



Managing Major Sports Events

Theory and Practice

Second Edition

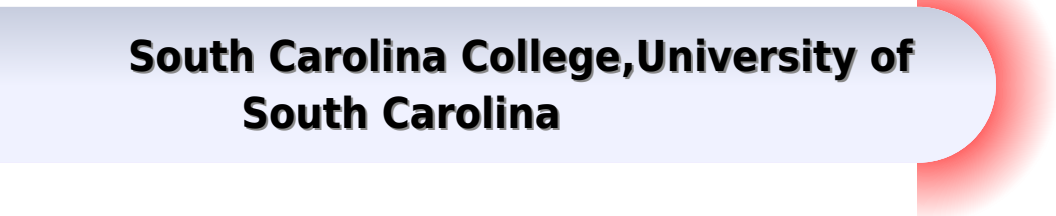
Melissa M. Parent and Amanda Ruetsch



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Managing Major Sports Events Theory And Practice

**South Carolina College, University of
South Carolina**



Managing Major Sports Events Theory And Practice:

Managing Major Sports Events Milena M. Parent, Sharon Smith-Swan, 2013 This text is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events from initial bid to post event legacy The book draws closely on the authors personal practical experiences of day to day management during the 2010 Winter Olympics in Vancouver

Managing Major Sports Events Milena M. Parent, Aurélie Ruetsch, 2020-11-29
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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 major sports events : theory and practice Milena M. ; Ruetsch Parent (Aurélia),2023

Routledge Handbook of Sports Event Management Milena Parent,Jean-Loup Chappelet,2017-07-14 From the Olympic Games to community level competitions sports events can be complex and pose a particular set of managerial challenges The Routledge Handbook of Sports Event Management surveys the management of sports events around the world of every size and scale from small to mega events including one off and recurring events and single sport and multi sport events The book adopts a unique stakeholder perspective structured around the groups and individuals who have an interest in and co create sports events including organising committees promoters sport organisations spectators community groups sponsors host governments the media and NGOs Each chapter addresses a specific stakeholder defines that stakeholder and its relationships with sports events describes the managerial requirements for a successful event assesses current research and directions for future research and outlines the normative dimensions of stakeholder engagement such as sustainability and legacy No other book takes such a broad view of sports event management surveying key theory current research best practice and moral and ethical considerations in one volume With contributions from leading sport and event scholars from around the world the Routledge Handbook of Sports Event Management is essential reading for any advanced student researcher or professional with an interest in sport management sport development sport policy or events

Research Handbook on Major Sporting Events Harry A. Solberg,Rasmus K. Storm,Kamilla Swart,2024-01-18 Presenting a comprehensive and pragmatic view on challenges around sporting events this timely Research Handbook examines the hosting of major sporting events and the impacts they can have on stakeholders Looking beyond the host destination it provides a wealth of conceptual analysis on the organisation and administration of such events including the bidding process planning management sponsorship issues and marketing

Routledge Handbook of Theory in Sport Management George B. Cunningham,Janet S. Fink,Alison Doherty,2015-10-16 Theory is an essential element in the development of any academic discipline and sport management is no exception This is the first book to trace the intellectual contours of theory in sport management and to explain critique and celebrate the importance of sport management theory in academic research teaching and learning and in the development of professional practice Written by a world class team of international sport management scholars each of whom has taken a leading role in developing a particular theory or framework for understanding sport management the book covers the full span of contemporary issues

debates themes and functional approaches from corporate social responsibility and diversity to strategy marketing and finance Every chapter explores a key theoretical approach including an overview of that theory a discussion of the process of theory development and of how the theory has been employed in research practice or teaching and outlines directions for future research in that area Each chapter includes cases and examples as well as short illustrative commentaries from people who have used that particular theory in their work and attempts to highlight the theory practice links or gaps in that area For a fully rounded understanding of what sport management is and how it should be studied taught and practiced a thorough grounding in theory is essential The Routledge Handbook of Theory in Sport Management is therefore important reading for all advanced students researchers instructors managers and practitioners working in this exciting field **The SAGE**

Handbook of Sport Management Russell Hoyer, Milena M. Parent, 2016-11-15 The SAGE Handbook of Sport Management draws together the best current research on the major topics relevant to the field of sports management including leadership gender diversity development policy tourism and media Edited by two of the most respected figures in the field the handbook includes contributions from leading sport management academics from Australia Canada New Zealand USA the UK and Europe 10th European Conference on Information Systems Management Paulo Silva, António Guerreiro, Rui

