

Commitment in Sport Management

The Second Announcement



The 19th Conference of the European Association for Sport Management
Madrid 2011, 7-10 September
Spain

www.easm2011.com



Welcome to Madrid



Gerardo Bielons

Chair of the 19th EASM Conference Madrid 2011
Commitment in Sport Management

The definition
of success is personal.
It is not about
what others say it is;
it is about what
oneself thinks it is

It is with great pleasure, pride and high personal motivation that I introduce you to the **19th Conference of the European Association for Sport Management** which will take place next year in the vibrant city of Madrid.

One of the most beautiful, enriching and motivating activities of people is the capacity to relate to others, when affection flows spontaneously. Commitment with life, family, friends and, of course, with work and personal projects, produce an excellent combination of professional and human development. This is why we feel identified with the theme of our Conference "**Commitment in Sport Management**".

If we were to take a fair photo of sports in its widest aspects, I believe that Sport Management, as a discipline, would be amongst the most interesting, attractive and consistently growing in present times.

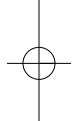
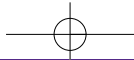
For all the above, I invite all the academics and professionals of our sector to continue their valuable research and education with a view to introduce themselves and their work to a new open market such as Madrid.

We have ahead of us a year to communicate before we all meet next September 2011. We will be feeding you with new data on the different events, meetings and presentations that will be accessible to you at the Conference. Our talented team is designing a special event where all delegates can feel exclusive and where the excellence will be a key element to make it a memorable experience.

I am convinced that it is more and more necessary to create permanent conferences to help participants in their continuing search for excellence and success.

I am looking forward to shake hands with all of you.



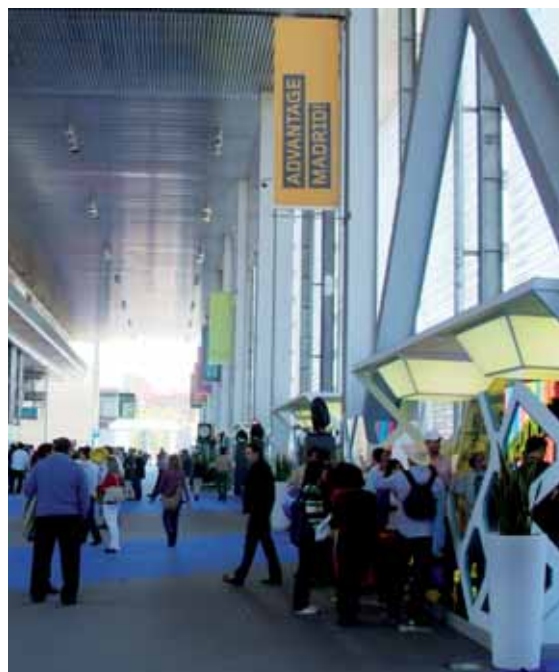


Madrid, a city committed with sport, business and culture

Sports are intensively lived in the city and there are a large number of specialised facilities to practice any discipline as well as to watch the best sports professionals. The world famous clubs such as the Real Madrid and the iconic Santiago Bernabeu Stadium, have helped building up the city's international prestige. Besides, another sport, tennis, made an extraordinary contribution to position Madrid as a leading sports events hub.

The Mutua Madrileña Madrid Open, a unique tennis event held at the spectacular Caja Mágica, of avantgardistic architecture and interior design, was an efficient combination of top level business, sports, and entertainment leading to unprecedented success and bringing greater exposure to the city.

Furthermore, Madrid will be the venue of the final of the 2014 World Basketball Championships, and is the last stage of La Vuelta which finishes in Madrid.



Madrid is an open-minded city where culture, entertainment and business share an attractive, thriving space. Thanks to its modern and cosmopolitan flare and to the friendly and passionate character of Madrilenians, the Spanish capital makes everyone feel right at home while providing them with some of the world's most interesting tourist attractions.

Madrid hosts over 4,000 congresses and conventions every year. Furthermore, the excellent communications -such as Madrid-Barajas International Airport-, its top-quality hotels, and its significant cultural and entertainment offer will surely make the organization of any business event a clear success.

