumption Documenting London 2012 in films and books The legacy of the 2012 Games for London, the UK and the Olympic Movement Richly illustrated with the personal accounts of key stakeholders, from sports administrators and politicians to athletes and spectators, and including essential data and evocative visual material, this book is essential reading for anybody with a personal or professional interest in the Olympic and Paralympic Games, global culture or the development of sport.

[The Sage Handbook of Sport Management](#) - Russell Hoye 2016-11-15

The SAGE Handbook of Sport Management draws together the best current research on the major topics relevant to the field of sports management, including leadership, gender, diversity, development, policy, tourism, and media. Edited by two of the most respected figures in the field, the handbook includes contributions from leading sport management academics from Australia, Canada, New Zealand, USA, the UK and Europe.

[The Routledge Handbook of Digital Sport Management](#) - Michael L. Naraine 2022-12-01

The Routledge Handbook of Digital Sport Management provides students, researchers, and practitioners with a contemporary roadmap of the impact of digital technologies in sport management, at all levels and in all sectors, in a global context. Divided into three sections addressing digital transformations, digital tools, and emerging digital issues, this book explores the impact of digital technology in the core functional areas of sport management, such as sponsorship, event management, and human resources. It introduces essential digital innovations such as esports, social media, VR, wearables, analytics, and artificial intelligence, and examines the debates and issues that are likely to shape and transform sport business over the next decade. The only book to survey the full sweep of digital sport management, this book is an essential reference for all serious students of sport business and management, any researcher working in the nexus of sport business and digital, and all managers, policy-makers or associated professionals working in the sport industry.

Events Project Management - Hanya Pielichaty 2016-11-10

This book provides events management students with an accessible and essential introduction to project management. Written by both academics and industry experts, Events Project Management offers a unique blend of theory and practice to encourage and contextualise project management requirements within events settings. Key questions include: What is project management? How does it connect to events management? What is effective project management within the events sector? How does academic theory connect to practice? The book is coherently structured into 12 chapters covering crucial event management topics such as stakeholders, supply chain management, project management tools and techniques, and financial and legal issues. Guides, templates, case study examples, industry tips and activity tasks are integrated in the text and online to show practice and aid knowledge. Written in an engaging style, this text offers the reader a thorough understanding of how to successfully project manage an event from the creative idea to the concrete product. It is essential reading for all events management students.

Principles and Practices of Small-Scale Sport Event Management - Fotiadis, Anestis 2020-05-08

Although there is significant research on large events that take place within athletics, small-scale events are largely ignored, in part due to the lack of press that they generate. However, these events require planning and preparation in the same way that larger sporting events do. This disparity between the effort that goes into the event and the attention the event draws allows for a gap in strategy or information available to those planning smaller scale athletic events. Principles and Practices of Small-Scale Sport Event Management is a cutting-edge reference publication that examines the successful organization and planning of small-scale sporting events. Featuring a wide range of topics such as community engagement, event planning, and sports management, this book is ideal for event planners, sports managers, marketers, academicians, practitioners, industry professionals, researchers, event organizers/coordinators, and students.

[Routledge Handbook of the Olympic and Paralympic Games](#) - Dikaia Chatziefstathiou 2020-07-12

This handbook offers an important and timely contribution to the interdisciplinary field of Olympic studies. It brings together for the first time in a single volume a complete analysis of current and future economic, commercial, socio-political, cultural and governance challenges facing both the Olympic and Paralympic Games, their athletes and institutions. The book presents new research and broad surveys exploring pressing debates, challenges and possible solutions surrounding the modern Olympic and Paralympic Games, across diverse socioeconomic and political contexts. Featuring chapters written by leading scholars, athletes and administrators from a range of disciplines and backgrounds, the handbook is divided into four main areas: athletes, business, governance and socio-cultural issues within the Olympic and Paralympic Games. Examining key themes, theories and new emerging issues within the field, the book offers expert insights into every major topic related to the Olympic and Paralympic Games, including doping, integrity, athletes' rights, culture, nationality, sponsorship, branding, governance, sports policy and law, marketing, social media, technology, e-sports, politics, ethics, international relations, legacy and impact. The only up-to-date handbook to reflect the true breadth and depth of this international field of research, the Routledge Handbook of the Olympic and Paralympic Games is a landmark publication for all students and scholars of sport studies, as well as those working in sport business, media, event management and administration, economics, marketing, management, politics, Olympic studies and cultural studies. It is also an important resource for sport management practitioners and sports officials.

