

Strategic Sports Event Management Third Edition

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Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. Combining a unique conceptual framework with a practical, step-by-step guide to planning, organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and ...

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Strategic Sports Event Management: Third edition (3rd ed.) by Guy Masterman. <P></P><P>The hosting of sports events - whether large international events, or smaller niche events - can have a significant and long-lasting impact on the local environment, economy and society. </P><P>Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school ...

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Founded in 1997, The Strategic Agency is a leading sports and lifestyle marketing agency with expertise in sponsorship, experiential, and promotional marketing. From concept to execution, we develop integrated campaigns that command attention, impact behavior and inspire engagement. Bringing consumers closer to brands.

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Strategic Sports Event Management: Olympic Edition provides students and event managers with an insight into the strategic management of sports events of all scales and nature. The framework offers a planning process that can be used to understand the importance of a strategic approach, and shows how to implement strategies that can achieve successful sports events over the short and long-term.

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We bring a fresh, unique approach to the event management industry. Our team understands that a properly executed event can be leveraged to support an organization's strategic vision, incorporated into a company's marketing plan, or used to build networks and client loyalty.

Spark Event Management

Looking for an event or experiential marketing agency? Check out this comprehensive list of more than 150 of the best US and Canada live and virtual event agencies for 2020.. According to the Event Marketing 2020 Report, events are the single-most effective marketing channel. And given recent global health issues, remote events are now the most important (or, in the regions where mandatory ...

Top Event Agencies: The Ultimate Directory (2020)

Professional sports event ticket pricing is a complex business because the make-up of the teams change constantly, and therefore, so does the "competitiveness" of the product. An "off" year can have a significant impact on ticket sales - but so can a championship run.

Sports ticket pricing - an example of strategic pricing ...

He leads NYRR's event management and logistics, experiential events, and youth events teams, and oversees warehouse operations. Metellus has more than 20 years of experience in public, marketing, charity event production and the endurance sports industry.

Our Team

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