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The Sports Event Management and Marketing Playbook **Strategic Sports Event Management** **Routledge Handbook of Sports Event Management** *Sport Facility and Event Management* *Managing Sport Events* *Sport Facility & Event Management* *Managing Sport Events* **The Sports Event Management and Marketing Playbook** **Strategic Sports Event Management** *Strategic Sports Event Management* *Event Management in Sport, Recreation and Tourism* **The Ultimate Guide to Sport Event Management and Marketing** *Strategic Sports Event Management* **The Ultimate Guide to Sports Marketing** **Managing Sport Mega-Events Principles and Practices of Small-Scale Sport Event Management** **The Sports Event Management and Marketing Playbook, 2nd Edition** **Event Management Blueprint** **Managing Sport Facilities and Major Events** **Managing Major Sports Events** *Event Management Blueprint* **Introduction to Sports Tourism and Event Management** **Event Management** **Sports Event Management** *Security Management for Sports and Special Events* **Sport, Recreation and Tourism Event Management** **An Insider's Guide to Managing Sporting Events** *Event Management: For Tourism, Cultural, Business and Sporting Events* **Sport Facility Management** **Events Management** *Facility and Event Management: Applications in Sport* **Sports Arena and Event Management** *Sports Management and Administration* *Event Management for Tourism, Cultural, Business and Sporting Events* **Crisis and Disaster Management for Sport** *The SAGE Handbook of Sport Management* *International Sports Events* *Managing and Leveraging Events* **Foundations of Managing Sporting Events** **Impacts and strategic outcomes from non-mega sport events for local communities**

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 Blueprint: Creating & Managing Successful Sports Events

The growing global sport industry requires that the sport management curriculum keep abreast of new and proven management techniques. The book provides readers with a comprehensive up-to-date introduction to each element of facility management for the full range of sporting events. The demand for individuals who are educated and trained in facility management event organisation and risk management has grown significantly in the past decade. Each chapter provides both a theoretical foundation and practical applications for each critical phase of facility management: from pre-event briefings to cleanup and closings. The authors have meticulously provided photographs, case studies, chapter summaries, questions and industry examples to supplement each chapter and to assist the student in gaining an overall picture of the sporting event industry today. The book provides in-depth discussions about positive advances (e.g. ticket purchases concessions stadium design) that have made the entire experience easier and more comfortable for fans; and about the negative economic and cultural consequences for sport events after 11 September 2001.

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. 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. It's a full house for tonight's game . . . the stadium is rocking for a championship contest . . . fans are lined up around the block to get into the arena. And you're responsible for making sure they all have a good time. Sports venues big and small need creative, hard-working people to operate them. Do you have the organizational skills to succeed in this busy field? Put on your headset--and some running shoes--and get ready to take on the challenge. If you want to stay in the game in any way you can, **Careers Off the Field** is for you. Every book shows you ways to combine your passion for sports with a way to make sports your career, even if you're not putting on a uniform. Each title in this series contains color photos, charts showing salaries for career areas, tips on key educational steps toward the career, and back matter including: an index, further reading lists for books and internet resources, and a series glossary. Mason Crest's editorial team has placed Key Icons to Look for throughout the books in this series in an effort to encourage library readers to build knowledge, gain awareness, explore possibilities and expand their viewpoints through our content rich non-fiction books. Key Icons are as follows: Words to Understand are shown at the front of each chapter with definitions. These words are then used in the prose throughout that chapter, and are emboldened, so that the reader is able to reference back to the definitions- building their vocabulary and enhancing their reading comprehension. Sidebars are highlighted graphics with content rich material within that allows readers to build knowledge and broaden their perspectives by weaving together additional information to provide realistic and holistic perspectives. Text Dependent Questions are placed at the end of each chapter. They challenge the reader's comprehension of the chapter they have just read, while sending the reader back to the text for more careful attention to the evidence presented there. Research Projects are provided at the end of each chapter as well and provide readers with suggestions for projects that encourage deeper research and analysis. A Series Glossary of Key Terms is included in the back matter contains terminology used throughout the series. Words found here broaden the reader's knowledge and understanding of terms used in this field. 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. 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. 2016 marks the 50th anniversary of the 1966 FIFA World Cup, hosted in England. Unlike previous literature, which has tended to focus activities on the field, this book brings an institutional level approach to organizing the 1966 FIFA World Cup and examines the management process in the buildup and execution of the event. This intriguing new volume looks at the first significant UK government intervention in football and how this created a significant legacy as the government started to take a real interest in leisure facilities and stadium safety as policy areas after this competition. **Foundations of Managing Sporting Events** will be of considerable interest to research academics working on aspects of post war British, Imperial, and World history including sport, social, business, economic, and political history. Sports marketing is heralded as one of the most prestigious, exciting, and popular fields in contemporary marketing. The number of related programs in colleges and universities has exploded, and companies tied with sports marketing handle thousands of avid career hopefuls each year. **The Ultimate Guide to Sports Marketing** is the first book to go behind the scenes and outline a strategic, integrated approach to effective and innovative sports marketing. Completely revised and repackaged to provide detailed strategies on entering the sports marketing field, acquiring funding, managing event logistics and more, this comprehensive guide covers a wide range of topics including:

