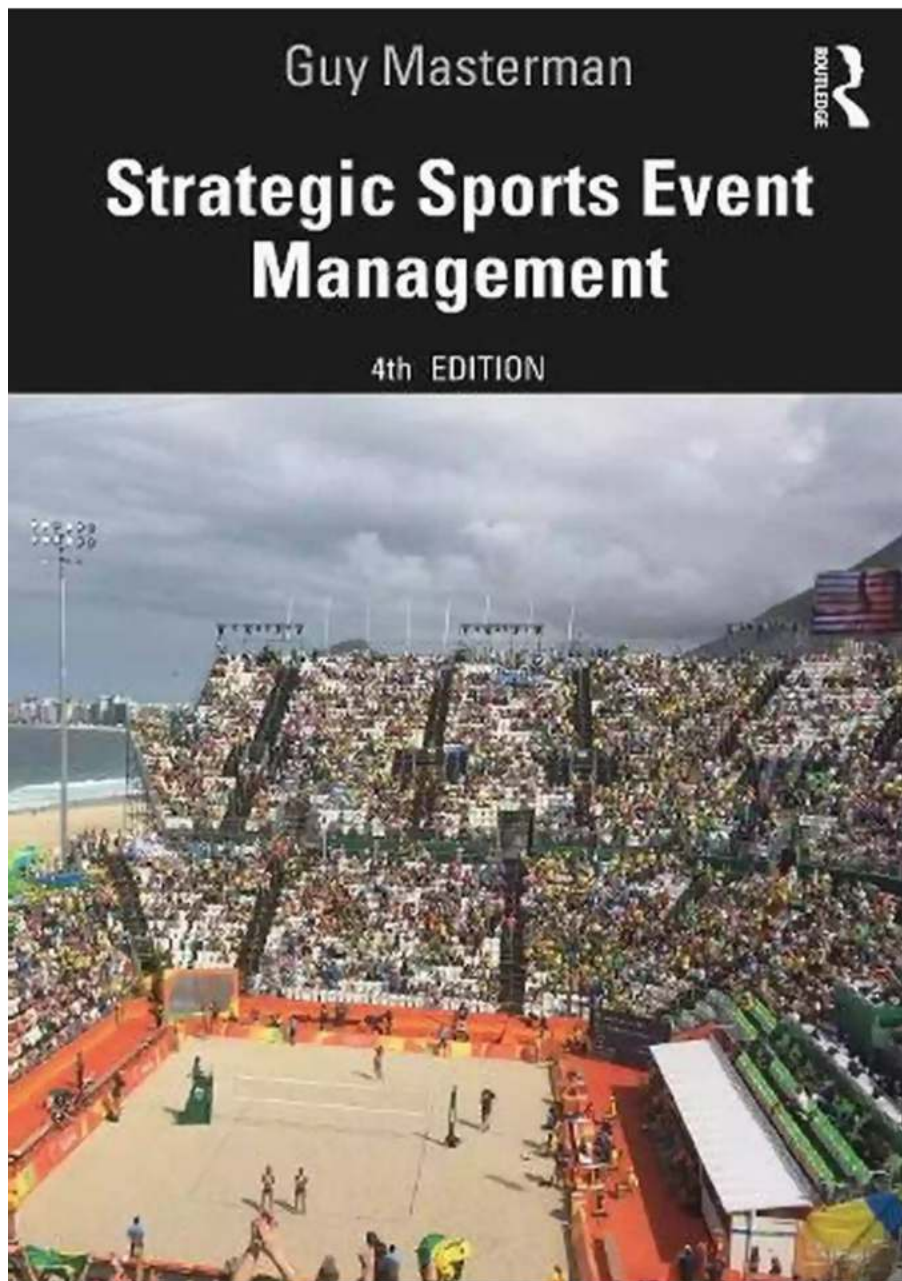


# Strategic Sports Event Management: Mastering the Game



Strategic Sports Event Management (SSEM) has become an integral part of the sports industry, playing a crucial role in organizing and executing successful sporting events. One name that stands out in this field is Guy Masterman. With

his unparalleled expertise and experience, Masterman has revolutionized the landscape of sports event management, leaving an indelible mark on the industry.

