

Managing Sports Events

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In this presentation...

- Categories that events fall under
- How sports events are managed
- Key challenges employers face
- Impacts and legacies of sports events
- Purposes of sports events
- Why sports events are important?



Reference List

WHELAN, G. (2012) 'SPORTS MANAGEMENT: THE CHALLENGE OF THE 21ST CENTURY', London: Routledge.
 MULLIS, C. (2012) 'SPORTS MANAGEMENT: THE CHALLENGE OF THE 21ST CENTURY', London: Routledge.
 WHELAN, G. (2012) 'SPORTS MANAGEMENT: THE CHALLENGE OF THE 21ST CENTURY', London: Routledge.
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Conclusion

When managing events, position to set yourself, which value system you will follow? Why challenge an organisation and how they can overcome that? How planning of the event can help to minimise the negative impacts of the event. The reasons why promoting sport in events help to increase participation.

Importance of Sports Events

The more people that watch a sports event, the more likely it is that sports participation levels will increase.



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Importance of Sports Events

Role of technology
 Footballs used for the 2002 FIFA World cup were made lighter to make the game more entertaining



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Importance of Sports Events

Example 2012 Olympic Games
 Motivated the Nation to take part in sports. Local sports clubs and gyms. Participation numbers grew by over 750,000 after the Olympics.



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Importance of Sports Events

Ability to track that sports events have a significant role in the development of society.
 They help to build a better society.



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Importance of Sports Events

Help to reduce stereotypes in society
 Football became the number one sport for women in the UK



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Importance of Sports Events



WHELAN, G. (2012) 'SPORTS MANAGEMENT: THE CHALLENGE OF THE 21ST CENTURY', London: Routledge.

Marketing and Publicity

How to marketing activities that event and to build a better society.



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Marketing and Publicity

Marketing planning may be a problem because it is often outside the sports event's usual agenda.



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Long term Legacies

How to plan for long term legacies of sports events.



WHELAN, G. (2012) 'SPORTS MANAGEMENT: THE CHALLENGE OF THE 21ST CENTURY', London: Routledge.

Impacts and Legacies

Removal, Social and Cultural impacts. Increased participation. Lack of community involvement. Adding to social issues.



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Impacts and Legacies

The impact on the positive or negative. This key to reviewing negative impacts lie in the effective planning of the event.



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Volunteers

The impact of volunteering on the event and the legacy of the event.



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Volunteers

Crucial to the success? London 2012 Olympic Games involved 92,000 volunteers and the 2006 Commonwealth Games involved 30,000 volunteers.



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Motivation

A key challenge. Motivation is a key component of the event management process. Gives people a course of action. Enables them to achieve goals.



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Impacts and Legacies

Economic and tourism impacts. Increased tourism. Business opportunities. Job creation. Opportunity cost. Cost of hosting.



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Impacts and Legacies

Political impacts. Improved profile. Skill development. Boost to existing agendas. Risk of event failure. Abuse of funds. Propaganda.



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Impacts and Legacies

Physical and Environmental impacts. Increased facilities. Building infrastructure. Building infrastructure. Building infrastructure.



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Defining 'Events'

A one-time or infrequently occurring event of limited duration that provides an opportunity beyond the everyday experience.



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Mega Events

Changing location. International competition. London 2012 Olympics.



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Event Structure

Breaking down the tasks associated with an event. The event or volunteer's looking specific measures to understand of how these tasks interrelate.



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Where?

Where will the event be staged? Opening activities in the park. For other activities. Accessible to the site.



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Why?

Why is the event being held? Raise awareness of a charity. Competition to find a winner. Fun and enjoyment. Promote opportunities for participation.



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Who?

Who is the event for? Can be for company, customers, partners or customers. This also has to take into account the event's objectives.



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When?

When will the event be held? Critical to the success. Can be for company, customers, partners or customers. This also has to take into account the event's objectives.

Categorising Events

Minor events. Major events. Hallmark events. Mega events.



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Minor Events

Small events. Ability for participants rather than spectators. Absenteeism and no audiences. Local interest. Possible local tradition. New experience for fun and social value. Once a year competition.



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Major Events

High status. High media and celebrity attention. Economic costs and benefits. Significant to the community. Open to the public. Cross-regional competition.



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Hallmark Events

Permanent location. International profile. Inexpensive. Championships competitions funded by the MGB of the sport. Swimming championships funded by ASA.



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Systems Theory

Systems theory is an approach to the study of the nature of systems. It is a general theory of systems. It is a general theory of systems. It is a general theory of systems.



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Input Throughput Output

Input. Throughput. Output. This is a general theory of systems. It is a general theory of systems. It is a general theory of systems.



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What?

What is the event content? Single event or multi event. Accommodation or just for fun. For charity or making a profit.



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Financial Planning

Quantifying the size of the event. Loading on similar events. Having a budget. This is a general theory of systems. It is a general theory of systems. It is a general theory of systems.



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Marketing Planning

Who is the event for? What is the event for? What is the event for? What is the event for? What is the event for? What is the event for?



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Purpose of the event

Goals should be: Specific. Measurable. Time framed. This is a general theory of systems. It is a general theory of systems. It is a general theory of systems.