- Use of the Internet as a sports marketing tool
- Negotiations and contracts with sponsors and suppliers
- Specifics of licensing deals

This book offers new insight into **International Sports Events (ISEs)**, examining the relationship between sport, tourism and events. It assesses sports events through the lens of both sports participants and spectators, based on three primary themes: impacts, experiences and identities. The first section of the book contributes to the future development of knowledge by analyzing the impact of sport events and their legacies from economic, environmental, social, sporting, political and cultural perspectives – an understanding of the impacts and potential legacies of sports events is fundamental to their future development. In the second section of the book, the focus moves from impact and legacy issues towards exploring consumer behaviour and participant experiences at a diverse selection of **International Sports Events**. The emphasis within this section is grounded within the tourism dimension of sports events. Section three of the book highlights the dominant role of identity at a diverse selection of sports events, and demonstrates how that identity is displayed whilst either watching or participating in sport and leisure. The book provides an international analysis drawing on emerging empirical research conducted across a diverse range of sport and leisure activities and contrasting locations. Linked to the three underlying themes of the book, a future research agenda for **International Sports Events** is provided which is centred on four key pillars: impact, identity, internationalization and interdisciplinary research. This timely book will be of interest to students, researchers and academics studying **Event Management**, **Sport Management** and **Sport Tourism**. 'Event Management', with its true-to-life examples of events across the nation, illustrates the skills needed to become a successful event manager. It details how to design, plan, market, and stage an event. In addition, students will learn how to manage staff and staffing problems and ensure safety. Topics discuss financial control and much more. 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.. **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. Do small- and medium-sized sporting events affect the overall wellbeing of people living in the host community? If so, how 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*. *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. 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 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. *Event Management*, specifically written for the Diploma of Event Management and Advanced Diploma of Event Management, is a comprehensive resource for anyone wanting to build their expertise in professional event management. This edition adopts a scaffold learning pedagogy, helping students move through the material logically and efficiently while building on their understanding of tourism, cultural, business and sporting events. 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. 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. *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 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. 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. Though spectator and player security has always been a priority for sport and facility managers at all levels, large-scale threats such as terrorism or natural disasters have become even more critical management concerns. Proactive sport and facility managers understand the role they must take in working with local law enforcement, contracted security personnel, and their own employees to adequately plan for and respond to threats—both manmade and natural. *Security Management for Sports and Special Events: An Interagency Approach to Creating Safe Facilities* presents a systematic approach to stadium and venue security. Unlike traditional risk management books that present guidelines to promote safety and discourage litigation in sport and recreation settings, *Security Management for Sports and Special Events* deals specifically with natural disasters, terrorism, crowd control problems, and other large-scale threats. As sport and facility managers seek to broaden their building management capabilities, this text offers detailed guidance in improving the quality, coordination, and responsiveness of security protocols within their facilities. With this text, sport and facility managers examine the concerns and challenges to security and emergency planning for both sport and non-sport events held at their facilities. *Security Management for Sports and Special Events* offers an organized explanation of event security to support the planning, implementation, and communication of security and emergency plans to staff and game-day hires as well as the assessment of emergency preparation. Drawing on numerous examples from both in and out of sport, readers will consider the challenges, solutions, best practices, and prescriptions