

Master of Science  
“Internationales Sportmanagement”

# Key Player in Event Organisations

*Programme*

24. February – 4. March  
Mainz, Frankfurt & Munich



## Dear students,

The seminar titled "Key Player in Event Organisations" aims to provide you with a practical understanding of the event business, offering opportunities and contacts for potential jobs and internships with event stakeholders. Our eight-day class promises an engaging, challenging, and intensive program.

These days should also be seen as **career days**, as we will meet many practitioners, get to know institutions and their staff, and gain insights into their work.

Throughout the course, you will encounter a dynamic mix of lectures delivered by both academics and practitioners. To enhance your learning experience, you will contribute by preparing forum discussions and sharing insights about the event stakeholders we visit. Our field visits will blend theoretical concepts with literature-based knowledge. A focus will be on discussions on current issues in sports event management. Even though the program is traditionally designed in English, all lectures and tasks will be in German.

Our field trip commences in Frankfurt and Mainz, followed by an excursion to Munich, where you will meet representatives from various organisations and companies in the event business. You will have some free time to explore these cities independently and immerse yourself in Bavarian culture. **Please bring sportswear with you to Munich, as we offer doing sports together (Jogging).**

Given the complexity and challenges of event management, this class is crafted to provide hands-on insights into managing events from diverse stakeholder perspectives. The practitioners delivering lectures were selected to ensure learning from experts deeply involved in event management on a daily basis. Your personal growth depends on active participation in discussions, interactions with our experts, and exchanging ideas with fellow students. If a particular topic catches your interest, don't hesitate to exchange contact details with a speaker—this could be the first step toward securing an internship or applying for a job after completing your master's program.

Wishing you an exciting and unforgettable experience that undoubtedly brings you closer to your goal of becoming a successful event or sports manager in the field.



Prof. Dr. Holger Preuß

# PROGRAMME

Monday, 24 February | Mainz

- From 12:45** Arrival at DFB Academy  
Location: DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main  
**If you come by car, you can park in the DFB car park**
- 13:00-13:15** Introduction to the seminar / career days  
**Prof. Dr. Holger Preuß** | Professor of Sport Economics & Sport Sociology, University Mainz  
Location: Room 4: "Das Wunder von Bern", DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 13:15-14:00** Presentation *"EURO 24 – How a team can influence a whole nation"*  
**Pauline Mill** | Manager Digital Content / Lead National teams at DFB  
Location: Room 4: "Das Wunder von Bern", DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 14:00-14:15** Coffee Break & Payment to Kim (35,00 €)  
Location: Room 4: "Das Wunder von Bern", DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 14:15-15:30** Presentation *"The planning of the DFB Youth Cup Final"*  
**Fiona Dittmann** | Junior Manager Match Operations at DFB  
Location: Room 4: "Das Wunder von Bern", DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 15:30-16:15** Coffee Break & Walk through Academy  
Location: Room 4: "Das Wunder von Bern", DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 16:15-17:00** Presentation *"Organisation and implementation of PR appointments"*  
**Desirée Smisek** | Senior Partner Manager – Marketing & Partnerships at Eintracht Frankfurt Fußball AG  
Location: Room 4: "Das Wunder von Bern", DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- 17:00-18:00** Presentation *"Team management: The organisation of away matches"*  
**Patrick Zeilmann** | Team management Eintracht Frankfurt Fußball AG  
Location: Room 4: "Das Wunder von Bern", DFB Academy, Kennedyallee 274, 60528 Frankfurt am Main
- From 18:00** Opening Dinner at Pizzeria La Stalla (*Attendance recommended*)  
Location: Waldstraße 1, 60528 Frankfurt am Main