Quaresma, 2016 **Running Events** Vassil Girginov, Kostas Alexandris, Jeroen Scheerder, 2022-12-27 This is the first book to critically examine the relationship between running events in local national and international welfare policy their marketing and management and the resulting social impacts Drawing on original empirical research the book presents a series of illustrative case studies with each chapter containing take home messages for sport and events managers looking to improve their professional practice Developing a new theoretical perspective on running events the book presents data from around the world including five European countries the US and China It covers different types of events from big city marathons to community park runs and new types of events such as path and trail runs night runs ultra runs extreme runs and obstacle runs presenting a typology of running events that will help shape the future analysis of this rapidly growing sector The book also examines the market for running events runners socio demographic profiles the main management and marketing approaches and techniques used by organisers and the socio economic impacts of running events such as the effect on people's attitudes and behaviours organisational planning city promotion and social interactions Running events are central to sport at all levels from grassroots to professional so this book is essential reading for any student researcher or practitioner working in sport management sport development sport policy the sociology of sport or event studies **Principles and**

Practices of Small-Scale Sport Event Management Fotiadis, Anestis, Vassiliadis, Chris, 2020-05-08 Although there is significant research on large events that take place within athletics small scale events are largely ignored in part due to the lack of press that they generate However these events require planning and preparation in the same way that larger sporting events do This disparity between the effort that goes into the event and the attention the event draws allows for a gap in

strategy or information available to those planning smaller scale athletic events

Principles and Practices of Small Scale Sport Event Management is a cutting edge reference publication that examines the successful organization and planning of small scale sporting events Featuring a wide range of topics such as community engagement event planning and sports management this book is ideal for event planners sports managers marketers academicians practitioners industry professionals researchers event organizers coordinators and students

From Olympic Administration to Olympic Governance Emmanuel Bayle, Jean-Loup Chappelet, 2017-10-02 Lausanne the Swiss city IOC International Olympic Committee President Juan Antonio Samaranch honored with the title Olympic capital in 1994 is now the administrative capital of world sport The past century has presented Olympism with many challenges and that continues to be the case today the issues may have changed but they are no less numerous Controversies over phony amateurism the two Chinas and the creation of a modern Olympia have been resolved only to be replaced by questions of governance compliance strategy responsible management the size of the Games the scarcity of bids and new forms of doping and corruption All these themes are examined in the articles that make up this book published about 100 years after the establishment of the IOC's headquarters in Lausanne This book was originally published as a special edition of *Sport in Society*

Digital Sport Marketing Alan Seymour, Paul Blakey, 2020-09-10 Digital sport marketing is a new dynamic and rapidly evolving area that is having a profound impact on contemporary sport business This is the only textbook to introduce core principles and best practice in digital sports marketing focusing on key issues emerging topics and practical techniques The book surveys the new international digital landscape in sport business and explains how to apply digital marketing across key areas from fan engagement and public relations to strategic communication and branding Every chapter includes discussion of key concepts an in depth case study and an in depth conversation with a leading industry practitioner that demonstrates how digital marketing works in the real world Full of useful features this is an essential textbook for any sport marketing sport management sport business or sport development course

Cases For Event Management and Event Tourism Donald Getz, Vassilios Ziakas, 2023-04-30 A comprehensive collection of fully developed case studies of event management and event tourism main areas including HR leadership marketing strategy operations stakeholder management and evaluation all written by international experts It is a must have collection for all those studying and teaching event management and event tourism

Routledge Handbook of the Olympic and Paralympic Games Dikaia Chatziefstathiou, Borja García, Benoit Séguin, 2020-07-12 This handbook offers an important and timely contribution to the interdisciplinary field of Olympic studies It brings together for the first time in a single volume a complete analysis of current and future economic commercial socio political cultural and governance challenges facing both the Olympic and Paralympic Games their athletes and institutions The book presents new research and broad surveys exploring pressing debates challenges and possible solutions surrounding the modern Olympic and Paralympic Games across diverse socioeconomic and political contexts Featuring chapters written

by leading scholars athletes and administrators from a range of disciplines and backgrounds the handbook is divided into four main areas athletes business governance and socio cultural issues within the Olympic and Paralympic Games Examining key themes theories and new emerging issues within the field the book offers expert insights into every major topic related to the Olympic and Paralympic Games including doping integrity athletes rights culture nationality sponsorship branding governance sports policy and law marketing social media technology e sports politics ethics international relations legacy and impact The only up to date handbook to reflect the true breadth and depth of this international field of research the Routledge Handbook of the Olympic and Paralympic Games is a landmark publication for all students and scholars of sport studies as well as those working in sport business media event management and administration economics marketing management politics Olympic studies and cultural studies It is also an important resource for sport management practitioners and sports officials