Madrid is one of the world's liveliest, most entertaining and vibrant cities during the day, but even more so at night



Over eighty museums and more than two thousand monuments -both historical and artistic-, contribute to the city's richness and bear witness to the history and the art of all those who have populated Madrid throughout the centuries. Without this cultural heritage it would be impossible to understand European and world history.

Madrid's cultural legacy offers visitors an unprecedented tour: the Art Walk (which includes the Prado Museum, the Reina Sofía National Museum and Art Centre, the Thyssen-Bornemisza Museum and, more recently, CaixaForum). It is a unique walk through painting, sculpture, architecture and nature.

But cultural heritage can also be appreciated on the streets. A walk through the many sides of Madrid offers a survey through past eras: the Habsburg dynasty, the Bourbons, the Middle Ages, the 19th Century and even the times of Goya or Velázquez.

With almost 3,000 hours of sun per year, Madrid is undoubtedly a luminous and warm city. Its Mediterranean continental climate is an invitation to walk through its streets.

There is a great number of parks throughout the city, making it the greenest capital in Europe. In fact, Madrid has two true "green lungs": El Retiro park and the Casa de Campo.

With over 3,000 restaurants, Madrid can be considered a city where one can taste all the different cuisines in the world, as

well as Spanish dishes. Undoubtedly, it also shows the richness of its own gastronomy with the "cocido madrileño" as its undisputed representative, while offering plenty of opportunities to try tapas.

Aside from traditional flavours and styles, there is a new trend of top-quality cuisine, referred to as "designer's" or "author's" cuisine, which is considered avant-garde gastronomy to satisfy the most exquisite palates.



Those who visit Madrid will for sure know that it is one of the world's liveliest, most entertaining and vibrant cities during the day, but even more so at night. Madrid offers visitors all imaginable options for leisure and entertainment. One of the most popular attractions is musical theatre. Gran Vía, also known as Madrid's Broadway, has become a reference for this musical genre in Spain.



The 19th EASM Conference Madrid 2011

An inspiring experience This is how we would like you to describe The 19th EASM Conference Madrid 2011. The event has been carefully designed to allow the participants to meet, network and share their knowledge in the most dynamic, creative and interactive environment. All activities are driven to ease the building-up of new and productive links between professionals, companies, scientists, academics and future sport managers. Our ultimate goal is to make you feel that the experience of participating, be it as a speaker, a sponsor, a delegate, a practitioner, or a seminar student, was exciting, fruitful, inspiring, and, why not, unforgettable.

A top class central venue Madrid is a very special city. Open, welcoming, vibrant, extraordinarily rich in cultural, monumental, historical, gastronomic, artistic and architectural jewels. It has evolved enormously in the last twenty years and has become one of the most attractive metropolis in the world. We were determined to help you feel all that while making the most of the Conference which is why we have chosen a very central venue: The Hotel Meliá Castilla. A five star hotel and state-of-the-art congress centre, ranked amongst the best in Europe, equipped with the latest-generation technology, where participants will enjoy both the comfort and luxury of the hotel combined with a perfect location, just a few minutes away from the iconic Santiago Bernabeu Football Stadium.

Challenging Topics are the heart of the Conference. We hope to have made an attractive selection of themes and expect a high number of papers to be submitted. The topics of interest for abstracts submission include, but are not limited to:

- **Sport Management:** Opportunities and Challenges; Current situation and new management trends.
- **Excellence in Sport Management:** Leadership, quality,

human resources management and managing conflict in sport organisations.

- **Tourism and Leisure Sport Management:** Sport as entertainment, tourism, wellness and fitness drivers.
- **Global Sporting Events:** Sporting events from local to global scale.
- **General Sport Management Issues:** Sports law, policies, economics and finance, education and sport, professional development and marketing.
- **The View of Professional Sports:** Competition, leagues, governance, salaries, laws and rules.

