


# Chapter 1

## Sports Management, Project Management, and Sports Event Management

Anestis Fotiadis

 <https://orcid.org/0000-0001-8806-7987>  
Zayed University, UAE

### ABSTRACT

*Event management requires the use of project management and organizational skills to envision, plan, and execute social and business events. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event. Individuals who develop expertise in event management work in principle with budgets, schedules, and vendors and third-party service providers, and community stakeholders guaranty that they create successful events that meet the needs of their organization or the expectations of their client.*

### INTRODUCTION

Event management requires the use of project management and organizational skills to envision, plan and execute social and business events. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event. Individuals who develop expertise in event management work in principle with budgets, schedules, and vendors and third-party service providers, and community stakeholders guaranty that they create successful events that meet the needs of their organization or the

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expectations of their clients. The events industry encompasses events of all sizes and types. In terms of size, events are categorized as large scale events (e.g., Olympic games, world cup), mid-scale events (e.g., a wedding), and small scale events (e.g., a birthday party). In terms of type, events are categorized as corporate events when organized by a for-profit organization and social events when organized by a not-for-profit organization. Events of any size require a certain level of planning and coordination, which is often referred to as 'event planning'. The larger the event, the more complex is its level of planning. An event must be seen as a service type project which means that each event is different in its nature and the socio-economic context it is expected to be hosted. Therefore, the planning and execution process of each event will differ on the basis of size and type as well as the socio-economic context.

A sporting event is one of the world's most fascinating event tickets (here we refer to event tickets as any forms of events where the event organization engages in the process of buying tickets to participants). Sporting events are athletic activities that require physical prowess and skills. Sporting events are typically known for their competitive nature and their entertainment level and are also governed by a set of rules that vary from one sport to another (see: <https://www.lawinsider.com/dictionary/sporting-event>). Sports event legacy is a complex and contested phenomenon (Thomson et al., 2019). Sports are played and watched by most of the world's population and have changed from being an amateur pastime to a massive industry that employs millions of people (Nicholson, Smith, Stewart, & Hoye, 2018). In principle, sports turn out to be a vital social activity as it helps improve physical and mental well-being; creates a sense of sharing and belonging that also provides entertainment and escapism besides being an employment generator both at local and national levels. Many people practice their most favorite sport because doing so helps them define their personal identity, whereas many others either practice actively or involve in sporting activity as a means to make their living. Sports have always played an important role in society on a variety of levels before transforming into a global industry. The sports industry is reported to be one of the fastest-growing sectors for brands that outpace the GDP growth of most countries with its market estimate that falls between \$480 billion to \$620 billion (QARA, 2019). Most people around the world, regardless of their age and social status, are passionate about some sports or the others. They either pursue it as a hobby or leisurely activity or are involved in it as participants at competitions of varying levels; then they are mere spectators at sports events. Keeping this in mind, since eras together, events in the arena of sports have been an integral part of society, at large.

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