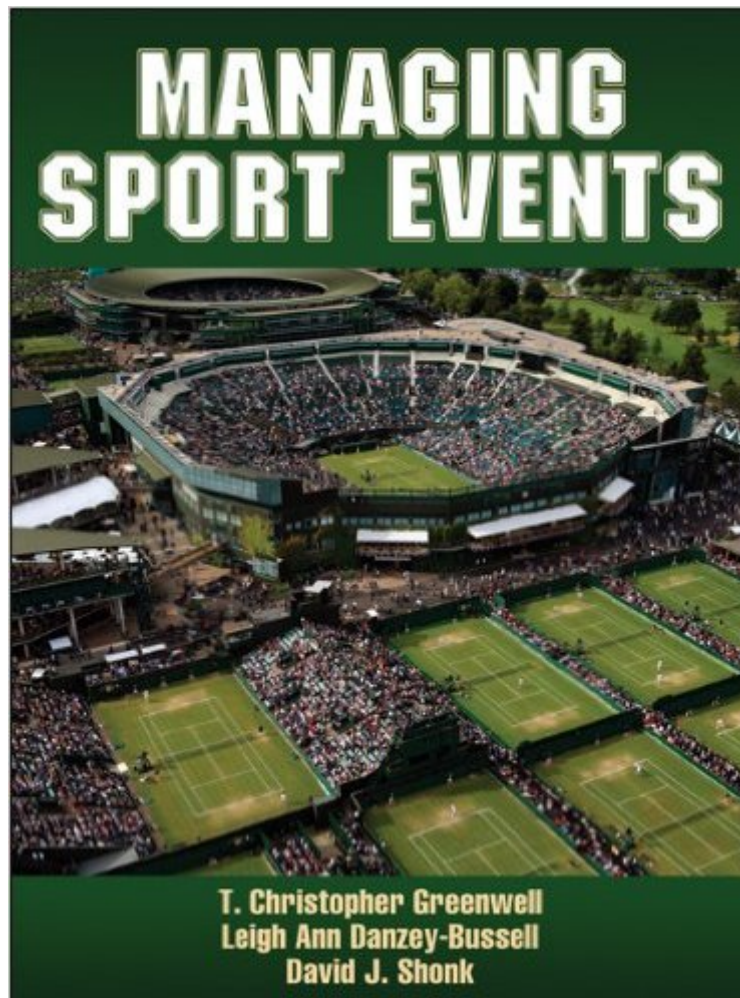


The book was found

Managing Sports Events



Synopsis

Whether it's a local event, state championship, or international competition, running a successful sport event requires the knowledge and skills to plan, organize, promote, lead, and communicate. *Managing Sport Events* presents the principles and practices related to effective event management, taking readers through the entire process from event conception through postevent evaluation. Merging research findings with best practices, *Managing Sport Events* is an essential text for sport event management courses and combined sport event and facilities management courses. In each chapter, key principles of event management are presented and reinforced through examples from the sport industry. Case studies from a variety of sports and settings offer a balanced, practical perspective for handling all levels of events. In addition, each chapter features a profile of an industry professional providing insights from event managers working in venues. This text also includes learning activities that challenge students to assess existing events and consider how they might manage these events differently based on information from the chapter. Numerous checklists, templates, and worksheets throughout the text demonstrate a variety of tools for successful planning and implementation of events. The accompanying instructor guide offers detailed suggestions on incorporating the text into a combined facilities and events course as well as activities and guidelines for implementing a semester-long event management project. *Managing Sport Events* prepares students to enter the field with the conceptual skills to immediately engage in event production and evaluation. It also offers current industry professionals a reliable reference and professional development resource. Readers will find a comprehensive discussion of what it takes to produce a successful event:

- Event conception and development
- Key planning areas, including staffing, budgeting, marketing, promotion, sponsorship, and legal and risk management
- Key operational areas, including services, logistics, and on-site management
- Postevent duties and considerations

Managing Sport Events integrates the traditional business segments of sport management with the unique requirements of event management. From a local youth soccer tournament to the Olympic Games, *Managing Sport Events* is an essential resource for current and future professionals working in parks and recreation, tourism and hospitality, and sports at the high school, college, amateur, minor league, professional, and international levels. v

Book Information

Hardcover: 240 pages

Publisher: Human Kinetics; 1 edition (August 2, 2013)

Language: English

ISBN-10: 0736096116

ISBN-13: 978-0736096119

Product Dimensions: 11 x 8.7 x 0.9 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #296,730 in Books (See Top 100 in Books) #27 in [Books > Business & Money > Industries > Sports & Entertainment > Park & Recreation](#) #82 in [Books > Business & Money > Industries > Sports & Entertainment > Sports](#) #491 in [Books > Business & Money > Industries > Hospitality, Travel & Tourism](#)

Customer Reviews

It's great book about sport events.

Great condition. Basically new!

Great read!

It's good!!

[Download to continue reading...](#)

Managing Sports Events Paralympic Sports Events (Winter Olympic Sports) Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events Risk Management for Meetings and Events (Events Management) An Insider's Guide to Managing Sporting Events Managing Sport Events Football: How It Works (The Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Sports Illustrated For Kids Year In Sports 2007 (Scholastic Year in Sports) This Day in Sports History: Historic Events and Time-Honored Traditions 2015 Boxed Calendar Gymnastic Events (Olympic Sports (Saunders)) World Cup (Matt Christopher Legendary Sports Events) Decathlon, High Jump, Other Other Field Events (Olympic Sports (Saunders)) Security Management for Sports and Special Events: An Interagency Approach to Creating Safe Facilities Sprints, Hurdles, and Other Track Events (Olympic Sports (Saunders)) The Book on Managing Rental Properties: A Proven System for Finding, Screening, and Managing Tenants with Fewer Headaches and Maximum Profits The Book on Managing Rental Properties: A Proven System for Finding, Screening, and Managing Tenants With Fewer Headaches and Maximum Profit The Ten Things A

New Manager Must Get Right From The Start!: Managing People Simplified (Business Skills Handbook Series- Managing people 2) Michael Jordan: Legends in Sports (Matt Christopher Legends in Sports) Sports Illustrated Kids Big Book of Why Sports Edition Stephen Curry: The Best. Easy to read children sports book with great graphic. All you need to know about Stephen Curry, one of the best basketball legends in history. (Sports book for Kids)

[Dmca](#)