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Strategic Sports Event Management **Routledge Handbook of Sports Event Management** Principles and Practices of Small-Scale Sport Event Management The Sports Event Management and Marketing Playbook **Managing Sport Events** Managing Major Sports Events **Routledge Handbook of Sports Event Management** Event Management in Sport, Recreation and Tourism **The Sports Event Management and Marketing Playbook** **Managing Major Sports Events** **Sports Event Management** Managing Sport Business *Strategic Sports Event Management* **Strategic Sports Event Management** **Event Management in Sport, Recreation and Tourism** **Sport Facility and Event Management** *Managing Sport Events* Sport Facility & Event Management **Managing Sport Facilities and Major Events** Managing Sport Mega-Events *Sports Management and Administration* **Routledge Handbook of the Business of Women's Sport** The Ultimate Guide to Sport Event Management and Marketing **Sport Facility and Event Management** *Events Management* *Introduction to Sports Tourism and Event Management, An Event Management Blueprint* **Crisis and Disaster Management for Sport** **Sports Event Management** Event Management **Sport Management** **Ambush Marketing in Sports** Sport, Media and Mega-Events *Risk and Safety Management in the Leisure, Events, Tourism and Sports Industries* **Sports Media, Marketing, and Management** Sport Management Education Emerging

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Technologies in Sport **An Insider's Guide to Managing Sporting Events** *Sport, Events, Tourism and Regeneration Legal, Safety, and Environmental Challenges for Event Management: Emerging Research and Opportunities*

Event Management May 02 2020 Students will learn how to design, plan, market and stage an event, as well as how to manage staff, staffing problems and how to ensure the safety of everyone involved. Also what they need to know about legal compliance, risk management, financial control and how to evaluate the success of the events they stage.

Managing Major Sports Events Jan 22 2022 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.

Event Management in Sport, Recreation and Tourism Aug 17 2021 Now in a fully revised and updated third edition, *Event Management in Sport, Recreation and Tourism* provides a comprehensive theoretical and practical framework for planning and managing events. Focusing on the role of event managers and their diverse responsibilities through each phase of the event planning process, this is still the only textbook to define the concept of knowledge in the context of event management, placing it at the centre of professional practice. Designed to encourage critical thinking on the part of the student, this book helps them develop the skills that they will need to become effective and reflective practitioners in the events industry. Containing a rich array of international real-world case studies, data and practical examples from sport, recreation and tourism

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contexts, this third edition is also enhanced by two completely new chapters on contemporary management issues and ethics in event management. *Event Management in Sport, Recreation and Tourism* is essential reading for any student or practitioner working in event management, sport management, leisure management, outdoor recreation or tourism.

The Sports Event Management and Marketing Playbook Feb 20 2022 Publisher Description
Crisis and Disaster Management for Sport Jul 04 2020 Crisis and Disaster Management for Sport is the first book to introduce key concepts and best practice in crisis and disaster management in sport and international sports events. The book draws from multiple disciplines to provide insight into the issues and challenges involved in planning for, and managing, crises and disasters in the context of sport. With an initial focus on sports event and venue resilience, the book also explores social, community and individual resilience within sport and examines concepts and issues such as fandom, risk perception, crowd control and management, crisis communication and reputational risk and the growing challenges posed by climate change. The book includes real-world case studies as well as disaster management-related simulation and scenario-building exercises and looks ahead to what might be the most significant threats in future to the safe and sustainable management of sport. With the devastating impacts of COVID-19 illustrating the central importance of resilience and proper preparation for crises and disasters, this book is an essential read for all researchers, students, practitioners and policy-makers working in sport, tourism, entertainment, leisure and critical event studies.

Risk and Safety Management in the Leisure, Events, Tourism and Sports Industries Dec 29 2019 The management of risk and safety is not simply a matter of trying to remove risks, but is necessary and vital to these industries. Sensible risk management is concerned with making the most of the

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positive opportunities or reducing the negative risks. This books shows how the absence of explicit risk practices is not necessarily an absence of risk management, and how many existing operational and strategic practices can be understood as part of a process of risk and safety management. Its main objective is to develop greater clarity in the communication of risks and the development of safety programmes, illustrating how organisations can use a single language of risk, relevant for all levels of management and areas of operation.

