



The 25th EASM Conference

5-8 September 2017

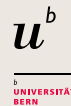
Bern and Magglingen, Switzerland

Challenges and Developments of Sport Organisations



Schweizerische Eidgenossenschaft
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Federal Office of Sport FOSPO
Swiss Federal Institute of Sport Magglingen SFISM



The Institute of Sport Science of the University of Bern and the Swiss Federal Institute of Sport Magglingen organise the 25th Conference of the European Association for Sport Management (EASM). The 25th anniversary conference focuses on the most

recent challenges in the context of globalisation and professionalisation of sport. To learn more about the 25th EASM anniversary conference, visit www.easm2017.com!

What does the EASM Conference offer to sport management professionals?

Our **Keynote Speakers** represent the many spheres of sport management. Whether they have made their career in academia or on the field, they provide expert knowledge in sport management.



Prof. Dr. Alison Doherty

- Western University (CAN)
- School of Kinesiology
- Former Editor, Sport Management Review



Prof. Dr. Denis Oswald

- Lawyer, CAS judge
- IOC Member (CH)
- Former elite rower



Dr. Berend Rubingh

- First EASM President
- Founder & senior consultant ManageToManage (NL)



Prof. Dr. David Shilbury

- Deakin University (AUS)
- Deakin Business School
- Editor, Journal of Sport Management



Prof. Dr. Sarah Springman

- ETH Zürich (CH)
- Rector
- Former elite triathlete



Prof. Dr. Tracy Taylor

- University of Technology Sydney (AUS)
- Deputy Dean Business School
- Editor, European Sport Management Quarterly

Thematic symposia are sessions in which sport management professionals from various organisations share their views about the current challenges and topics in global sport management. Thematic symposia themes and discussion topics at the EASM Conference 2017 are:

Management of High Performance Sport

- Which strategies do nations apply to increase their success at the Olympic Games?
- Which role does the national sport agency play in the elite sport system?

Managing the Fight Against the Manipulation of Sport Competitions

- How is manipulation of sport competitions defined?
- Which responses have been provided to tackle the issue and which have yet to be explored?

Professionalisation of Sport Organisations

- Is professionalisation a useful strategy for the future development of sport federations?
- What are the opportunities and risks?

Social Inclusion and Volunteering in Sport Clubs

- What characterises clubs that succeed in integrating diverse groups, and in recruiting and retaining volunteers?
- What are the best practices to promote effective social integrations, and to manage volunteering?



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Our partners:





www.easm2017.com

Join us ...

... for the biggest sport management conference with 500 academics and professionals from all around the world in Bern.

... for exciting Student and PhD Seminars with participants from the leading sport management universities in Magglingen.

Workshops offer an interactive environment, for sport management professionals and scholars, combining participant presentations and discussions. Each workshop has a unique theme and implementation format and provides new perspectives for all attendees. The EASM Conference 2017 Workshops' topics are:

- Understanding Sport (Non-)Participation: From Data Analysis towards Deeper Problem Understanding
- Organisational Innovation in Sport for Development and Peace
- Problematic Issues in Sport Sponsoring: Scepticism, Negative Image Transfer and Reverse Effects
- Research, Policymaking, and Active Design: Stimulating Physical Activity in Open Spaces
- Sport Business Intelligence
- ESMQ 2019 Special Issue Workshop: Social Responsibility and European Sport Context

In **Parallel Sessions** professional sport management practitioners and scholars present projects and research related to the conference theme. Parallel sessions are a platform to share thoughts with practitioners and scholars. EASM Conference 2017 parallel session topics are:

- Sport Governance and Policy
- Sport Marketing
- Sport Consumer Behaviour
- Sport Events and Tourism
- Sport, Media and Communication
- E-sport and Technology
- Strategy, Leadership and Stakeholder Management in Sport
- Sport Facility Management
- Sport Funding and Finance
- Legal and Ethical Aspects of Sport
- Public Health and Physical Activity Management
- Sport Development and Socio-Cultural Perspectives
- Sport Management Education
- Broader, New and Critical Aspects of Sport Management

What are your attendance options?

- EASM Conference Day Package: **CHF 190**
- EASM Conference Full Package early bird: **CHF 550** (price valid until 30 June)
- EASM Conference Full Package: **CHF 740** (price valid from 1 July)

To learn more about the 25th EASM Conference, please visit **www.easm2017.com** or if you have queries, contact our Local Organising Committee office at **easm2017@ispw.unibe.ch**.

We are looking forward to seeing YOU in Bern in September 2017!