Born and raised in a family passionate about sports, Guy Masterman had an early exposure to the world of athletics. From a young age, he developed a keen interest in event planning, drawing inspiration from iconic sports events like the Olympic Games and the FIFA World Cup. As he grew older, he knew that his true calling lay in the strategic management of such sporting events.



## Strategic Sports Event Management

by Guy Masterman(Kindle Edition)

★★★★☆ 4.3 out of 5

Language : English

File size : 15538 KB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 418 pages

Screen Reader : Supported



Masterman, armed with a bachelor's degree in Sports Event Management, embarked on his journey to make a significant impact. His extensive knowledge in the subject matter coupled with his natural flair for leadership and organization set him apart from his peers. It wasn't long before he gained recognition for his outstanding skills and abilities in managing sports events of different scales and complexities.

One of Masterman's notable achievements was the successful organization of the 2012 London Olympics. The event garnered international acclaim for its

flawless planning and execution, with Masterman at the helm. His exceptional ability to coordinate multiple stakeholders, manage budgets, and ensure seamless operations became evident during this momentous event. The London Olympics represented a turning point in sports event management, with Masterman's strategic approach setting new benchmarks for the industry.

In addition to his role as an event planner, Masterman is also a renowned author and educator. His pioneering book, "Strategic Sports Event Management," became a go-to resource for aspiring event managers worldwide. The book delves into the nitty-gritty of organizing successful sports events, covering areas such as stakeholder management, risk assessment, marketing strategies, and legacy planning. Masterman's expertise, gained through years of hands-on experience, shines through every page of this influential publication.

Masterman's contribution to the field of sports event management extends beyond his role as an organizer and author. He believes in giving back to the community, regularly conducting seminars and workshops to share his knowledge with aspiring event planners. By guiding the next generation of professionals, he ensures a sustainable future for the industry while fostering growth and innovation. Masterman's commitment to nurturing talent is evident in the numerous success stories of his mentees who have gone on to make their mark in the world of sports event management.

As the sports industry continues to evolve, so does the discipline of strategic sports event management. Guy Masterman's passion and dedication continue to drive him towards pushing the boundaries of what is possible in this field. By combining innovation with sound strategic principles, he consistently creates extraordinary experiences for athletes, attendees, and stakeholders alike.

, Guy Masterman's influence on strategic sports event management cannot be overstated. His expertise, experience, and relentless pursuit of excellence have shaped the way sporting events are planned and executed. Whether it is organizing a large-scale international event or mentoring aspiring professionals, Masterman's dedication to his craft and the industry is unparalleled. He truly is a visionary, and his legacy will continue to inspire and guide the future of sports event management.



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This book 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 community sport. Introducing key theory and best practice, it offers a practical, step-by-step guide to planning, organizing, managing and evaluating events.

Now in a fully revised and updated fourth edition, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and the long term. It uses international case studies in every chapter, from the NBA and NFL to

Formula 1 and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of several Olympic Games, the ultimate sporting event and an important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including:

- sports organizations, such as the IOC, FIFA and World Athletics, and their interactions with event partners, the media and promoters
- short-term and long-term benefits of the planning process
- event impact and legacy
- operational functions, including finance, ticketing, transport, venues, IT, human resources and security
- marketing and communications, including social networking and new media
- the bidding process
- research and evaluation

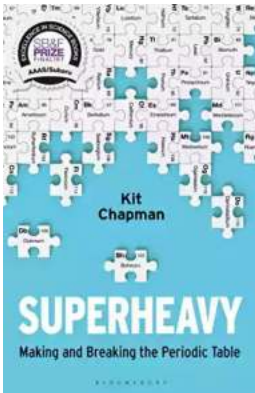
This new edition includes expanded coverage of digital and social media, the social impact of events, sustainability, security, entrepreneurship, employability and much more. It is an essential text for any sports event course and invaluable reading for any student or practitioner working in sport business, sport management, sport development or event management.

The textbook is supported by useful online resources, including additional case studies and exam questions for each chapter.



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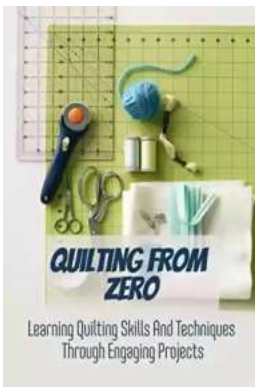
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