[Research Handbook on Sport Governance](#) - Mathieu Winand 2019

Sports governance has developed into a considerable field of research, and has piqued many researchers' interest worldwide. What's more, recent scandals that have affected the world of sport can be directly related to misgovernance. Research Handbook on Sport Governance aims to gather the state-of-the-art research on sports governance. It offers a vital reference point for advancing research on the matter, while illustrating different approaches and perspectives, such as good governance principles, systemic governance, political governance and network governance.

[Routledge Handbook of Sports Marketing](#) - Simon Chadwick 2015-12-22

Sports marketing has become a cornerstone of successful sports management and business, driving growth in sport organisations and widening fan-bases. Showcasing the latest thinking and research in sports marketing from around the world, the Routledge Handbook of Sports Marketing goes further than any other book in exploring the full range of this exciting discipline. Featuring contributions from world-leading scholars and practitioners from across the globe, the book examines theories, concepts, issues and best practice across six thematic sections—brands, sponsorship, ambush marketing, fans and spectators, media, and ethics and development—and examines key topics such as: consumer behaviour marketing communications strategic marketing international marketing experiential marketing and marketing and digital media Comprehensive and authoritative, the Routledge Handbook of Sports Marketing is an essential reference for any student or researcher working in sport marketing, sport management, sport business, sports administration or sport development, and for all practitioners looking to develop their professional knowledge.

[Routledge Handbook of Sport and Corporate Social Responsibility](#) - Juan Luis Paramio Salcines 2013-07-18

As the role of sport in society becomes ever more prominent and as sports organisations become

increasingly influential members of the global community, so it has become more important than ever for sport to consider its wider social responsibilities. The Routledge Handbook of Sport and Corporate Social Responsibility is the first book to offer a comprehensive survey of theories and concepts of CSR as applied to sport, and the social, ethical and environmental aspects of sport business and management. It offers an overview of perspectives and approaches to CSR in sport, examines the unique features of the sport industry in relation to CSR, explores the tools, models, common pitfalls and examples of best practice on which managers can draw, and discusses how CSR and corporate citizenship can be integrated into the sport management curriculum. The book covers every key issue and functional area, including implementation, strategic benefits, communication and corporate image, stakeholder engagement, and the measurement and evaluation of CSR policies and practices, and includes detailed international case studies, from the NBA and the Olympic Games to Japanese soccer. The Routledge Handbook of Sport and Corporate Social Responsibility is important reading for any student, researcher, manager or policy maker with an interest in sport business, management, ethics or development.

Events Management - Charles Bladen 2017-10-30

Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multidisciplinary nature of events management and provides the student with all the practical skills and professional knowledge they need in order to succeed in the events industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources, in a vast array of different event settings from sport to political events. This new edition has been updated to include: • New and updated content on developments in technology, risk management and event volunteering. • New and updated case studies that include emerging economies. • New industry voices by international practitioners. Every topic is brought to life through vivid case studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience of working in the events industry, Events Management: An Introduction is the essential course text for any events management programme.

Elite Youth Sport Policy and Management - Elsa Kristiansen 2016-10-04

Elite youth sport competitions have increased significantly in number in recent years, with the Youth Olympic Games representing the high point of this phenomenon. This book examines the global context within which elite youth sport has emerged and continues to grow. It explores elite youth sport policy across fifteen countries, in Europe, the Americas, Africa and Asia, addressing the questions of how youth talent development is organised and why elite youth sport has become so popular. Taking a comparative global perspective, the book analyses the growth in more systematic approaches to young athlete development and the increasing emphasis on early talent identification. It discusses the attitude of stakeholders (such as NGBs, governments and sponsors) towards elite youth sport, while also considering how young elite athletes' interests are protected and how the growth in elite youth sport affects a sport's development strategy. Written by a team of internationally renowned researchers, Elite Youth Sport Policy and Management: A comparative analysis is fascinating reading for all students, scholars, managers, policy-makers and coaches with an interest in youth sport, elite sport development, talent identification and sports policy.