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Purpose of the event

Marketing Screen. Financial Screen. Operations Screen. This is a general theory of systems. It is a general theory of systems. It is a general theory of systems.



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Key challenges employers face

There is a range of different problems that employers can face. Due to how complicated managing sports events can be.



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Skills required

The ability to communicate. Flexibility. Adaptability. A good understanding of organisational goals. A customer perspective. An understanding of the business environment. Capable to interact.



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Qualities required

Interpersonal relationships. Motivating staff. Effective teamwork and leadership. Sensitivity. Style of management. Decision making. This is a general theory of systems. It is a general theory of systems. It is a general theory of systems.



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- Purposes of sports events
- Why sports events are important?



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Conclusion

When managing events, position to set yourself, which when when what a challenge? Key challenge is to ensure that you are not over-ambitious. The more people that watch a sports event, the more likely it is that sports participation levels will increase.

Importance of Sports Events

The more people that watch a sports event, the more likely it is that sports participation levels will increase.



Importance of Sports Events

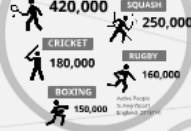
Example 2012 Olympic Games
 -Motivated the Nation to take part in sports
 -Local sports clubs and gyms
 -Participation numbers grew by over 750,000 after the Olympics



Importance of Sports Events

Many have concluded that sports events have a significant role in the development of society.
 They are important as they build the character of a nation.

Importance of Sports Events



Marketing and Publicity

Marketing planning may be a problem business to address and the sports event is a special occasion.

Marketing and Publicity

How to marketing activities that build brand awareness and add additional coverage.

Long term Legacies

Need types of usage after events: sports, leisure and recreational use by the local community.
 The staying of large events.

Impacts and Legacies

Removal, Social and Cultural impacts
 -Increased participation
 -Increased participation
 -Increased participation

Volunteers

The impact of volunteering extends beyond the event and provides a reference point for the local community to which the event is staged.

Volunteers

Crucial to the success? London 2012 Olympic Games involved 92,000 volunteers and the 2006 Commonwealth Games involved 30,000 volunteers.

Motivation

A key challenge: "Motivation" is a key component of the event management process.
 Gives people a course of action
 -Enables them to set their goals
 -Enables them to achieve goals

Qualities required

Interpersonal relationships
 -Motivating staff
 -Effective teamwork and leadership
 -Sensitivity
 -Style of management
 -Decision making

Skills required

The ability to communicate effectively
 -Flexibility
 -Adaptability
 -A good understanding of organizational goals
 -A customer perspective
 -An understanding of the business environment
 -A willingness to work hard

Key challenges employers face

There is a range of different problems that employers can face.
 Due to how complicated managing sports events can be.

Purpose of the event

Aims should be:
 -Specific
 -Measurable
 -Time framed

Purpose of the event

Marketing Screen
 Financial Screen
 Operations Screen

Categorising Events

Minor events
 -Major events
 -Hallmark events
 -Mega events

Minor Events

-Local events
 -Ability for participants rather than spectators
 -Obscure and/or no audience
 -Local interest
 -Possible local tradition
 -New experience for fun and social value
 -Clear social competition

Major Events

High status
 -High media and celebrity attention
 -Generate social and benefits
 -Highly visible and well-organized
 -Open to a large audience
 -Clear regional competition

Event management has become a profession

Events can have economic impacts as well as sporting legacies.
 Events are unique, time bound and have specific objectives.

Hallmark Events

-Permanent location
 -International competition
 -Influential
 -Championships competitions funded by the MGB of the sport
 -Swimming championships funded by ASA

Defining 'Events'

A one-time or infrequently occurring event of limited duration that provides an opportunity beyond the everyday experience.



Mega Events

-Changing location
 -International competition
 -London 2012 Olympics



How the event will be run?

Who does what?
 How they do it?

When?

When will the event be held?
 -Critical to success
 -Can be affected by other events
 -Can be affected by other events

Who?

Who is the event for?
 -Can be for a specific audience
 -Can be for a specific audience
 -Can be for a specific audience

What?

What is the event content?
 -Single event or multi event
 -Accommodation or just for fun
 -For charity or making a profit

Financial Planning

Quantifying the size of the event
 -Loading on similar events
 -Having a budget

Why?

Why is the event being held?
 -Raise awareness of a charity
 -Competition to find a winner
 -Fun and enjoyment
 -Promote opportunities for participation

Marketing Planning

Who needs to know?
 -Who is the target?
 -What are the objectives?
 -How will they get their message?
 -How will they get their message?

Purpose of the event

Aims should be:
 -Specific
 -Measurable
 -Time framed

Department of Sport and Physical Activity

BA Sports Development and Management

SPT1730 Introduction to Sport, Business and Leisure Management

Managing Sports Events

6th March 2015

Megan Higgins

22573682

Research revealed that sports events
played a significant role in the
development of society

Importance stems back to their
contribution to society



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Legacies

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'Event

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Defining 'Events'

'A **one-time or infrequently** occurring event of **limited duration** that provides an opportunity **beyond the everyday** experience'