Tuesday, 25 February | Frankfurt

- From 08:45** Arrival at DOSB  
Location: Arena 1 & 2, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main
- 09:00-10:00** Presentation *"An (un)successful story? - Germany and its Olympic bids"*  
**Stephan Brause** | Head of the Olympic Bid Office at DOSB  
Location: Arena 1 & 2, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main
- 10:00-10:15** Q & A with Stephan and Lisa  
**Stephan Brause** | Head of the Olympic Bid Office at DOSB  
**Lisa Kraft** | Manager at the Olympic Bid Office at DOSB  
Location: Arena 1 & 2, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main
- 10:15-10:30** Coffee Break
- 10:30-11:30** Presentation *"The German Olympic Academy & the DFOJL 2024 Paris"*

**Peter Fegers** | Manager Communication of the German Olympic Academy (DOA)  
Location: Arena 1 & 2, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

11:30-11:45 Coffee Break

11:45-12:45 Presentation *“Deutsches Haus - meeting point for all Olympic stakeholders”*  
**Sascha Kraft** | Senior Partner Relations Manager at Deutsche Sports Marketing  
Location: Arena 1 & 2, Deutscher Olympischer Sportbund, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

12:45-13:45 Lunch Break at Landessportbund Hessen (LSB) *(optional)*  
Location: LSB Hessen, Otto Fleck Schneise 4, 60528 Frankfurt am Main

From 13:45 Walk to Eintracht Frankfurt Museum  
Location: Eintracht Frankfurt Museum, Im Herzen von Europa 1, 60528 Frankfurt am Main

14:00-15:30 Tour *“Deutsche Bank Park – Event Management in a Multifunctional Arena”*  
Location: Entrance Museum; Im Herzen von Europa 1, 60528 Frankfurt am Main

From 15:30 Free evening in Frankfurt or Mainz

## Wednesday, 26 February | Mainz

From 11:00 Arrival at MEWA ARENA 1. FSV Mainz 05  
Location: Meeting in front of the Fanshop; Eugen-Salomon-Straße 1, 55128 Mainz

11:15-11:30 Welcome at Mainz 05  
**Christoph Kaufmann** | Head of Hospitality Services at 1. FSV Mainz 05  
Location: VDP Wine Bar at MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz

11:30-12:30 Presentation *“More than football - the MEWA Arena as a multifunctional venue”*  
**Christoph Kaufmann** | Head of Hospitality Services at 1. FSV Mainz 05  
Location: VDP Wine Bar at MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz

12:30-13:30 *Business Lunch (Pizza) with Mainz 05 staff*  
**Christoph Kaufmann** | Head of Events & Hospitality at 1. FSV Mainz 05  
**Pascal Riegel** | Teamlead Hospitality Services 1. FSV Mainz 05  
**Paula Koerdt** | Manager Events & Hospitality at 1. FSV Mainz 05  
Location: MEWA Lounge at MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz

13:30-15:00 Stadium tour MEWA ARENA  
Location: MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz

15:00-16:00 Presentation *“Matchday as a platform for sustainability”*  
**Leonard Wittauer** | Project Manager CSR & Sustainability at 1. FSV Mainz 05  
Location: VDP Wine Bar at MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz

16:00-16:15 Coffee Break

16:15-17:15 Presentation *“Marketing Events at Mainz 05”*  
**Max Heller** | Team lead Marketing 1. FSV Mainz 05  
Location: VDP Wine Bar at MEWA-ARENA, Eugen-Salomon-Straße 1, 55128 Mainz

From 19:00 Free evening in Mainz planned by the students *(optional)*  
Idea: Meeting in a pub for a drink while watching DFB-Pokal or other activities.

Thursday, 27 February | Mainz

## Carnival in Mainz (day off)

### OPTIONAL PROGRAM IN MUNICH

- From 11:00 Individual travel (plan 5h) & individual lunch
- From 16:00 Arrival & Check-In at apartment / Hotel  
Location Hotel Aparthotel Adagio access München City Olympiapark: Am Oberwiesenfeld 20, 80809 München
- 17:30-18:30 Transfer to Grünwalder Freizeitpark  
Location: Grünwalder Freizeitpark, Südliche Münchner Str. 35C, 82031 Grünwald
- 19:00-20:30 7. Grünwalder Kamingespräch der Deutschen Olympischen Gesellschaft (DOG)  
**Joachim Herrmann** | MdL (Staatsminister des Innern Bayern) & **Prof. Dr. Holger Preuß**  
Moderation: **Jörn Verleger** | President of International Fistball Association  
Location: Grünwalder Freizeitpark, Südliche Münchner Str. 35C, 82031 Grünwald
- From 20:30 Free Evening in Munich