Managing Sport Mega-Events Mar 12 2021 Managing Sport Mega-Events explores global developments in the management of sport mega-events. Sport mega-events such as the Olympic Games and the Football World Cup have been examined from a number of academic perspectives including history, sociology, politics, urban planning and economics. What is lacking, however, is a book which identifies and evaluates the current issues and complexities faced by those charged with the responsibility of managing these sport mega-events. This book fills the gap. The book addresses three broad but interconnected themes. First, strategic matters are explored focusing on the rise of sport mega-events, the management of stakeholders and governance issues. Second, how organisers can best ensure the sustainable management of sport mega-events is considered. Third, operational matters and related issues are examined including media management, broadcast management, venue management, risk management, marketing and sponsorship management. The book draws on leading international sport management scholars, each of whom has expertise in the organisation of sport mega-events. It makes a valuable contribution to the existing literature.

Principles and Practices of Small-Scale Sport Event Management Aug 29 2022 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

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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.

Managing Sport Facilities and Major Events Apr 12 2021 Sport events are inextricably linked to the places in which they are hosted. High-profile events require high-quality venues, and the proper management of facilities is crucial to their success. Now in a fully revised and updated new edition, *Managing Sport Facilities and Major Events* is still the only textbook to introduce the fundamentals of sport facility and event management in an international context. With detailed real-world case studies and insights from professional practice, this book offers a systematic guide to the management issues and practical problems that sports managers must address to ensure financial, sporting, and ethical success. It covers all the key aspects of sport facility and major event management including the bidding process, facility development, risk analysis, budgeting, marketing, branding, and quality assurance, as well as completely new chapters on analytics, impact, and legacy. Now supported by a companion website containing slides, test banks, a glossary, and sample syllabus, this is an invaluable resource for students and practitioners alike and is essential to any course on sport facilities, event management or sport administration.

Sport Facility & Event Management May 14 2021 Sport Facility and Event Management provides

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readers with a working knowledge of how to manage sport facilities and how to plan, manage, implement, and evaluate sport events. The text integrates timely theoretical insights with real-world practicality and application, affording readers a strong foundation in facility and event management. The authors focus on a broad range of facilities and events, from community recreation facilities to large venues, reflecting the diversity of the industry.

Routledge Handbook of Sports Event Management Sep 29 2022 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 May 26 2022 Managing Major Sports Events: Theory and Practice is

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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.

[Managing Sport Business](#) Nov 19 2021 Contemporary sport is both a sophisticated and complex international business and a mass participatory practice run largely by volunteers and community organisations. Now in a fully revised and expanded second edition, this authoritative and

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comprehensive introduction to the theory and practice of sports management helps to explain the modern commercial environment that shapes sport at all levels and gives clear and sensible guidance on best practice in sports management, from elite sport to the local level. The first section examines the global context for contemporary sports management. The second explores the key functional areas of management, from organisation and strategy to finance and marketing, and explains how successful managerial techniques can be applied in a sporting context. The final section surveys a wide range of important issues in contemporary sports management, from corporate social responsibility to the use of information and communication technologies. Together, these sections provide a complete package of theory, applied practical skills and a state-of-the-art review of modern sport business. Complemented by a companion website full of additional resources, this book is essential reading for all students of sport management and sport business.

Events Management Oct 07 2020 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.

Sport Facility and Event Management Nov 07 2020 Includes access code for Navigate 2 Advantage Access.

Strategic Sports Event Management Oct 19 2021 The hosting of sports events, be they 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: An international approach* provides students and event managers in the industry 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 firstly understand the importance of a strategic approach, and secondly how to implement strategies that can achieve successful sports events over the short and long-term. Using international case studies such as the Sydney olympics 2000, Boardsurfing events in the UK, US and Australia, Manchester Commonwealth Games 2002, Salt Lake City Winter Olympics 2002 and Athen Olympics 2004, this text looks at: * The organisations involved such as the IOC, FIFA and IAAF, and their interactions with charities, teh media and promoters. * The planning process; short term and long term benefits, and evaluations. * Operational strategies including IT, communications, equipments and personnel. * The importance of long-term as well as short term strategic plans and the impact of hosting sports events. * Builds a conceptual framework for the planning, organising, managing and evaluating of sports events. * International cases and examples, of both large and small sports events, from first-hand experience and research.