for coordinating the efforts of staff, law enforcement, and security personnel. Readers will find an array of tools that assist in understanding and implementing the material presented: •Case studies at the end of each chapter and “Lessons Learned” sections that summarize and apply the information to a real-world scenario •Chapter goals and application questions that provide a clear map for the chapter and promote critical thinking of the issues •Sidebars throughout the text that provide examples of important current issues in sport and event security management •Reproducible checklists, forms, and additional resources that help in designing and implementing plans •More than 20 appendix items, including key guidelines, checklists, and needs assessments Emphasizing interagency development and a team approach to sport event security management, *Security Management for Sports and Special Events* allows sport and facility managers to lessen risk, control insurance costs, and uphold the integrity of their facilities through security management procedures. The text is developed according to the requirements of the Department of Homeland Security’s National Incident Management System (NIMS) and serves as the manual for managers seeking to achieve the SESA Seal of Approval offered by the University of Southern Mississippi’s National Center for Spectator Sports Safety and Security (NCS4). Developed by the authors and the only dedicated research facility for sport security management, NCS4 is on the cutting edge of researching and assessing game-day operations for security and crisis management. *Security Management for Sports and Special Events* is a practical resource for identifying and managing potential threats to fans’ and players’ safety. With proper protocols in place and a coordinated response, sport and facility professionals can ensure the safety of participants and spectators from terrorism, natural disasters, and other potential encounters. 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. *Sport, Recreation and Tourism Event Management* encourages students to apply theoretical foundations as they “think through” the requirements for any specific event, enabling them to develop a knowledge strategy for event management that will guide them into this field. This book focuses specifically on the operational planning component and the role of the event manager as the planner and facilitator, providing theoretical foundations behind the activities for planning. Full of industry applications strengthening the featured theory, *Sport, Recreation and Tourism Event Management* is the essential book for anyone entering the event management field. Includes access code for *Navigate 2 Advantage Access*. Perfect for both undergraduate and graduate level courses, *Facility and Event Management* covers everything from the history of sport facilities, to the construction of new stadiums, to customer service, and booking events. 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. This book explores and advances the latest concepts and developments in event management theory and practice. Drawing on the ever-growing event management literature – and supported by theories and concepts from parent disciplines – the book examines challenges and opportunities related to maximising business and social benefits for those working in different event management positions in a variety of contexts. Written by an international team of five management scholars, the book investigates event management and leverage from various angles, including international business, event business studies, sport management, community development, and business strategy. It does so by offering a combination of theoretical approaches as well as contemporary cases from around the world. This book will be of interest to undergraduate and postgraduate students of event management, as well as scholars researching in social and business-related areas of event management and leverage. 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. *Publisher Description Sport Facility and Event Management* provides 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. 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 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. Whether you are breaking into the field of sport event management and marketing or you're an established professional on your way up, this book is the most comprehensive guide to the hundreds of issues, activities, and responsibilities connected with making any sport event a success. 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.. "An Insider's Guide to Managing 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. Students will learn how to design, plan, market and stage an event. They will also learn how to manage staff and staffing problems, and how to ensure the safety of everyone involved. Covers important information about legal compliance, risk management, financial control, and how to evaluate the success of an event.

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