### Einladung zum 7. Grünwalder Kamingespräch

Die Bayerische Staatsregierung hat beschlossen, eine Bewerbung von München um Olympische und Paralympische Spiele zu unterstützen. BR-Chefredakteur Christian Nitsche wird diese diskutieren mit

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**Staatsminister Joachim Herrmann, MdL, und  
Prof. Dr. Holger Preuß, Mitglied der IOC-Kommission Legacy and Sustainability**  
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Auf Einladung der Gemeinde Grünwald und der Grünwalder Freizeitpark GmbH werden wir das historische Ambiente der ehemaligen Sportschule für diesen exklusiven 90-minütigen Gedankenaustausch zum Thema

**„Olympia in Bayern –  
Die Pläne der Bayerischen Staatsregierung zur Bewerbung um Olympische und Paralympische Spiele“**

nutzen am

**Donnerstag, 27. Februar 2025, um 19.00 Uhr**

Grünwalder Freizeitpark, Kaminzimmer/Tagungsbereich  
Südliche Münchner Straße 35c, 82031 Grünwald



Im Anschluss ist Zeit für einen individuellen Gedankenaustausch mit den Referenten und Teilnehmern.



Deutsche Olympische Gesellschaft  
Zweigstelle München  
Vorsitzender Alexander v. Stülpnagel  
c/o Olympiapark München GmbH  
Spiridon-Louis-Ring 21  
80809 München  
Fon: 089 3067-2002  
Fax: 089 3067 355-2002

Bundesgeschäftsstelle  
Otto-Fleck-Schneise 12  
60528 Frankfurt/Main  
Fon: 069 6950160  
www.DOG-bewegt.de

Anmeldung bis 20. Februar 2025

Bitte melden Sie bis spätestens 20. Februar unter <https://tinyurl.com/dog-kamin25> an.



Aufgrund des beschränkten Platzkontingentes bitten wir Sie um Ihr Verständnis, dass wir die Plätze nach Eingang vergeben.

Für DOG-Mitglieder ist die Veranstaltung inkl. anschließendem Get-together kostenfrei. Von Nichtmitgliedern wird am Veranstaltungstag um eine Unkostenpauschale in Höhe von 15 Euro in die aufgestellte Spendenbox gebeten.

Natürlich freuen wir uns ebenso über eine spontane DOG-Mitgliedschaft zu Kosten von 52 Euro pro Jahr an dem Abend.



Staatsminister  
Joachim Herrmann, MdL



Professor Dr. Holger Preuß  
Sportökonomie und Sportssoziologie an der Johannes Gutenberg-Universität in Mainz und Mitglied der IOC-Kommission „Legacy and Sustainability“

Friday, 28 February | Mainz

## Carnival in Mainz (day off)

### OPTIONAL PROGRAM IN MUNICH

From 10:00    Playing Padel with Yannick & Kim  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München

From 13:00    Lunch somewhere in the city  
Location: *TBC*

16:00-18:00    Sight Seeing Tour in Munich

From 19:00    Dinner somewhere in the city  
Location: *TBC*

Saturday, 01 March | Munich

From 08:00    Individual travel (plan 5h) & individual lunch

From 14:00    Arrival at Grünwald Freizeit GmbH  
Location: Grünwalder Freizeitpark, Südliche Münchner Str. 35C, 82031 Grünwald

14:15-15:15    Presentation *“Fistball Men’s World Championship in Germany”*  
**Jörn Verleger** | President of International Fistball Association  
Location: Grünwalder Freizeitpark, Südliche Münchner Str. 35C, 82031 Grünwald

15:15-15:30    Coffee Break

15:30-16:15    Presentation *“The Grünwalder Freizeitpark”*  
**Jörn Verleger** | CEO Grünwalder Freizeitpark  
Location: Grünwalder Freizeitpark, Südliche Münchner Str. 35C, 82031 Grünwald

