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Managing Sports Events

By T. Christopher Greenwell

Human Kinetics. Hardcover. Book Condition: New. Hardcover. 240 pages. Whether its a local event, state championship, or international competition, running a successful sport event requires the knowledge and skills to plan, organize, promote, lead, and communicate. Managing Sport Events presents the principles and practices related to effective event management, taking readers through the entire process from event conception through postevent evaluation. Merging research findings with best practices, Managing Sport Events is an essential text for sport event management courses and combined sport event and facilities management courses. In each chapter, key principles of event management are presented and reinforced through examples from the sport industry. Case studies from a variety of sports and settings offer a balanced, practical perspective for handling all levels of events. In addition, each chapter features a profile of an industry professional providing insights from event managers working in venues. This text also includes learning activities that challenge students to assess existing events and consider how they might manage these events differently based on information from the chapter. Numerous checklists, templates, and worksheets throughout the text demonstrate a variety of tools for successful planning and implementation of events. The accompanying instructor guide offers detailed suggestions on...


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