



HOSPITALITY, LEISURE AND TOURISM

# Strategic Sports Event Management

AN INTERNATIONAL APPROACH

**GUY MASTERMAN**

# Strategic Sports Event Management An International Approach

**Kyle Bruce**



## **Strategic Sports Event Management An International Approach:**

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**Strategic Sports Event Management** Guy Masterman, 2010-09-08 The hosting of sports events whether large international events or smaller niche interest events has huge and long lasting impacts on the local environment economy and industry Strategic Sports Event Management Olympic Edition provides students and event managers with an insight into the strategic management of sports events of all scales and nature The framework offers a planning process that can be used to understand the importance of a strategic approach and shows how to implement strategies that can achieve successful sports events over the short and long term The text uses international case studies throughout to offer real world insight in both larger and smaller events Plus in this new Olympic edition a case study from the Beijing Olympiad is included in each chapter Through this topical and timely addition to the text we can understand the lessons to be learned by events managers of events of all sizes Written by an experienced author and using first hand research the text looks at the organizations involved such as the IOC FIFA and IAAF and their interactions with charities the media and promoters the short term and long term benefits of the planning process evaluating the event its impacts and legacies operational strategies including finance ticketing transport venues IT communications equipment and personnel the bidding process and what is required for a successful bid Strategic Sports Event Management Olympic Edition builds on the substantial success of the first edition and is vital reading for students and practitioners alike

**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

*Sponsorship: For a Return on Investment* Guy Masterman, 2012-06-14 Sponsorship is both a critical communications tool for sponsors as well as a fundamental revenue stream for rights owners Market leaders use sponsorship widely and arguably more successfully than any other communications tool to achieve competitive advantage whilst events of all sizes depend on sponsorship just to exist As the importance of sponsorship has increased the demands of it have risen too Now sponsors seek measurable return on their investment Sponsorship For a Return on Investment provides a unique insight on the use of sponsorship for a return on investment and will appeal to practitioners and undergraduate and postgraduate students alike It builds a conceptual framework for the development planning implementation and evaluation of strategies for sport arts music and community sponsorship and from two perspectives For rights owners the importance of effectively acquiring and then developing a bespoke approach for the recruitment of sponsors for effective sponsorship programmes For sponsors a better understanding of how sponsorship can be used for successful integrated marketing communications A broad selection of examples and case studies from around the world are provided in order to demonstrate the importance of sponsorship on an international basis This book is vital resource for both students and practioners

**Sport Management** Karen Bill, 2009-04-27 This is a core text for all those on Sport Management and Sports Studies courses It examines both traditional business elements and the new functional areas of management in sport Key chapters on marketing finance entrepreneurship and event management are included and the book as a whole provides a critical understanding of the complex and dynamic relationship between sport business and management The reader is supported through accessible theoretical explanation real life examples and case studies learning activities and guidance on further study

**Innovative Marketing Communications** Guy Masterman, Emma Wood, 2007-06-01 Innovative Marketing Communications for Events Management provides students and

event managers with a complete insight into the strategic and innovative marketing of events of all scales and nature The book builds a conceptual framework for the development planning implementation and evaluation of innovative communication strategies for the marketing of events and the effective use of events as an innovative communications method in general organizational marketing With a strong practical underpinning Innovative Marketing Communications for Events Management emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies Events Management Glenn Bowdin,William O'Toole,Johnny Allen,Rob Harris,Ian McDonnell,2006-03-15 Events Management second edition provides an introduction to the principles and practices associated with planning managing and staging events The book Introduces the key concepts of event planning and management Discusses the key components for staging an event and covers the whole process from creation to evaluation Examines the events industry within its broader business context Provides an effective guide for producers of events Contains learning objectives and review questions to consolidate learning Now in its second edition this successful text has been fully revised and updated to include new case studies and chapters on event tourism project management of events strategic marketing and issues and trends It is full of real life case studies which illustrate key concepts and place theory in a practical context Examples include the Edinburgh International Festival Glastonbury Festival Vodafone Ball MTV Awards Notting Hill Carnival T in the Park and the Daily Mail Ideal Home Show Events Management is the must have introductory text providing a complete A Z of the principles and practices associated with planning managing and staging events Events Management is supported by a website <http://em.worldofevents.net> which includes updates downloadable figures from the book and an online history of events together with links to websites and other resources for both students and lecturers *The Global Economics of Sport* Chris Gratton,2012 Annotation Sport has become a global business This text examines the economics of contemporary sport using the global market as the primary unit of analysis