Events Project Management Georgiana Els,Ian Reed,Vanessa Mawer,Hanya Pielichaty,2016-11-10 This book provides events management students with an accessible and essential introduction to project management Written by both academics and industry experts Events Project Management offers a unique blend of theory and practice to encourage and contextualise project management requirements within events settings Key questions include What is project management How does it connect to events management What is effective project management within the events sector How does academic theory connect to practice The book is coherently structured into 12 chapters covering crucial event management topics such as stakeholders supply chain management project management tools and techniques and financial and legal issues Guides templates case study examples industry tips and activity tasks are integrated in the text and online to show practice and aid knowledge Written in an engaging style this text offers the reader a thorough understanding of how to successfully project manage an event from the creative idea to the concrete product It is essential reading for all events management students

Managing Global Sport Events David M. Herold,Greg Joachim,Stephen Frawley,Nico Schulenkorf,2022-10-19 Managing Global Sport Events Logistics and Coordination provides a look behind the scenes of large scale sports events combining the previously separate but inextricably bound areas of sports logistics and coordination management

Routledge Handbook of Sport and Corporate Social Responsibility Juan Luis Paramio Salcines,Kathy Babiak,Geoff Walters,2013-07-18 As the role of sport in society becomes ever more prominent and as sports organisations become increasingly influential members of the global community so it has become more important than ever for sport to consider its wider social responsibilities The Routledge Handbook of Sport and Corporate Social Responsibility is the first book to offer a comprehensive survey of theories and concepts of CSR as applied to sport and the social ethical and environmental aspects of sport business and management It offers an overview of perspectives and approaches to CSR in sport examines the unique features of the sport industry in relation to CSR explores the tools models common pitfalls and examples of best practice on which managers can draw and discusses how CSR and corporate

citizenship can be integrated into the sport management curriculum The book covers every key issue and functional area including implementation strategic benefits communication and corporate image stakeholder engagement and the measurement and evaluation of CSR policies and practices and includes detailed international case studies from the NBA and the Olympic Games to Japanese soccer The Routledge Handbook of Sport and Corporate Social Responsibility is important reading for any student researcher manager or policy maker with an interest in sport business management ethics or development

Global Sport Leadership Stephen Frawley, Laura Misener, Daniel Lock, Nico Schulenkorf, 2019-03-20 This book explores the global developments in sport leadership and practice Drawing on the vast and ever growing leadership literature the book examines advances in leadership theory and practice in the context of the challenges faced by those working in global sport management positions It explores the various dimensions of leadership with a particular focus on the development of leadership theory It also looks at the operational and contextual elements of leadership in a global sport environment and finally reflects on the status quo and explores future challenges and research opportunities for leadership and global sport management

Elite Youth Sport Policy and Management Elsa Kristiansen, Milena M. Parent, Barrie Houlihan, 2016-10-04 Elite youth sport competitions have increased significantly in number in recent years with the Youth Olympic Games representing the high point of this phenomenon This book examines the global context within which elite youth sport has emerged and continues to grow It explores elite youth sport policy across fifteen countries in Europe the Americas Africa and Asia addressing the questions of how youth talent development is organised and why elite youth sport has become so popular Taking a comparative global perspective the book analyses the growth in more systematic approaches to young athlete development and the increasing emphasis on early talent identification It discusses the attitude of stakeholders such as NGBs governments and sponsors towards elite youth sport while also considering how young elite athletes interests are protected and how the growth in elite youth sport affects a sport s development strategy Written by a team of internationally renowned researchers *Elite Youth Sport Policy and Management* A comparative analysis is fascinating reading for all students scholars managers policy makers and coaches with an interest in youth sport elite sport development talent identification and sports policy

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