The 15th Congress of the European Association for Sport Management

Sport Events and Sustainable Development

12-15 September 2007, Torino, Italy

www.easm2007torino.com
PARTNERS AND ORGANIZERS

REGIONE PIEMONTE
PROVINCIA DI TORINO
CITTÀ DI TORINO
CAMERA DI COMMERCIO INDUSTRIA ARTIGIANATO E AGRICOLTURA DI TORINO
TORINO CONVENTION BUREAU
CAMPO MARCONI
CAMPO DIelite
SUISM
Sims
Coni
ConiServizi
Scuola dello Sport

UNDER THE AUSPICES OF

MINISTERO DELL'UNIVERSITÀ E DELLA RICERCA
FACOLTÀ DI MEDICINA E CHIRURGIA - UNIVERSITÀ DEGLI STUDI DI TORINO
COMITATO ITALIANO SPORT CONTRO DROGA (C.I.S.D.)
UNIONE NAZIONALE ASSOCIAZIONI SPORTIVE CENTENARIE D'ITALIA (UNASCI)
CENTRI SPORTIVI AZIENDALI INDUSTRIALI (C.S.A.IN.)
The 2007 EASM Congress aims to bring together researchers, scientists, and practitioners from Europe and around the world to share knowledge and expertise in the broad area of sport management and marketing.

Turin has a long tradition in managing sport events. Turin hosted the Olympic games in 2006 and the Winter Universiade in 2007. We will be pleased to share our experience in sport events management, marketing and communication.

Consequently the main theme will be “Sport events and sustainable development”. Recognising the importance of learning and sharing experiences from varying perspectives, the Congress welcomes contributions that approach the key themes from different points of view.

The key themes addressed in the 2007 EASM Congress are:

1. Community Recreation & Sport Development
2. Leisure and Sport Tourism
3. Government Policies & Perspectives on Sport
4. E-business and Sport Marketing
5. Management Issues for Sport Organizations and Elite Sport Systems
6. Sport Economics & Finance
7. Global Sport Development Issues
8. Growth Challenges & Issues in Professional Sport
9. Gender and Ethical Issues in the Sport Industry
10. Open Sessions
11. Doctoral and masters Student Session
12. Theoretical approaches to change in sports organizations

The 2007 EASM Congress aims to bring together researchers, scientists, and practitioners from Europe and around the world to share knowledge and expertise in the broad area of sport management and marketing.

Turin has a long tradition in managing sport events. Turin hosted the Olympic games in 2006 and the Winter Universiade in 2007. We will be pleased to share our experience in sport events management, marketing and communication.

Consequently the main theme will be “Sport events and sustainable development”. Recognising the importance of learning and sharing experiences from varying perspectives, the Congress welcomes contributions that approach the key themes from different points of view.

The key themes addressed in the 2007 EASM Congress are:

1. Community Recreation & Sport Development
2. Leisure and Sport Tourism
3. Government Policies & Perspectives on Sport
4. E-business and Sport Marketing
5. Management Issues for Sport Organizations and Elite Sport Systems
6. Sport Economics & Finance
7. Global Sport Development Issues
8. Growth Challenges & Issues in Professional Sport
9. Gender and Ethical Issues in the Sport Industry
10. Open Sessions
11. Doctoral and masters Student Session
12. Theoretical approaches to change in sports organizations

**Scientific committee**

- Maria Giuseppina Robecchi - President University of Torino's School for Motor and Sports Sciences, Italy
- Pietro Passerin d'Entrèves - University of Torino’s School for Motor and Sports Sciences, Italy
- Simon Chadwick - Birckbeck Sport Business Centre, Birckbeck University of London, UK
- Jean-Loup Chappelet - Director Swiss Graduate School of Public Administration (IDHEAP Lausanne), Switzerland
- Packanathan Chelladurai - Ohio State University, Sport and Exercise Management, USA
- Vilma Cingiene, Lithuanian Academy of Physical Education, Lithuania
- George Costa, Democritus University of Thrace, Greece
- Leonardo Falduto - University of Torino’s School for Motor and Sports Sciences, Italy
- Alain Ferrand - University of Poitiers, France / University of Torino’s School for Motor and Sports Sciences, Italy (Coordinator).
- Vassil Girginov - Brunel University, UK
- Chris Gratton - Sheffield Hallam University, UK
- Ian Henry - Director of the Centre for Olympic Studies & Research in the School of Sport and Exercise Sciences - Loughborough University, UK
- Themis Kokolakakis - Sheffield Hallam University, UK
- Alberto Madella - Italian National Olympic Committee, Scuola dello Sport, Italy
- Dimitra Papadimitriou - University of Patras, Greece
- Holger Preuss - Institute of Sport Science at the Johannes Gutenberg-University in Mainz, Germany
- Simon Shibli - Director Sport Industry Research Centre Sheffield Hallam University, UK
- Berit Skirstad - Norwegian School of Sport Sciences, Norway
- Marijke Taks - University of Windsor, Canada
- Ivan Waddington - University College of Dublin, Ireland - University of Chester, UK - and Norwegian School of Sport Sciences, Norway
- Herbert Woratschek, University of Bayreuth, Germany
- Jolanta Zysko, The Josef Pilsudski Academy of Physical Education of Warsaw, Poland
- Corrado Beccarini - Scuola dello Sport, Italy
- Marco Brunelli - Lega Calcio - San Marino Republic University, Italy
- Gioachino Kratter - Technical Coordinator - University of Torino’s School for Motor and Sports Sciences, Italy
- Marcello Marchioni- Italian National Olympic Committee, Italy
- Urgandarin Mikel - Fundacion Estadio Vitoria, Spain
- Denis Musso - INSEP Paris, France
- Kari Puronaho - EASM Secretary General/ University of Jyväskylä, Finland