16:15-17:00    Tour at Grünwald Freizeitpark  
**Jörn Verleger** | CEO Grünwalder Freizeitpark  
Location: Grünwalder Freizeitpark, Südliche Münchner Str. 35C, 82031 Grünwald

17:00-18:00    Individual transfer & Check-In apartment/ Hotel  
Location Hotel Aparthotel Adagio access München City Olympiapark: Am Oberwiesenfeld 20, 80809 München

From 19:30    Dinner at Lo Studente (*attendance recommended*)  
Location: Schelling Straße 30, 80799 Munich

## Sunday, 02 March | Munich

- From 10:00 Playing Fistball with World Federation President (*optional*)  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 10:15-12:30 Tour at Allianz Arena and visit of FC Bayern Museum (*optional & individually*)  
Costs: 25 Euro Entrance Fee for Tour & Museum. Please book your tickets individually at allianz-arena.com  
Werner-Heisenberg-Allee 25, 80939 München  
Location: Allianz-Arena, Werner-Heisenberg-Allee 25, 80939 München
- 12:15-14:45 Ice skating at SAP Garden (*optional*)  
Cost: approx. 15 Euro (Entrance & Rent Fee)  
Location: SAP Garden, Toni-Merkens-Weg 4, 80809 München
- 16:00-17:00 Tour „SAP Garden- Munich's most modern multi-purpose venue“  
**Felix Greffenius** | Senior Manager Bew Business Corporate Partnerships at Red Bull  
Location: SAP Garden, Toni-Merkens-Weg 4, 80809 München
- From 19:15 Eishockey Match: Red Bull München vs. Adler Mannheim (*optional*)  
Location: SAP Garden, Toni-Merkens-Weg 4, 80809 München

## Monday, 03 March | Munich

- From 09:15 Arrival at Olympiapark  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 09:30-10:45 Presentation “*Olympiapark - Legacy & sustainability at our sport events*”  
**Sarah Kieferle** | Head of Sustainability & Digitalization at Olympiapark Munich GmbH  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 10:45-11:00 Coffee Break
- 11:00-12:00 Presentation “*Siemens approach for mega sport events – the case of Qatar 2022*”  
**Jan Schönig** | Deal Enablement Lead EMEA at Siemens  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 12:00-13:00 Presentation “*Olympiastützpunkt Bayern and its events*”  
**Volker Herrmann** | Head of Olympiastützpunkt Bayern  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 13:00-14:00 Lunch Break
- 14:00-15:30 Tour “*Olympic Legacy Tour: Munich's Iconic Olympiastadium*”  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 15:30-16:30 Visit of the Memorial to the 1972 Munich Massacre & Olympic Village Tour  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- From 19:00 Dinner at Rumpler Bavarian Restaurant (*attendance recommended*)  
Location: Restaurant Rumpler, Baumstraße 21, 80637 Munich

Tuesday, 04 March | Munich

- From 09:15 Arrival at Olympiapark GmbH  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 09:30-10:30 Presentation *“Snowboard Germany and its events – the World Cup in Winterberg”*  
**Christian Thiel** | Head of Events at Snowboard Germany  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 10:30-10:45 Coffee Break
- 10:45-13:00 Workshop *“Olympic Games 2040 in Germany”*  
**Prof. Dr. Holger Preuß** | Professor of Sport Economics & Sport Sociology, University Mainz  
**Yannick Rinker** | Research assistant and PhD student at University Mainz  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- 13:00-13:30 Recap & Feedback Excursion  
**Prof. Dr. Holger Preuß** | Professor of Sport Economics & Sport Sociology, University Mainz  
**Kim Schu** | Research assistant and PhD student at University Mainz  
**Yannick Rinker** | Research assistant and PhD student at University Mainz  
Location: Olympiapark Munich, Spiridon-Louis-Ring 21, 80809 München
- From 15:00 Individual travel home to Mainz  
**Please do not book any train tickets before 15:00, as the program could be extended!**

## ASSESSMENTS

You will be graded and the grade will be part of the “Portfolio” in Module 5 and will be seen in the “transcript of records” in your exam. The assessment is composed of 5 tasks. All tasks can be completed in German.

