

Short paper



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MANAGEMENT The Key Components of Sport Event Implementation First &
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The Key Components of Sport Implementation

Introduction

An interview with Susan Radcliffe (2010) covered the essential components which the subject believed to be essential factors of a successful sport event. These included the importance of brand creation, finances [sponsorship], marketing and communication. Also vital components were the qualities and drive of the event organiser, the importance of assistance from local, national and international agencies, and the choice of venue. These factors were then compared with the particular aspects of sport event management given in the three lectures (7335HSL 2010) – which were discussed in the interview – and the two additional sources (Majumdar & Mehta, 2010) and (Green, 2001).

The Essential requirements for putting on a successful sport event

The basic requirements for putting on a successful sport event are covered in the first of the course lectures (Lecture 1, 2010) and begins by underlining the importance of the role of the sport event manager – the person who is in overall charge – and has the ultimate responsibility for the success, or failure of the event. As there will be many different but interlocking facets the event manager is generally assisted by sport event co-ordinators each handling a specific range of issues.

Essentially the organisation of a successful event requires an accurate

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appreciation of the intended scope of the enterprise, ranging from minor directed towards local audiences to major [mega]events capable of attracting greater numbers and significant media coverage which target international audiences and require large public financial support. All of them have – to a greater or lesser degree – similar requirements [with differences in scale] and include the need to harness sponsorship, the support of the relevant sport agencies as well as local, national and international groups and federations. This is also handled in Lecture 2(2010) and the requirements are portrayed in an elegant interaction diagram (Lecture 2, 2010) as is the organisational chart of the International Olympic Committee, together with its interaction with host country agencies. This is important since to host an Olympic series is one of the pinnacles of sport events. Central to the event's success are finance and sponsorship. The funding of the event can be secured through government and institutional grants, levies on associations, industrial and commercial sponsorship, rich individuals and a multitude of large and small stakeholders as well as gate receipts (Lecture 2, 2010).

Linking the content of the lectures with the topics considered to be important in the interview

The interview concentrated factors important to successful sport event implementation all of

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which were covered in the lectures namely: what was essential for ensuring success? Brand creation was paramount followed by finance, marketing and communication. In addition the role and expertise of the organiser – the one in overall charge – were crucial as were an understanding of the importance

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of the skills which collaborators can offer, including sponsorship.

A brand is the means by which the event is recognised and remembered (Lecture 8, 2010), and the theory behind its significance is that wherever and whenever it is seen, it will remind the viewer of the event. It must be clear, connected with the product or event, it should inspire loyalty and should remain constant throughout the run-up period and the duration of the event itself. An example is the Logo for the 2012 Olympics already familiar for many months already, but just complemented by a bizarre mascot; the “Wenlock and Mandeville” cartoon figures. The brand should be associated with all possible aspects of the event: products, planned media releases, unplanned media releases [word of mouth] and service messages [staff, transport, “the experience”].

These factors are the hub of the enterprise and need to mesh with those organisations and agencies which can underpin its feasibility and assist in the implementation of a situational analysis. These will include state and federal governments, local councils and, of course, tourism agencies. The venue is important since the theory is that an entertained and occupied customer is a satisfied customer. Thus a good venue with plenty to do will not only attract spectators but keep them there as well. Marketing (Lecture 8, 2010) succeeds when the market’s likes and dislikes are known and communication helps to pitch the appeal in conjunction with the brand image. Lecture 8 (2010) uses the term “leverage” as a means of encouraging visitor spending.

The factors covered in the two independent sources must now be considered. The “Delhi Experience” (Majumdar & Mehta, 2010) and “Event Management” (Green, 2010). In the case of the former, where the 2008

Olympic torch relay had to pass through Delhi, the organisers [China] had to contend with the intense political and religious feelings of the Tibetans along the route. Green (2001) suggests “ that sport events need to be conceived in terms of the quality and kinds of experience that those who attend [whether to participate or spectate] can obtain”. Security [against protests, strikes, riots and terrorism] is also of vital importance (Lectures 1 & 8, 2010) and resonates with the experiences described by Majumdar & Mehta (2010).

From what has been considered above, it is evident that the key to success lies in a strong and effective role played by the events organiser (Lecture 1, 2010) iterated under the heading “ What do sport event managers do?” as is the administrative role of the sports co-ordinators and other supporting agencies. The task is continuous and the approach must be flexible so as to – on the one hand – switch to more lucrative projects and – on the other – to move swiftly to avoid disaster.

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