Social events

An Opening Cocktail Party in a unique setting; a Special Event at the Santiago Bernabeu Stadium; a Closing Banquet at the Club de Campo de Madrid -one of the best Sports Clubs in Europe, founded in 1930, with splendid golf, horse riding, tennis and hockey facilities-; the opportunity to visit the Prado Museum, the Royal Palace...and sports facilities such as the Caja Mágica. These are some of the activities we are preparing for the participants to enjoy gathering together and experiencing the beauty Madrid has to offer.





Master Student Seminar

The Student Seminar

“European Sport Management Live in Madrid” is the title for the Student Seminar EASM Madrid 2011. From September 3 to 7, the students will live a unique experience being hosted by our Partner, the Universidad Europea de Madrid, a model of academic excellence combined with the most advanced facilities, including a School of Sports Science which is at the forefront of the Spanish academic panorama and Postgraduate Sport Management Studies in partnership with the Real Madrid International Professional School.

We are convinced that this is an ideally suited environment for students to work and enjoy throughout the Management Game, when they will analyse and provide solutions to real issues presented by professionals from key companies in the Sport Industry.

A number of cultural and outdoor activities have been designed for them, including a tour to an important monumental city outside Madrid, a typical Spanish dinner, and a visit to the Santiago Bernabeu Stadium.

Management Game

Key figures

Participants

- Maximum of 100 students
- Maximum of 15 tutors
- The organization will promote the equality of participation of genders
- 20 groups of students (5 students per group)
- 10 Sport Industry Cases (Private & Public) will present their issues



Evaluation

- Each Company, in collaboration with an tutor, will choose the best 2 solutions proposed specifically for them
- The 10 winner groups will present their case study to the whole Seminar in order to be chosen as one of the 3 best Sport Industry Cases
- The 3 best Sport Industry Cases will be presented at the Conference
- The winning group will be awarded during the Closing Ceremony

Master Student Seminar Package*

- 8 night accommodation and breakfast
- 7 lunches and coffee breaks
- 8 dinners, including the social events of the Conference
- Transfers from the airport to the UEM, and during the Seminar
- Cultural and outdoor activity
- Conference kit

* The package includes the Seminar Training Programme and access to the 19th EASM Conference Madrid 2011.



The Forum

Sport, Business & Education

Hitting Sport Management on the Rise

The EASM Conferences traditionally include practitioner sessions where a variety of topics are discussed. Those sessions are key in bringing together both the scientific research and real business experience in Sport Management.

The 19th EASM Conference Madrid 2011 will introduce a novelty, **The Forum on Sport, Business and Education**, which will cover:

Thursday 8

Best practice in local Sport Policy: A global view.

Friday 9

The Impact of the World Cup in Spain: How to capitalise a victory.

Saturday 10

Tennis: The Never Ending Business.

Keynote speakers will present their remarks on specific subjects such as Sports Policy Factors Leading to International Sporting Success; The Role of Sport in Education; Measuring



the Impact of Major Sporting Events; The State of Tennis Sponsorships; The World Cup: How to measure its impact and how to justify investing in it; The Impact of the Final Champions League in Madrid: Lessons learnt; Branding in Football; and Naming rights. The topics will also be discussed in round tables designed to that effect.

We hope that this new format will add to the interaction between professionals and academics and will also bring new opportunities for specialized speakers and the public to debate on sports that have experienced a notable increase in exposure and business generation in the last years.

Submission and Registration

Submission of Scientific and Professional Papers

The "Call for Papers" will be published on the official website www.easm2011.com from January 31, 2011.

Delegates Registration

Registration can be made by completing the Conference Registration Form which will be available from February 1, 2011, on the official website www.easm2011.com

Conference Fees

The Full Delegate Conference Fee covers*:

- Opening Ceremony
- 3 lunches
- 1 dinner
- 6 coffee-breaks
- Closing Banquet
- Conference bag

- Early Bird Registration: € 500
- Late Registration: € 595
- Master Student Seminar Registration: € 500
- Tutors Registration: € 1000

* Taxes included



Accommodation

We recommend that you make the most of the 19th EASM Conference Madrid 2011 staying at our Partner Hotel, The Meliá Castilla, and benefit from the special rates for participants.