Routledge Handbook of Sport Governance - David Shilbury 2020-01-14

The Routledge Handbook of Sport Governance is a comprehensive and authoritative survey of the wide range of issues shaping sport governance. It considers the evolution of the sport industry from a largely amateur, volunteer-driven sector into the globalised business that it is today and examines how professionalisation has fundamentally shifted the governance landscape for sport organisations and all those working within sport. Written by a team of leading sport management scholars from around the world, the book is organised around five key themes: • Part I: Overview of sport governance • Part II: Environmental context and policy perspectives • Part III: Ownership structures and governance models: Implications for sport governance • Part IV: Board roles in the governance process • Part V: Future sport governance challenges Each chapter reviews the most recent research available and, in some cases, presents new data to support previously published studies. As sport governance is a relatively young field,

each chapter maps future research needs to provide direction for sport governance scholars. A special feature of the handbook is a series of nine shorter research chapters in Part IV examining board roles in the governance process, tying theory to the day-to-day practical aspects of running a sport organisation. With broader and deeper coverage of the key issues in contemporary sport governance than any other book, this handbook is essential reading for students, researchers and practitioners in sport business and management.

Stakeholder Analysis and Sport Organisations - Anna-Maria Strittmatter 2021-12-27

This book provides a critical examination of the origins and development of stakeholder theory within sport management research and expands the existing literature by providing insights on stakeholding in sport from various perspectives, such as governance, communication, and marketing. Examining cases from around the world and from a wide range of different sporting contexts, each chapter reflects on key insights derived from stakeholder theory before offering an analysis of the limitations of the theory and the ways in which it might be fruitfully extended or developed. It offers suggestions on how the literature on stakeholding in sport can be advanced in order to provide knowledge relevant not only to sport studies, but also to organization theory more broadly, and points to future avenues of inquiry in order to extend the reach of stakeholder theory and other inter-organizational perspectives in sport management research. Stakeholder Analysis and Sport Organisations is fascinating reading for any advanced student, researcher, policy maker or practitioner with an interest in sport management, sport governance, sport development or organisational theory.

Routledge Handbook of Sports Event Management - Milena M. Parent 2017-07-14

From the Olympic Games to community-level competitions, sports events can be complex and pose a particular set of managerial challenges. The Routledge Handbook of Sports Event Management surveys the management of sports events around the world of every size and scale, from small to mega-events, including one-off and recurring events, and single-sport and multi-sport events. The book adopts a unique stakeholder perspective, structured around the groups and individuals who have an interest in and co-create sports events, including organising committees, promoters, sport organisations, spectators, community groups, sponsors, host governments, the media and NGOs. Each chapter addresses a specific stakeholder, defines that stakeholder and its relationships with sports events, describes the managerial requirements for a successful event, assesses current research and directions for future research, and outlines the normative dimensions of stakeholder engagement (such as sustainability and legacy). No other book takes such a broad view of sports event management, surveying key theory, current research, best practice, and moral and ethical considerations in one volume. With contributions from leading sport and event scholars from around the world, the Routledge Handbook of Sports Event Management is essential reading for any advanced student, researcher or professional with an interest in sport management, sport development, sport policy or events.

Managing Major Sports Events - Milena M. Parent 2013

This text is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy. The book draws closely on the authors' personal practical experiences of day-to-day management during the 2010 Winter Olympics in Vancouver.

