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written by two respected and experienced industry practitioners in the sports event business the sports event management and marketing playbook includes information on revenue streams ranging from ticket sales sponsorship advertising and merchandise to participation fees grants and donations the event sponsor relationship covering what event organizers really want from sponsors and vice versa guest management from selling tickets to hotel management and what to do if tickets are not selling unexpected events including safety and security concerns and how to react to emergencies and crises efficiently and effectively media partnerships covering how to campaign for attention and talk to the media with accessible and comprehensive coverage of the subject the sports event management and marketing playbook serves as an excellent learning aid for students in advanced undergraduate and masters courses in sports event management sports marketing hospitality management and sports industry management part of the wiley event management series

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presents ideas on how to create websites for teenagers from the basics such as links and catalogs to technical skills relating to elements like blogs feeds and podcasting

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the first book of its kind published in the uk street law theory and practice is the ideal companion for all students engaging in credit bearing or non credit bearing street law projects highly accessible and student focussed it teaches readers not only how to successfully design deliver and reflect on street law sessions but also the theory behind this practice it covers a full and diverse range of topics beginning with initial project design and ending at post project reflection and evaluation with a host of topics including interactive teaching techniques ethics and

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