Sports Event Management Dec 21 2021 Exploring sports event management from a Caribbean, small island developing state perspective, this volume uses the events of the recently held Cricket

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World Cup 2007 (CWC 2007) as a launching pad for identifying best practices and the way forward. The CWC 2007 was the first time in any sport, a World Cup was staged in nine independent countries. None of the Caribbean territories hosting a match has a population larger than Jamaica's 3.4 million; most have less than a quarter of a million people; economies are small and infrastructure limited. The hosting of this event produced significant lessons that the region and the world can learn from concerning sports event management.

Managing Sport Events Jun 26 2022 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

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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.

Sports Event Management Jun 02 2020 Exploring sports event management from a Caribbean, small island developing state perspective, this volume uses the events of the recently held Cricket World Cup 2007 (CWC 2007) as a launching pad for identifying best practices and the way forward. The CWC 2007 was the first time in any sport, a World Cup was staged in nine independent countries. None of the Caribbean territories hosting a match has a population larger than Jamaica's 3.4 million; most have less than a quarter of a million people; economies are small and infrastructure limited. The hosting of this event produced significant lessons that the region and the world can learn from concerning sports event management.

Introduction to Sports Tourism and Event Management, An Sep 05 2020 The importance of Sport Tourism as a developing science and Sport Events specifically is on the increase. This is especially true when experts say that sport tourism is big business. South Africa, like most other countries, hosts thousands of sport events each year. Therefore, destinations compete fiercely not only to host

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these events but also to offer quality events. All this is happening despite the fact that there is a lack of properly trained sport and event managers. Therefore, the purpose of this book is to equip the reader with specific knowledge and skills about the sport and events tourism phenomenon. The book deals with a wide variety of topics, stretching from the history of sport tourism to new and globally important issues such as the greening of sport events. The book is a useful tool for both students and practitioners alike, since it also provides guidelines and case studies.

Sport Management Mar 31 2020 Sport Management: Principles and applications provides a comprehensive introduction to the practical application of management principles within sport organisations. It is ideal for first and second year students studying sport management related courses, as well as those studying business focussed and human movement/physical education courses seeking an overview of sport management principles. In full colour to make key information easier to locate, the book provides a comprehensive overview of: -The nature of the sport industry and the role of the state, non-profit and professional sectors in sport. -Core management principles and their application in sport, highlighting the unique features of how sport is managed. Includes discussion and insight into strategic planning, organisational culture, organisational structures, human resource management, leadership, governance, financial management, marketing and performance management. Highly accessible, each chapter has a coherent structure featuring: -A conceptual overview of the focus for the chapter. -A presentation of accepted practice and key research findings supported by specific organisational examples at the community, state/provincial, national and professional levels drawing from countries around the globe. -A section of teaching and learning resources including a reference list, suggestions for further reading, relevant websites, and tutorial activity or study questions.. -Brand new to this edition is a new case study at the end of each

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chapter as well as two new chapters on marketing and financial management. * Covers the fundamental management issues unique to sport so that students understand how general management principles relate to their area of study. * Extensive online lecturer materials, including PowerPoint for every chapter, tutorial activities, test banks, and diagnostic and teaching notes help lecturers save time preparing for lectures. * Brand new case studies, examples and chapters from the UK, Europe and Asia-Pacific prepare students for employment in any country.

Event Management Blueprint Aug 05 2020

Sports Media, Marketing, and Management Nov 27 2019 "This book is a comprehensive reference source for the latest scholarly material on the effectiveness of current methodologies and theories in an effort to improve promotional activities, management, and the organization of all aspects of the sports industry. Highlighting a range of pertinent topics such as brand management, social media, and sports tourism marketing"--

Strategic Sports Event Management Sep 17 2021 Provides event managers with an insight into the strategic management of sports events of all scales and nature. It uses new international case studies throughout to offer real-world insight in both larger and smaller events.

Ambush Marketing in Sports Feb 29 2020 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.

An Insider's Guide to Managing Sporting Events Aug 24 2019 "An Insider's Guide to Managing

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Sporting Events is a must-read that will provide you with the tools needed to produce a profitable event that brings back spectators, sponsors, athletes, and television coverage year after year."--
BOOK JACKET.