Routledge Handbook of Theory in Sport Management - George B. Cunningham 2015-10-16

Theory is an essential element in the development of any academic discipline and sport management is no exception. This is the first book to trace the intellectual contours of theory in sport management, and to explain, critique and celebrate the importance of sport management theory in academic research, teaching and learning, and in the development of professional practice. Written by a world-class team of international sport management scholars, each of whom has taken a leading role in developing a particular theory or framework for understanding sport management, the book covers the full span of contemporary issues, debates, themes and functional approaches, from corporate social responsibility and diversity to strategy, marketing and finance. Every chapter explores a key theoretical approach, including an overview of that theory, a discussion of the process of theory development and of how the theory has been employed in research, practice or teaching, and outlines directions for future research in that area. Each chapter includes cases and examples, as well as short illustrative commentaries from people who have used that

particular theory in their work, and attempts to highlight the theory-practice links, or gaps, in that area. For a fully-rounded understanding of what sport management is and how it should be studied, taught and practiced, a thorough grounding in theory is essential. The Routledge Handbook of Theory in Sport Management is therefore important reading for all advanced students, researchers, instructors, managers and practitioners working in this exciting field.

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10th European Conference on Information Systems Management - Paulo Silva 2016

Key Concepts in Sport Management - Dr. Terri Byers 2012-09-20

Sharp, clear and relevant this book meets the needs of those studying and researching within the growing discipline of sport management. The intelligently cross-referenced entries provide a concise overview of the key concepts in the field guiding you through the important debates, sources and research methods in the management and delivery of sport. The book introduces readers to the concepts at the centre of their studies; it suggests relevant further reading and thoughts for future research and applies academic theory to business and organizational problems in a real-world context.

Strategic Management in Sport - Danny O'Brien 2019-05-28

What role can strategic thinking play in contemporary sport management? It can be the difference between leading or languishing – it's that important! Covering sport at all levels, from community-based sport to elite sport, this is the first textbook to focus on strategic management in a sport context. The book introduces the fundamentals of strategic planning, environmental analyses, strategic direction and leadership, strategy formulation and selection, implementation, strategic control, and change management. Designed to encourage students to develop a strategic mindset, as well as critical thinking and problem-solving skills, the book unpacks key concepts such as leadership, governance, organizational change, and the multiple layers of strategy in sport. Full of real-world case studies from diverse, international sport business environments, and useful pedagogical features such as review questions and guides to online resources, this is an essential text for any sport management course and an invaluable resource for sport development, recreation management, or events management courses.

International Taxation Law in Sports Events - Alara Efsun Yazıcıoğlu 2020-07-28

This book is the first academic contribution that deals with international taxation of income sources from sports events. Using an interdisciplinary approach, with in-depth analysis of both sports law and international tax law, it is notably the first academic work to conduct a thorough analysis in the fields of international taxation of eSports, sports betting as well as illegal/unlawful income sources that may be obtained in relation to a sporting event, such as kickback payments. After describing the general methodologies of income tax and VAT from an international standpoint, defining key terms such as 'eSports' and 'bidding procedure', the book examines in detail the taxation of the services that are rendered

and the goods that are sold, thereby the income obtained, in relation to an international sports event from both income tax and VAT perspectives. Also analysed are government funding in the sports sector, along with its taxation modalities, as well as specific tax exemption regulations enacted for the purposes of mega sporting events. Highlighting the absence of an acceptable level of certainty in the field of taxation of international sports events, the work makes pertinent suggestions as to the future of international sporting event taxation law. With international appeal, this comprehensive book constitutes essential reading for tax and sports law scholars.

The Routledge Handbook of Tourism and Hospitality Education - Dianne Dredge 2014-10-03

Tourism is much more than an economic sector, it is also a social, cultural, political, and environmental force that drives societal change. Understanding, responding to, and managing this change will inevitably require knowledge workers who are able to address a range of problems associated with tourism, travel, hospitality, and the increasingly complex operating environment within which they exist. The purpose of this Handbook is to provide an insightful and authoritative account of the various issues that are shaping the higher educational world of tourism, hospitality and events education and to highlight the creative, inventive and innovative ways that educators are responding to these issues. It takes as its central focus a dynamic curriculum space shaped by internal and external factors from global to local scales, a variety of values and perspectives contributed by a range of stakeholders, and shifting philosophies about education policy, pedagogy and teaching practice. A benchmark for future curriculum design and development, it critically reviews the development of conceptual and theoretical approaches to tourism and hospitality education. The Handbook is composed of contributions from specialists in the field, is interdisciplinary in coverage and international in scope through its authorship and content. Providing a systematic guide to the current state of knowledge on tourism and hospitality education and its future direction this is essential reading for students, researchers and academics in Tourism, Hospitality, Events, Recreation and Leisure Studies.

