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~~Scott Grant, *Sport and  
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Events Management

Nicola McCullough ~~The~~

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Marketing Playbook is a

step-by-step guide for

the real world, offering

expert advice on how to

properly build sports

events into successful

and financially viable

properties. Authored by



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a successful professional who's in the trenches every day, this helpful resource offers both first-time planners and seasoned organizers with the expertise and framework for staging top-quality sports events at any level – from the community to the global stage.

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~~The Sports Event Management and Marketing Playbook ...~~

About the Author Frank Supovitz is the author of The Sports Event Management and Marketing Playbook, 2nd Edition, published by Wiley. Pages with related products. See and discover other items: hospitality management, marketing

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Management, events  
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As a sports event  
manager you will be  
managing: Logistics –  
the what, where, how  
and who of the event;  
The purpose and

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Management of the event –  
the why, behind the  
whole proposal;  
Financial aspects – who  
and how, plus how  
much. The financial  
aspects of sports event  
management includes  
sponsorship and  
funding, negotiation and  
contracts;

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Academy Management  
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EVENING CLASS  
COURSE DETAILS.

Course Name:

Certificate in Sports  
Event Management

Course Code:

CSEM280920 Course

Start Date: Monday 28  
September 2020 Course

Duration: 8 Monday

Evening Classes Course

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Hours: 6pm - 9pm each  
Monday Course Venue:  
Le Meridien Piccadilly,  
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W1J 0BH Closest  
Station: Piccadilly  
Circus ...

~~Certificate in Sports  
Event Management, 8  
Monday Evening ...~~

Target Motivation, all  
the services of a sports  
events organization

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Agency Italian leader in the DMC and PCO sector for over 30 years, Target Motivation offers services for organizing events in the sports sector based on a meticulous and complete management: from strategic planning to the global coordination of activities.

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Event Planner~~

Sport event  
management

professionals plan  
competitions that are  
both spectacular and  
safe for everyone  
participating or  
watching. Managers are  
essential to today's  
mega-events, which  
involve big-budget



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production, massive audiences, global broadcasting, and enormous local impact.

## Edition

~~What is a Sport Event Manager?—Online Master of Science ...~~

The hosting of sports events whether large international events, or smaller niche interest events has huge and long-lasting impacts on

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the local environment,  
economy and industry.  
Strategic Sports Event  
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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.

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A sport events manager is somebody is in charge of everything to do with a sporting event. They are entrusted with the role of coordinating as well as organising as small as a social evening for a local football team, to as large as the Olympic Games.

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~~How to become a Sport Events Manager – Futureactive~~  
Sports event

management is an extremely demanding and competitive field. Even if you have great skills and experience, expect keen competition for top tier jobs. You will likely have to work more than 40 hours per week, though there may

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be an off-season where  
you have much less  
work to do for a period  
of weeks or months.

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deliver high quality  
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domestic and

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international events.  
Corporate hospitality  
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Management is one of  
key career paths lying in  
the arena of Sports  
Management. Sports as  
an industry is growing  
12 % Y.O.Y. according  
to FICCI Sector Skill  
Council Report 2014,

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## Sports Event

Management requires of 3.3 Lakh human resource by the year

2022. With the advent of multiple sporting events, the demand for Sports Event Managers is increasing rapidly.

~~PGP in Sports Event Management – IISM World~~

Event management

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involves overseeing all logistics leading up to and during an event, whether a conference, wedding, or any organized gathering.

Event managers execute the event plans by managing staff, finances, vendor relationships, and more. In the event planning profession, the job titles are as diverse and



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numerous as the services offered, and it can often be difficult to differentiate one from another.

~~Event Management:~~

~~What Is It?~~

Strategic Sports Event Management. The Hospitality, Leisure and Tourism Series Butterworth-Heinemann's Hospitality, Leisure and

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Tourism series of books is aimed at both academic courses and management development programmes. The series represents a planned and

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The hosting of sports events – whether large international events, or smaller niche interest

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Management And Marketing Playbook 2nd Edition

events – has huge and long-lasting impacts on the local environment, economy and industry.

**Strategic Sports Event Management: Olympic Edition** provides students and event managers with an insight into the strategic management of sports events of all scales and nature.

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~~Strategic Sports Event  
Management — Guy  
Masterman — Google ...~~

Sports events have recently been increasingly popular. It is proven not only by the growing number of visitors of sports events but also many are attracted by sport indirectly (tv broadcast). By now event management has

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Management in a multi-million-dollar industry.

## ~~ORGANISING SPORTS EVENTS~~

~~Sporttudományi intézet~~

Wiki defines event management as “the application of project management to the creation and development of large scale events. It involves studying the brand,

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identifying the target audience, devising the event concept, planning the logistics, and coordinating the technical aspects before actually launching the event”...which is also very accurate.

~~What is Event Management? | Event Academy~~

Reading this the sports

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event management and marketing playbook 2nd edition will meet the expense of you more than people admire. It will lead to know more than the people staring at you. Even now, there are many sources to learning, reading a lp nevertheless becomes the first option as a good way.

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Event management

There is a growing demand for sporting events to provide an immersive experience and a lasting legacy.

Organising such events means managing the expectations and experiences of a range



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of stakeholders,  
including athletes,  
spectators, sponsors and  
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