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, this text draws on the latest research from across multiple disciplines, explores real-world situations, and emphasises practical problem-solving skills. It offers an in-depth insight into the event management process, including bidding, leadership, and planning; marketing and event revenue management; games and ceremonies; team and venue management; logistics and transportation; crisis management; security and risk management; carbon management; and event finance and marketing. The book covers the latest research and current events, with chapters written by leading experts in the field. It is ideal for students taking an event management course and an invaluable resource for sport development, recreation management, or events management courses.

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The Study of Food, Tourism, Hospitality and Events

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Managing Small-Scale Sport Events: Principles and Practices of Small-Scale Sport Management

Although there is significant research on large events that take place in 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 book is a guide to the process of planning and executing small-scale sporting events. It includes chapters on event planning, event organization, event management, and event marketing.

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