The SAGE Handbook of Sport Management - Russell Hoye 2016-07-15

The SAGE Handbook of Sport Management draws together the best current research on the major topics relevant to the field of sports management, including leadership, gender, diversity, development, policy, tourism, and media. Edited by two of the most respected figures in the field, the handbook includes contributions from leading sport management academics from Australia, Canada, New Zealand, USA, the UK and Europe.

The Study of Food, Tourism, Hospitality and Events - Sue Beeton 2018-06-14

This book elaborates upon, critiques and discusses 21st-century approaches to scholarship and research in the food, tourism, hospitality, and events trades and applied professions, using case examples of innovative practice. The specific field considered in this book is also placed against the backdrop of the larger question of how universities and other institutions of higher learning are evolving and addressing the new relationships between research, scholarship and teaching.

Strategic Sports Event Management - Guy Masterman 2014-05-16

The hosting of sports events – whether large international events, or smaller niche events – can have a significant and long-lasting impact on the local environment, economy and society. Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. Combining a unique conceptual framework with a practical, step-by-step guide to planning, organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and long-term. This fully revised and updated third edition uses international case studies in every chapter, from the NBA and NFL to Formula One and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of the London Olympic Games, the ultimate sporting event and an important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including sports organizations, such as the IOC, FIFA and IAAF, and their interactions with event partners, the media and promoters short-term and long-term benefits of the planning process event impact and legacy operational functions

including finance, ticketing, transport, venues, IT, human resources, and security marketing and communications, including social networking and new media the bidding process research and evaluation. Strategic Sports Event Management is the leading sports event management textbook and is now accompanied by a companion website containing a range of additional teaching and learning features. The book is important reading for all students of sport management or event management, and all practising event managers looking to develop their professional skills..

[The Youth Olympic Games](#) - Dag Vidar Hanstad 2014-06-05

The first summer Youth Olympic Games (YOG) were held in Singapore in 2010 and the first winter Youth Olympic Games in Innsbruck in 2012. The IOC hopes that the YOG will encourage young people to be more active and that they will bring the Olympic movement closer to its original founding values. This is the first book to be published on the Youth Olympic Games. It critically examines the origins of the Games and the motives of the Games organisers, as well as the organisation and management of the Games and their wider impact and significance. The first part of the book discusses the relationship between the YOG and the ideology of Olympism, in the context of broader developments in youth sport competitions. The second part investigates a wide range of managerial aspects including the bidding process, finance, the prominent role of young people on the organising committees and as volunteers, the role of media and sponsors, and the distinctive competition structure. The final part of the book assesses the current and likely future impact of the YOG on the host cities and countries, the IOC and on national youth sport policies. The Youth Olympic Games is essential reading for any researcher, advanced student or policy maker with an interest in Olympic Studies, sports development, sport policy, youth sport or event management.

Costs and Benefits of Major Sports Events - Egbert Roelof Oldenboom 2006

Global Sport Leadership - Stephen Frawley 2019-04-25

This book explores the global developments in sport leadership and practice. Drawing on the vast and ever-growing leadership literature, the book examines advances in leadership theory and practice in the context of the challenges faced by those working in global sport management positions. It explores the various dimensions of leadership, with a particular focus on the development of leadership theory. It also looks at the operational and contextual elements of leadership in a global sport environment and finally reflects on the status quo, and explores future challenges and research opportunities for leadership and global sport management.