Sport, Media and Mega-Events Jan 28 2020 Bringing together many of the most influential scholars in sport and media studies, this book examines the diverse ways that media influences our understanding of the world's most important sport events, dubbed sports mega-events. It sheds new light on how these events have been changed by the media, and have, in turn, adapted to media to further their brand's cultural influence. Focusing on the central concept of "mediatization" - the permeation of media into all spheres of contemporary life - the book presents original case studies of major events including the Olympics, FIFA, rugby and cricket World Cups, Tour de France, Super Bowl, World Series, Monaco Grand Prix, Wimbledon, and many more. Written from a truly international perspective, this is a seminal work in sport and media studies that reveals the growing political, economic, and cultural influences of sport mega-events in contemporary society. Sport, Media and Mega-Events is an essential text for any course on the sociology of sport, event management, sport marketing, or featuring a cultural, communication or media studies approach to sport.

Sport Management Education Oct 26 2019 "This book examines a range of contemporary issues related to the global delivery of sport management education. At a time of unprecedented change in Higher Education, the book looks closely at how sport management education can and should deliver positive outcomes in sport business and management outside of the university. The book brings together sport management academics from around the globe and examines how their practice in education has been shaped by the cultural, religious and political context of the national regions in

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which they work. It aims to identify core principles in sport management education and implementation, and discusses the key aspects of sport management programs, from curriculum design and pedagogy to issues around unified accreditation and the needs of employers. It also focuses in on what sport management education might look like in an increasingly digital post-COVID world. This is essential reading for all sport management educators and anybody working in sport-related professions looking to understand global educational platforms and their implications for policy at local, regional, national and international level"--

Legal, Safety, and Environmental Challenges for Event Management: Emerging Research and Opportunities Jun 22 2019 Every corporate or special event requires a governing entity to provide proper handling for any kind of situation. A proper understanding of various laws and legislation may not only help with identifying possible challenges, but it may also assist in mitigating situations when they do occur. *Legal, Safety, and Environmental Challenges for Event Management: Emerging Research and Opportunities* is an essential reference source that provides an in-depth understanding of various dimensions of events management practice, legal issues, and risk management, which can include environmental legislation and impacts, health and safety frameworks, consumer laws, licensing, contracts, and legal technologies. Featuring coverage on a broad range of topics such as crowd management, workplace hazards, and emergency preparedness, this book is ideally designed for event planners, event organizers/coordinators, security staff, managers, marketers, researchers, academicians, students, and industry professionals seeking current research on events, tourism, hospitality, and leisure management.

Sport, Events, Tourism and Regeneration Jul 24 2019 Investments in sport, events and tourism in cities and wider regions are part of nascent regeneration strategies linked to transitioning economic

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bases and place images. While it is important to consider physical regeneration, there is a range of subsequent benefits and opportunities brought about through regeneration that considers social impacts, communities and how investments and developments influence how people interact in transformed spaces. This book brings together a collection focusing on the diverse range of approaches and perspectives of regeneration. Twelve chapters outline and bring together critical perspectives of regeneration from scholars in different parts of the world. This collection critically assesses some of the key factors impacting upon regeneration initiatives in relation to sport, events and tourism. By doing so, this book assesses if new opportunities have arisen from developments, increasing the demands and needs of locals and tourists, or if transformations result in exclusion - thus challenging who regeneration is for. This book will be valuable reading for students and academics interested in tourism studies, events planning, sport and leisure studies or development studies, as well as the wider social sciences.

Emerging Technologies in Sport Sep 25 2019 Advances in technology have always had a significant impact on sport. This book surveys the next generation of emerging technologies and considers how sport managers, governing bodies and officials can meet the challenges that they pose for sport competition, participation and events. It explores cutting edge developments in areas such as gene doping, vision and brain technologies, 3D printing technologies, molecular communication technologies and our ability to "rebuild" bodies. Each chapter considers the implications of a particular technology in terms of ethics, rules and regulations, facilities and resourcing, as well as the emergence of completely new forms of sport, and offers strategies for future sport management. Emerging Technologies in Sport is a valuable resource for sport industry professionals, undergraduate students in the fields of sport management, sport tourism, and sport business, and a

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fascinating read for anyone with an interest in sport and future applications of emerging technologies within sport.