To make your reservations please kindly contact Mrs. Ana Ruiz Polo or Mr. Domingo Sánchez:

By phone: +34 915 713 311

By fax: +34 915 675 166

By email: reservas.grupos@hotelmeliacastilla.com

Rates

Classic Room / Single Use: €135 daily rate (including breakfast)

Daily Rate 4 Nights Package for 19th Conference EASM Madrid 2011: **€125 daily rate** (including breakfast)

Further Information

Feel free to visit www.easm2011.com to keep up to date on news and developments.



Key Dates

Start Online Registration	February 1, 2011
Deadline for Abstracts	April 4, 2011
NRA Submission Deadline	April 4, 2011
Notification of Acceptance of Abstracts	May 16, 2011
Master Student Seminar Registration Deadline	May 31, 2011
Early Bird Registration Fee Deadline	June 20, 2011
Registration and Accommodation Deadline	August 1, 2011

Useful information



How to get to Madrid

The capital is connected by air to the main European and American cities, and by road and train to all Spanish cities. Barajas Airport (with 4 Terminals at different distances from the city centre) is located 15 minutes by light train from the city centre and the two main train stations, Atocha and Chamartín, are situated on both ends of the Castellana. There is also a large taxi fleet, whose prices are also very reasonable. The journey from Barajas airport to the city centre comes to around 25 euros.

To plan your trip to Madrid, you can visit: www.esmadrid.com
To check on airlines and flight information, you can visit: www.aena.es

Public Transportation

The buses and metro run regularly and are highly reliable. Madrid's underground system is in fact one of the longest in the world. Users can purchase single fares, 10 journey tickets, monthly or yearly season tickets or tourist tickets for 1, 2, 3, 4, 5 or 7 days.



Weather

Madrid has a moderate continental climate. September is one of the most beautiful months in the city, with an average temperature of 21.7° C. The breeze that blows down from the Guadarrama mountain range through the plateau is responsible for almost permanent blue skies. To check on the weather status, you can visit: www.aemet.es



What to visit

Should you wish to extend your stay, or take advantage of your free time, six enclaves listed by the UNESCO as "World Heritage" locations can be found near Madrid. Aranjuez and El Escorial were once the residence of Spanish royalty and their palaces and gardens have an important natural and artistic value. Alcalá de Henares, Ávila, Segovia and Toledo have monumental centres from the Middle Ages and the Renaissance.

For more information, you can visit: www.esmadrid.com



Art in Madrid

Situated in the heart of Madrid, the Paseo del Prado is home to three of the most comprehensive painting museums in the world. The Reina Sofía National Museum Art Centre, with Picasso's Guernica, the Thyssen Bornemisza Museum, which presents an overview of art history, and the Prado Museum, with artworks by Goya and Velázquez. All three also host outstanding temporary exhibitions.



Shopping

Madrid is a shopping paradise both for bargain-hunters and for those seeking exclusive boutiques. From creations by international and Spanish fashioners to both traditional and trendsetting designs, everything goes in the city's shop windows.



A green city

Located between the Guadarrama Mountain Range and Vega del Tajo, Madrid has a wealthy natural heritage. The number of trees that line the avenues and gardens clean the air and generate the ideal atmosphere for walking, sports or leisure. El Retiro, La Casa de Campo or El Monte de El Pardo are a few of the large parks and forests located within the city. You can take advantage of this and enjoy jogging or cycling during your free time.

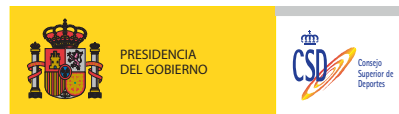


Don't miss this opportunity.
Start planning your visit.

It's now time
for Madrid!



Escuela de Estudios Universitarios Real Madrid



Conference Organiser

Pedro Teixeira 10, 2º oficina 7 – 28020 Madrid – Spain
Phone: +34 91 556 38 06 – Fax +34 555 32 90
info2011@eventsgb.com

www.easm2011.com