**The Routledge Handbook of Events** Stephen J. Page,Joanne Connell,2014-10-14 The Routledge Handbook of Events explores and critically evaluates the debates and controversies associated with this rapidly expanding discipline It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide state of the art theoretical reflection and empirical research on the evolution of the subject It is the first major study to examine what events is as a discipline in the twenty first century its significance in contemporary society and growth as a mainstream subject area The book is divided in to five inter related sections Section one evaluates the evolution of events as a discipline and defines what events studies is Section two critically reviews the relationship between events and other disciplines such as tourism and sport Section three focuses on the management of events section four evaluates the impacts of events from varying political social and environmental perspectives and section five examines the future direction of growth in event related

education and research It offers the reader a comprehensive synthesis of this field conveying the latest thinking and research The text will provide an invaluable resource for all those with an interest in Events Studies encouraging dialogue across disciplinary boundaries and areas of study Encyclopedia of Sports Management and Marketing Linda E. Swayne, Mark Dodds, 2011-08-08 This four volume set introduces on the management side principles and procedures of economics budgeting and finance leadership governance communication business law and ethics and human resources practices all in the sports context On the marketing side this reference resource explores two broad streams marketing of sport and of sport related products promoting a particular team or selling team and sport related merchandise for example and using sports as a platform for marketing non sports products such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament Together these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today providing an invaluable print or online resource for student researchers

**Impacts and strategic outcomes from non-mega sport events for local communities** Marijke Taks, Laurence Chalip, B. Christine Green, 2017-10-02 Do small and medium sized sporting events affect the overall wellbeing of people living in the host community If so how they do they affect local life This book specifically addresses the strategic choices that host communities make when hosting non mega sporting events and looks at the outcomes of those choices The contributions to this study assess a variety of tangible and intangible effects including the economic and social impacts and the effect on tourism and participation in sport It contains analysis of a variety of events including spectator and participant events single sport and multi sport events and one day and multi day events all hosted in different types of cities and communities around the globe Overall this book identifies and extends our understanding of the nature management and implications of non mega sporting events The impacts and strategic outcomes highlighted here have practical value for sport event management and strategy and advance our understanding of the economic and social consequences of hosting an event This book was originally published as a special issue of European Sport Management Quarterly The Politics of Sport Paul Gilchrist, Russell Holden, 2013-09-13 Sport is an essential part of community structure membership and identity Whether on the field of play in stadia or on the streets sport has consistently brought together disparate individuals to share culture values and memories Nowadays these relationships are being rewritten through the effects of global socio economic practices the interventions of government the impact of cultural imperialism and at the local level through the actions of individuals and new constituencies that are emerging in response Furthermore this generates discourse on matters of regional and national identity This themed issue presents a range of essays that examine the relationship between sport and society through the conceptual lenses of community mobility and identity Drawing upon insights from contemporary history and current political phenomena from leading academic specialists in the field the issue addresses cross cutting themes such as loyalty and allegiance migration and integration identity and collective memory and the politics of resistance and change

which will be of interest to the political scientist the contemporary historian and sport scholar alike This book was previously published as a special edition of the journal Sport in Society      **Sport, Politics and Society in the Middle East** Danyel Reiche,Tamir Sorek,2019-09-15 A rigorous appraisal of the intersection of sport and politics across the region      **The Future of Events & Festivals** Ian Yeoman,Martin Robertson,Una McMahon - Beattie,Elisa Backer,Karen A. Smith,2014-08-13 The growth of events and festivals has been significant over the last decade and a wide range of skills are essential to ensure those events are successful This requirement has been instrumental in stimulating the creation of more tertiary education opportunities to develop events management knowledge As the discipline develops knowledge requires direction in order to understand the changing advances in society This is the first book to take a futures approach to understanding event management A systematic and pattern based understanding is used to determine the likelihood of future events and trends Using blue skies scenarios to provide a vision of the future of events not only capturing how the events industry is changing but also important issues that will affect events now as well as the future Chapters include analysis of sustainability security impacts of social media design at both mega event and community level and review a good range of different types of events from varying geographical regions A final section captures the contributions of each chapter through the formation of a conceptual map for a future research agenda Written by leading academics in the field this ground breaking book will be a valuable reference point for educators researchers and industry professionals      **Event Tourism and Cultural Tourism** Larry Dwyer,Eugenia Wickens,2013-09-13 Event and cultural tourism as a social practice is a widespread phenomenon of global socio economic importance The purpose of the book is to bring together current thinking on contemporary issues relating to the management and marketing of cultural events and attractions The contributions to the book provide interesting perspectives on a number of topics including innovation in festivals destination and event image cultural events and national identity religious festival experiences effective management and marketing of events The book is divided into two broad themes event tourism and cultural tourism The Cultural Tourism theme covers issues such as socio cultural and environmental impacts of tourism development tourist experiences motivations and behavior development of cultural tourism hosts and guests Community participation living heritage and destination image and branding The Event Tourism theme covers issues such as economic socio cultural and environmental impacts tourist experiences motivations and behavior development of event tourism event management and sponsorship destination image and branding and planning and marketing hallmark events The book is in response to the increasing demand for empirically based case studies on event and cultural tourism and will appeal to both academics and practitioners Case studies are also ideal as teaching material for both undergraduate and postgraduate programmes internationally This book is a special double issue of the Journal of Hospitality Marketing and Management      **Handbook of Research on Management and Organizational History** Kyle Bruce,2020-04-24 Emerging from what was a somewhat staid sub discipline there is currently a battle for the soul of