Tasks	Percentage for Module 5
3 reflections	45% (15% each topic)
Discussion in a forum	40%
Podcast	15%
Workshop “Future”	0%

## 3 REFLECTIONS

After our tour you have to write 3 reflections on topics you can choose from all presentations we had during our trip. Each reflection should have 300 - 400 words without bibliography. Each reflection shall at least have 3 sources mentioned and these must be mentioned in your text. The reflections must be submitted as PDF-file until 31.03.2025 (00:00) in LMS/ Moodle.

Your reflection must include (if appropriate, as some topics do not fit to all points):

- A reflection on how topical the topic is
- Where problems can be seen in future
- How much it is covered/mentioned in the media
- How relevant it is in future (from whatever perspective)
- Mention a controversy you observed
- End with your (justified and argued) personal opinion on the topic



# DISCUSSION IN A FORUM

Each student will be assigned to a discussion before our trip. The forum is open until 24. February 2025. You are assigned to one topic to discuss with 4 other students. The forum will be held in LMS/ Moodle and after you post a comment you cannot change it anymore. After 24. February your contributions will be graded. The quality of your contribution is very important. Each student should formulate at least 2-3 posts in the forum.

The quality of your discussion will be reflected in your grade. You may consider:

- To answer to points/arguments others have come up with
- Add new arguments
- Reflect from different stakeholder perspectives
- Reflect how realistic the argumentation of others is
- Read papers / literature and also add knowledge to your discussion (this point is important)

## Your groups:

Topic I: Olympic AI Agenda	Topic II: Asian Winter Games 2029 in Saudi Arabia
R. Weinzheimer	D. Hanf
C. Wübbecke	D. Lenz
C. Fränzl	L. Hagenlocher
D. Jabri	S. Beck

Topic III: Private leagues: Ballers League & Co.	Topic IV: Olympic Games in Germany 2040
N. Eifel	L. Zugck
N. Richter	E. Kunze
J. Steffen	L. Behnke
K. Fischer	M. Knab
M. Erdmann	A. Walter

Topic V: Enhanced Games
M. Brandt
J. Augustyn
J. Ellies
Z. Fink
N. Janßen

## Why do we do this forum?

### Small Group Activity

Another commonly used technique to foster critical thinking skill development is small group activity. Small group activity encourages student interaction and enables them to share their ideas and examine individual assumptions. Small groups are less threatening for students and promote comfort to formulate questions for which they may not have the answers. Small group activity promotes collaborative working with peers asking the questions and then answering each other's questions, thereby generating an environment that promotes debate. When reconvening in a large group, students have the opportunity to compare points of view and interpretations and to "contrast their critical thinking styles with their peers" (Neill, Lachat, & Taylor-Panek, 1997, p. 31).

Source: Zakus, D.H., Malloy, D.C., & Edwards, A.L. (2007). Critical and Ethical Thinking in Sport Management: Philosophical Rationales and Examples of Methods. *Sport Management Review*, 10, 133-158.

## PODCAST: BACKGROUND ON EVENT ORGANIZERS

Each student must introduce one organization, event or venue which we are visiting. For this organization/location you have to prepare a 120 second PODCAST to be uploaded to LMS/ Moodle until 24. February 2025 (00:00). You are assigned to one organization/location/event and all other students have to listen to that podcast to get a better understanding about our host. Please name the file (mp3 or other audio files) as follows: TTMMJJ\_Topic\_Name (e.g. 290225\_DOSB\_Schu)

The quality of your contribution is very important. We will grade you on that quality. Therefore, have a special focus on:

- How is that organization/ venue related to events / event organization
- The history of that organization in event hosting/ the history of the event
- The size and speciality regarding events
- Current challenges and environmental/stakeholder changes
- Maybe (if appropriate): its contribution to ecological sustainability

