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authoritative and accessible textbook on how to successfully plan and execute live sports events with helpful learning aids included throughout this third edition of the sports event management and marketing playbook is a timely and practical guide on how to successfully plan and deliver live sports events combining time proven processes and techniques with the many best practices tools and trends that have emerged in every facet of this expanding highly visible and ever innovating industry since the second edition was published in 2014 the book is structured as a step by step guide on how to begin the development creation and planning for a sports event and continues through management marketing production and ultimately the post event evaluation processes real life illustrative case studies called sideline stories to elucidate key concepts are included throughout the text each chapter concludes with a convenient summary called post play analysis to aid in information retention along with relevant skill building questions exercises called coach s clipboard instructors can use as student assignments 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

recent years have seen dramatic changes to the events industry the influence of social media and global communications technology increased focus on environmental sustainably and social responsibility and changes to the economic and cultural landscape have driven rapid expansion and increased competition special events creating and sustaining a new world for celebration has been the event planner s essential guide for three decades providing comprehensive coverage of the theory concepts and practice of event management the new eighth edition continues to be the definitive guide for creating organizing promoting and managing special events of all kinds authors seungwon shawn lee and joe goldblatt internationally recognized leaders and educators in the industry guide readers through all the aspects of professional event planning with their broad understanding of diverse cultures and business sectors this definitive resource enables current and future event leaders to stretch the boundaries of the profession and meaningfully impact individuals organizations and cultures around the globe global case studies of high profile events such as the pyeongchang winter olympic games and norway s constitution day annual event complement discussions of contemporary issues surrounding safety security and risk management each chapter includes ecologic techview and or secureview mini case studies a glossary of terms plentiful charts graphs and illustrations and links to additional online resources

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