Management and Organizational History MOH at the centre of which is a widespread concern that much recent work has been more about how one should or might do history rather than actually doing historical work If ever there was a time for a new volume on MOH this is certainly it      International Cases in the Business of Sport Simon Chadwick,Dave Arthur,John Beech,2017-02-28 Contemporary sport is big business Major teams leagues franchises merchandisers and retailers are in fierce competition in a dynamic global marketplace Now in a fully revised and updated second edition International Cases in the Business of Sport presents an unparalleled range of cutting edge case studies that show how contemporary sport business is done and provides insight into commercial management practice Written by a team of international experts these case studies cover organisations and events as diverse as the NBA the Americas Cup the Tour de France the PGA tour FC Barcelona and the Australian Open tennis They explore key contemporary themes in sport business and management such as broadcast rights social media strategic development ownership models mega events sports retailing globalisation corruption and financial problems Each case study also includes discussion questions recommended reading and links to useful web resources International Cases in the Business of Sport is an essential companion to any sport business or sport management course and fascinating reading for any sport business professional looking to deepen their understanding of contemporary management      **Power, Construction and Meaning in Festivals** Allan Jepson,Alan Clarke,2017-11-10 Whether through education sport or festivity events form the basis on which we attribute cultural meaning significance and value to our lives In this light community events have the potential to create positive and negative social cultural economic and environmental impacts within the community across a wide variety of genres and platforms This book offers a deeper and more critical insight into the relationships dynamics and planning processes of festivals and events and the impact this has upon authenticity cultural consumption and the local communities they serve It does so by looking at a range of key debates in power theory event planning and design event construction experience and meaning authenticity sustainability social inclusion accessibility and sponsorship engagement International case studies are embedded within the chapters examining the role of stakeholders local communities organisers local governments and infrastructure This critical event studies text is interdisciplinary and will make valuable reading for students and researchers who are interested in the relationships and dynamics involved in the construction and planning of festivals and events their immediate impact and their significance for the future      **Sport Tourism and Local Sustainable Development** Claude Sobry,Sorina Cernaianu,2022-02-08 Sport tourism is now widely regarded as a tool for sustainable local development This book brings together 24 authors from a range of countries to address this topic with analyses ranging from particular types of events to more theoretical approaches concerning the role of sport tourism in the development of Spanish cities or the digital communication of sporting events in Italy as a means of promotion The book is geared towards academic researchers and students interested in sport tourism sport economics management and sustainable development as well as policymakers and professionals tasked with dynamic



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## **Table of Contents Strategic Sports Event Management An International Approach**

1. Understanding the eBook Strategic Sports Event Management An International Approach
  - The Rise of Digital Reading Strategic Sports Event Management An International Approach
  - Advantages of eBooks Over Traditional Books
2. Identifying Strategic Sports Event Management An International Approach
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Strategic Sports Event Management An International Approach
  - User-Friendly Interface
4. Exploring eBook Recommendations from Strategic Sports Event Management An International Approach
  - Personalized Recommendations
  - Strategic Sports Event Management An International Approach User Reviews and Ratings

- Strategic Sports Event Management An International Approach and Bestseller Lists
- 5. Accessing Strategic Sports Event Management An International Approach Free and Paid eBooks
  - Strategic Sports Event Management An International Approach Public Domain eBooks
  - Strategic Sports Event Management An International Approach eBook Subscription Services
  - Strategic Sports Event Management An International Approach Budget-Friendly Options
- 6. Navigating Strategic Sports Event Management An International Approach eBook Formats
  - ePub, PDF, MOBI, and More
  - Strategic Sports Event Management An International Approach Compatibility with Devices
  - Strategic Sports Event Management An International Approach Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Strategic Sports Event Management An International Approach
  - Highlighting and Note-Taking Strategic Sports Event Management An International Approach
  - Interactive Elements Strategic Sports Event Management An International Approach
- 8. Staying Engaged with Strategic Sports Event Management An International Approach
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Strategic Sports Event Management An International Approach
- 9. Balancing eBooks and Physical Books Strategic Sports Event Management An International Approach
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Strategic Sports Event Management An International Approach
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Strategic Sports Event Management An International Approach
  - Setting Reading Goals Strategic Sports Event Management An International Approach
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Strategic Sports Event Management An International Approach
  - Fact-Checking eBook Content of Strategic Sports Event Management An International Approach
  - Distinguishing Credible Sources

13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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