

Assessing the Project, Event, Facility and Sport management

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Abstract

Most of the projects and events we hear are over budget, late or are simply not good enough and it should be mentioned here that budget and time are two main factors of any kind of business. Nobody can reject this reality that even from the viewpoint of management sport is a kind of a project. In these days by considering progression, improvement, updating and development of project management still there are lots of managing problems in the most of the projects, events, activities, business and especially about sport. Therefore needing to a new factor or, on the other word, concept which must assure the prosperity of any aspects of sport is completely noticeable. Scientists and the academicians in the field of project management have reached to a concept which has been known as "sport management" which in employing is so close to event management and after that to facility management. And the other most important point is the role of project management on sport management success. Hence, event managers, facility managers or sport managers need to realize the concept of project and project success highly. Then this paper attempts to turn to the

project, event, sport and sport aspects, project management and particularly main factors of sport marketing, event, facility and sport management.

Keywords: Project management, Sport marketing, Event management, facility management, Sport management

1. Introduction

Sport is all forms of competitive physical activity which through casual or organized participation, aim to use, maintain or improve physical ability and provide entertainment to participants [6]. Hundreds of sports exist, from those requiring only two participants, through to those with hundreds of simultaneous participants, either in teams or competing as individuals [7]. Sport is generally recognized as activities which are based in physical athleticism or physical dexterity, with the largest major competitions such as the Olympic Games admitting only sports meeting this definition [6]. However, a number of competitive, but non-physical, activities claim recognition as mind sports. The International Olympic Committee recognizes both chess and bridge as

mentalsports, and Sport Accord, the international sports federation association recognizes five non-physical sports, although limits the amount of mind games which can be admitted as sports[7]. Technology plays an important part in modern sport, with it being a necessary part of some sports such as motorsport, and used in others to improve performance. Sports science especially sport management is a widespread academic discipline, and can be applied to areas including athlete performance. Nowadays, lots of other important factors in sport like, office system, event, marketing, facility, economic, finance, and information make the high level needing to the concept of management, project management, business administration and especially sport management [2]. Some of the sport management institutes are:

- 1- International Olympic Committee (IOC)
- 2- International Academy of Sports Science and Technology (AISTS)
- 3- International Association of Assembly Managers (IAAM)
- 4- International Association of Venue Managers (IAVM)
- 5- North American Society for Sport Management (NASSM)
- 6- Stadium Managers Association (SMA) [5]

2. Management

Management in all business and organizational activities is the act of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading or directing, and controlling an organization (a group of one or more people or entities) or effort for the purpose of accomplishing a goal. Resourcing encompasses

the deployment and manipulation of human resources, financial resources, technological resources and natural resources. Since organizations can be viewed as systems, management can also be defined as human action, including design, to facilitate the production or result of useful outcomes from a system. This view opens the opportunity to manage any activities as a project manager, risk manager, time manager, budget manager and sport manager [9].

3. Sport marketing

Sport marketing is divided into three sectors. The first is the advertising of sport and sports associations such as the Olympics and Spanish Football league. The second concerns the use of sporting events, sporting teams and individual athletes to promote various products. The third is the promotion of sport to the public in order to increase participation. In the first case, the promotion is directly related to sports. In the second case, the products can but do not have to be directly related to sports. When the promotion is about sports in general, sports teams or sports events, the use of this kind of strategy is called "Marketing of Sports". When the promotion is not about the sports but sports events, athletes, teams or leagues are used to promote different products, the marketing strategy is denominated "Marketing through sports". When the promotion is about increasing participation amongst the public it is called "Grassroots Sports Marketing". To promote the products or services, the companies and associations use different channels such as sponsorships of teams or athletes, television or radio advertisement during the different broadcast sports events and celebrations, and/or advertisement on sporting venues. "Street marketing of sport" which considers sport marketing through billboards on the street and also through urban elements (street lighters and sidewalks, etc.) to help promote and gain publicity during major worldwide sporting

events such as the FIFA Football World Cup, the Olympic Games, the Super Bowl, the Winter Olympic Games and the UEFA Champions League [4].

Sport marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote the sport or to promote something other than sport through sports. Sport marketing is also designed to meet the needs and wants of the consumer through exchange processes [10].

One element that sport marketing takes advantage of is that athletes tend to be brand loyal and fans tend to be loyal to their favorite athletes and teams. This can be recognized through the contracts players and athletes sign with sports companies in which they get paid to wear or use their products in each game or sporting event. By doing so, the players and athletes and also their fans develop a loyalty to the products for a longer time [1].

3.1 Benefits of Sport Marketing

Sport marketing impulses memberships, sales, and recognition. These factors represent the biggest benefits for the companies, the athletes, the associations, the leagues, and sport event managers. Well planned, effective marketing helps to understand the customer and the marketplace. Also, informed marketing decisions help increase the company's, club's, or association's performance. Due to the status and importance in people's lives, sport is considered a profitable and sustainable marketing source [12].

4. Event management

Event management is the application of project management to the creation and development of competitions, festivals, events and conferences [3]. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry [13]. The recent growth of competitions, festivals and events as an industry around the world means that the management can no longer be ignored. Events and festivals, such as the Asian Games, have a large impact on their communities and, in some cases, the whole country [3, 8]. Events can be classified into four broad categories based on their purpose and objective:

- 1- Leisure events e.g. leisure sport, music, recreation.
- 2- Cultural events e.g. ceremonial, religious, art, heritage, and folklore.
- 3- Personal events e.g. weddings, birthdays, anniversaries.
- 4- Organizational events e.g. commercial, political, charitable, sales [3].

4.1 Event manager

The event manager is the person who plans and executes the event specifically in sport. Event managers and their teams are often behind-the-scenes running the event and sport programs. Event managers may also be involved in more than just the planning and execution of the event or sport project, but also brand building, marketing and communication strategy. The

event manager or sport manager is an expert at the creative, technical and logistical elements that help an event succeed. This includes event design, audio-visual production, scriptwriting, logistics, budgeting, negotiation and, of course, client services which is the most important. It is a multi-dimensional profession [13].

If the event/sport manager has budget responsibilities at this early stage they may be termed an event or production executive. The early event development stages include:

- 1- Client Services
- 2- Brief clarification
- 3- Budget drafting
- 4- Cash flow management
- 5- Supply chain identification
- 6- Procurement services
- 7- Scheduling and time management
- 8- Health & Safety
- 9- First Aid Services
- 10- Environmental and ecological management
- 11- Risk management [8].

5. Facility management

Facility (or Facilities) management (FM) is an interdisciplinary field devoted to the coordination of space, infrastructure, people and organization, often associated with business services functions such as offices, competitions and arenas, schools, convention centers, shopping complexes, hospitals, hotels, etc. However, FM facilitates the business on a much wider range of activities than just business services and these are referred to as non-core functions. Many of these are outlined below but they do vary from one business sector to another. As if, Facilitymanagement works in lots of branches especially sport and sport facilities, academicians have defined it as sport management and also sport facility management

[11]. It shows the significant importance of sport as a major facility for human being.

The discipline of facility management and the role of facility managers or in particular sport managers are evolving to the extent that many managers have to operate at two levels: strategic-tactical and operational [11].

6. Conclusion

Sport management is a field of management concerning the marketing, events, facilities and business aspects of sport. Sport manager is a person who uses all of management tools to provide a health and safe place for sport clients and also athletes like services and so on to be able to have a good feeling about sport market, sport events, sport facilities and specially sport business. Some examples of sport managers include the front office system in professional sports, college sports managers, recreational sport managers, sports marketing, event management, facility management, sports economics, sport finance and sports information.

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