Managing Sport Events - T. Christopher Greenwell 2019-06-28

Running a successful sporting event—whether it's a local event, state championship, or international competition—requires the knowledge and skills to plan, organize, promote, lead, and communicate effectively. *Managing Sport Events, Second Edition With Web Resource*, will prepare readers to manage events with ease, guiding them through the entire process, from event conception to postevent evaluation. Merging research findings with best practices, *Managing Sport Events, Second Edition*, presents the key principles of event management to prepare students to enter the field with the skills needed to immediately engage in event production and evaluation. With updated references throughout, the second edition emphasizes practical application by offering plenty of contemporary examples and learning opportunities for students: New industry profiles at the beginning of each chapter showcase professionals putting theory into practice. Added sections address emerging trends and topics, such as sustainability and event security. Examples show how new technologies can be utilized for event management and event presentation. Scenarios highlighting recreational and community events better represent smaller-scale events such as a local 5K run or a youth basketball tournament. Case studies and learning activities at the end of each chapter allow students to put theory into practice. A new web resource offers mini case studies with multiple-choice questions that provide immediate feedback to help students gauge their comprehension. *Managing Sport Events, Second Edition*, leads students through the reality of what it takes to conduct a

successful event. Starting with event conception and development, the text then addresses key planning areas, including staffing, budgeting, marketing, promotion, sponsorship, and legal and risk management. It then moves into key operational areas such as services, logistics, and on-site management, and it concludes the process with postevent duties and considerations. *Managing Sport Events, Second Edition*, integrates the traditional business segments of sport management with the unique requirements of event management. This guide is an essential resource for current and future professionals working in parks and recreation, tourism and hospitality, and sports at all levels—youth, high school, college, amateur, minor league, professional, and international competition.

Routledge Handbook of International Sport Business - Mark Dodds 2017-09-13

Contemporary sport business is international. From global sport competitions and events, sponsorship deals and broadcasting rights to labour markets and lucrative flows of tourists, anybody working in sport business today has to have an international perspective. This book offers the broadest and most in-depth guide to the key themes in international sport business today, covering every core area from strategy and marketing to finance, media and the law. Including authors from more than twenty countries spanning the Americas, Europe, Asia, Africa and Australia, this handbook addresses the most important issues in the world of sport business from a uniquely global perspective. Each chapter examines a particular cross-section of business and sport, encompassing all levels from grassroots to professional and elite. Divided into seven major subject areas, it offers insights from experts on: International Sport Business Strategy Sport Marketing Sport Economics and Finance International Sport Law Sport Media and Communication Sport Tourism Sport Development. The *Routledge Handbook of International Sport Business* is an essential resource for any course on sport business, sport management or international business.

International Sports Volunteering - Angela M. Benson 2017-04-21

Sport volunteering is becoming an increasingly popular motive for international travel. Many tourism organisations now advertise sport volunteering projects, with colleges and universities also offering students the opportunity to participate in similar projects abroad. This is the first book to bring together diverse and interdisciplinary insights into the development of the contemporary sport volunteering phenomenon. It addresses conceptual uncertainties and challenges emerging from the growing international sport volunteering market, and offers insight into its future directions, impact and sustainability. Drawing on both quantitative and qualitative methodologies, Part I examines volunteering in the context of international sporting events, while Part II evaluates volunteering initiatives related to sport development. Including case studies from Australia, Cameroon, Namibia, Norway, Russia, the UK, the US and Zambia, this substantial volume provides a truly international perspective on the changing roles of sport volunteering. Showcasing the latest research from across the globe, *International Sports Volunteering* is a valuable resource for any course on sport studies, sport event management, sport development, sport tourism, sport geography, the sociology of sport or leisure studies.

Legacies and Mega Events - Ian Brittain 2017-08-15

The use of sporting and other mega-events to bring about transformation of socially deprived areas of major cities is becoming an increasingly important part of the *raison d'être* for hosting such events, especially given the immense costs involved and the current economic climate. The tax-paying public increasingly has to be persuaded of the benefits, beyond the event itself, to spend the nation's resources in this way. This edited book, written by international experts, critically explores these multiple facets of the Mega Event legacy looking at the various economic, environmental and social impacts and benefits in multiple continents. It considers topics such as volunteering, participation, economics, sponsorship, ethics and technology in relation to legacy. This timely book provides a further understanding of the legacy discourse, as well as the potential pitfalls connected to legacy in relation to mega events. Filling a gap in the literature on legacy research, *Legacies and Mega Events* will be of interest to events, sports, tourism, urban development students, researchers and academics.