Managing Sport Events Jun 14 2021 *Managing Sport Events*, Second Edition, presents the principles and practices of effective event management. It takes readers through the entire process, from event planning through postevent evaluation

The Ultimate Guide to Sport Event Management and Marketing Dec 09 2020 To achieve the excitement, communications, and excellent hospitality that are involved in making a sport event a success takes a great deal of planning, imagination and management skills. This book goes behind the scenes to explain how special events in sports can be effective, successful, and profitable.

Sports Management and Administration Feb 08 2021 Sport is a growing industry with enormous numbers of people now involved in the management and administration of sports, fitness and exercise. Whether voluntary, public or commercial sectors, all can benefit by improving the practice and delivery of the management of sport and its organisations. This text is designed to help all those delivering sport to deliver it better and includes:

- What's different and special about sports management?
- The voluntary sector
- Event management and marketing
- Marketing, fundraising and sponsorship
- Managing staff and volunteers
- Organisational management principles
- Legal issues including health and safety
- Case studies - both local and national.

Full of practical examples this book reveals sports management in action, showing how good management helps us to deliver better sports participation, at all levels. This book is a must for undergraduates as well as an invaluable tool for professionals in sport management and administration in the private public and voluntary sectors.

Event Management in Sport, Recreation and Tourism Mar 24 2022 Now in a fully revised and

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updated third edition, *Event Management in Sport, Recreation and Tourism* provides a comprehensive theoretical and practical framework for planning and managing events. Focusing on the role of event managers and their diverse responsibilities through each phase of the event planning process, this is still the only textbook to define the concept of knowledge in the context of event management, placing it at the centre of professional practice. Designed to encourage critical thinking on the part of the student, this book helps them develop the skills that they will need to become effective and reflective practitioners in the events industry. Containing a rich array of international real-world case studies, data and practical examples from sport, recreation and tourism contexts, this third edition is also enhanced by two completely new chapters on contemporary management issues and ethics in event management. *Event Management in Sport, Recreation and Tourism* is essential reading for any student or practitioner working in event management, sport management, leisure management, outdoor recreation or tourism.

Sport Facility and Event Management Jul 16 2021 *Sport Facility and Event Management* focuses on the major components of both facility and even management: planning, financing, marketing, implementation, and evaluation. It integrates timely theoretical foundations with real world practicality and application to provide the reader with a strong foundation in facility and event management. The authors focus on a broad range of facilities and events to demonstrate the diversity of the industry, which encompass recreation, leisure, health and fitness, in addition to the more commonly discussed sport facilities and events. The texts robust pedagogy includes chapter learning objectives, industry expert spotlights, vignettes, case studies, discussion questions, and tip points, as well as actual examples from the industries covered throughout the book.

Routledge Handbook of Sports Event Management Apr 24 2022 From the Olympic Games to

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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.

Routledge Handbook of the Business of Women's Sport Jan 10 2021 Combining knowledge from sport management, marketing, media, leadership, governance, and consumer behavior in innovative ways, this book goes further than any other in surveying current theory and research on the business of women's sport around the world, making it an unparalleled resource for all those who aspire to work in, or understand, women's sport. Featuring international perspectives, with authors from North America, South America, Europe, Asia, and Oceania, and insightful, in-depth profiles of real leaders within different sectors of women's sport in the global sport industry, the

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Routledge Handbook of the Business of Women's Sport offers an integrated understanding of the ways traditional media and social media impact both the understanding and advancement of women's sport properties, businesses, teams, and athletes. Innovative case studies show how societal issues such as gender, power, and framing impact the business of women's sports and those who work in women's sport. An essential reference for any researcher or advanced student with an interest in women's sport or women in business, and useful supplementary reading for researchers and advanced students working in sport business, sport management, mainstream business and management, or women's studies.

Strategic Sports Event Management Oct 31 2022 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

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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 Sports Event Management and Marketing Playbook Jul 28 2022 As a sporting event planner, how do you keep up with the trends of the ticket buying public, sponsorship and merchandising while at the same time attending to the hundreds of management and operational details required to execute the event? A successful sports event requires a planner that can read signals from their market and plan strategically to maintain sponsors and a fill an arena.