<b>Monday 24.02.</b>	
DFB German Football Federation	M. Erdmann
UEFA EURO 2024	D. Jabri
UEFA Womens EURO 2029	D. Hanf
FIFA WC in Saudi Arabia 2034	D. Lenz
Eintracht Frankfurt	L. Hagenlocher
<b>Tuesday 25.02.</b>	
Deutscher Olympischer Sportbund (DOSB)	J. Steffen
Deutsche Olympische Akademie (DOA)	K. Fischer
Deutsche Sport Marketing (DSM)	R. Weinzheimer
Olympic Games Paris 2024	C. Wübbecke
Olympic Games in Germany 2040	C. Fränzl
Deutsche Bank Park	N. Eifel
<b>Wednesday, 26.02.</b>	
1. FSV Mainz 05	A. Walter
<b>Saturday 01.03.</b>	
Deutsche Olympische Gesellschaft	J. Ellies
IFA - International Fistball Association	J. Augustyn
Fistball World Cup 2023	M. Brandt
<b>Sunday 02.03.</b>	
EHC Red Bull Munich	L. Zugck
FC Bayern Munich	E. Kunze
Allianz Arena	L. Behnke
<b>Monday 03.03.</b>	
Siemens & Sport Events	M. Knab
Olympiapark Munich	N. Richter
Olympiastadion Munich	N. Janßen
SAP Garden	S. Beck
<b>Tuesday 04.03.</b>	
Snowboard Germany	Z. Fink

## WORKSHOP: “FUTURE OF SPORT EVENTS”

The workshop is designed to encourage deeper reflection. Each group has to think about a future sports event scenario using the Futures Wheel method. The scenario to be worked on will be about major international sporting events and will be given by us on the day of the workshop.

We will hold the workshop on Tuesday, March 04, 2025.

Each group will briefly present the results of the Futures Wheel and then discuss the derived strategies (5min):

- one slide presenting the Futures Wheel (Impacts on min. 3 levels; min. 5 impacts on level 1)
- one slide with 3 possible strategies to promote the most important positive impacts and to reduce the negative impacts.

Group 1	Group 2
R. Weinzheimer	D. Jabri
D. Hanf	D. Lenz
J. Steffen	K. Fischer
L. Behnke	J. Ellies
Group 3	Group 4
C. Wübbecke	C. Fränzl
E. Kunze	L. Hagenlocher
N. Richter	L. Zugck
Group 5	Group 6
S. Beck	J. Augustyn
M. Knab	N. Eifel
M. Brandt	N. Janßen
A. Walter	M. Erdmann

Each group will be assessed on the basis of the following criteria:

1. the clarity of the presentation and the respect of the timing (5 min)
2. the ability to explain the key consequences of the given scenario and its likely development in the coming years;
3. the ability of the group to design a credible and well-argued strategy to promote the positive impacts and reduce the negative ones;

## ACCOMODATION

### Hotel Adagio access München City Olympiapark

Am Oberwiesenfeld 20  
80809 München  
Telefon: 089 3589930  
[Homepage](#)

If you have any questions regarding the programme, please contact Kim Schu ([schu@uni-mainz.de](mailto:schu@uni-mainz.de)).

# LITERATURE & LISTENING

## Essential Reading

1. Shone A., & Parry, B. (2013). Successful Event Management: A Practical Handbook (4th Ed.), Cengage Learning.
2. Getz, D. (2016). Event Studies. Theory, Research and Policy for planned Events, Routledge.

## Additional Recommended Reading

1. Raj, R., Walters, P., & Rashid, T. (2009). Events Management: An Integrated and Practical Approach. Sage Publications
2. Woratschek, Horbel, Popp (2014). The Sport Value Framework – A New Fundamental Logic for Analyses in Sport Management. European Sport Management Quarterly *14*(1), 6-24

Please also check the [OECD Local Employment and Economic Development Programme \(LEED\)](#).

## Recommended Listening

1. [Casual Layered Analysis from Inayatullah](#)
2. [S-Curves and future predictions](#)