**Committee for professional papers**

- Marco Brunelli - Lega Calcio - San Marino Republic University, Italy
- Gioachino Kratter - Technical Coordinator - University of Torino’s School for Motor and Sports Sciences, Italy
- Marcello Marchioni- Italian National Olympic Committee, Italy
- Urgandarin Mikel - Fundacion Estadio Vitoria, Spain
- Denis Musso - INSEP Paris, France
- Kari Puronaho - EASM Secretary General/ University of Jyväskylä, Finland
EASM

The European Association for Sport Management (EASM) was established in 1993 as an independent association of people involved or interested in the management of sport in the broadest sense. EASM membership is composed of academics and professionals from the public, voluntary and commercial sectors. EASM has a wide international network of experts and National Organisations in the fields of sport management and has close European and Intercontinental relations (the World Sport Management Alliance). Members of EASM come from nearly 40 different countries, and from every continent.

The aims of EASM include to:

- Promote and encourage study, scientific research and scholarly writing on sport management.
- Facilitate and develop exchange of information and dissemination of best practices.
- Work with member organisations to support sport management associations and organisation
- Develop sport management by acting as the European Association
- Co-operate with other international bodies with shared goals
- Encourage the convening of international Conferences
- Teach sport management and establish educational exchanges of sport management techniques
- Exchange practical and scientific experiences in the field of sport management
- Extend the teachings and activities of EASM to all places throughout Europe and the rest of the world and to communicate and act in co-operation with other international bodies
- Stimulate the interest of Members to improve their ability and willingness to learn more on sport management
- Publish journals, Statutes, magazines or other reference material in printed, electronic or other forms of media
- Maintain and develop databases, websites and other informative material and data on sport management.

SUISM

University of Torino’s Interfaculty School for Motor Sciences

The School holds one first level degree course in Motor and Sports Science, three second level degrees in Management of Sports and Physical Activities, Science and Technique of Sports and Training, Science and Technique of Adapted Physical Activities. About 2,000 students are enrolled in the four courses making the School the largest in Italy. In its campus the School has its own Medical Center for Prevention and Sports Medicine and its Motor Science Research Center.
### Scientific Programme

**Wednesday September 12th Evening**

**19.00 - 21.00**

**Opening ceremony:** Berit Skirstad (EASM President), Renato Montabone (City of Torino’s Councillor for sports and major events)

**Key note:** Tiziana Nasi (President of the Torino 2006 Paralympic Winter Games organizing committee)  
Presentation on “Sport events and sustainable development”

**Chair:** Paolo Verri (Italia 2011 President: organizing committee for Italy’s 150th unification anniversary)

**Welcome cocktail**

---

**Thursday September 13th Morning**

**09.00 - 09.45**

**Key note:** Paolo Bellino (Torino 2006 Olympic Winter Games Main Operations Centre Managing Director)  
Presentation on “Torino 2006 Olympic Winter Games legacy”

**Chair:** Alberto Madella (Scuola dello Sport CONI e Società Italiana di Management dello Sport)

---

### Chairs and Presentations

<table>
<thead>
<tr>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gabetti</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td><strong>Sport Marketing</strong> (Thomas Bezold, University of Applied Sciences Heilbronn, Germany)</td>
<td><strong>Community Recreation and Sport Development</strong> (Anna-Katriina Salmikangas, University of Jyväskylä, Finland)</td>
<td><strong>Management Issues for Sport Organisations</strong> (Herbert Woratschek, University of Bayreuth, Germany)</td>
<td><strong>ESMQ Methodology Workshop Discourse in Sport Management</strong></td>
</tr>
</tbody>
</table>

**10.00-10.30**

- Simon Chadwick (University of London, UK)  
  European football clubs and their Asian supporters: some implications for international sport marketers  
- Vassil Girginov (Brunel University, UK)  
  Management of sport development: An emerging academic field and a profession  
- Graham Cuskelly (Griffith University, Australia)  
  Predicting retention of early career sports officials  
- Sarah Wenham (Sheffield Hallam University, UK)  
  Developing A Workforce for the Future!  
  A partnership approach between the university sector & the sports industry  
- Magnus Forslund (Växjö University, Sweden)  
  Sport Management: A Passion for Order and Control or Change and Renewal?

**10.30-11.00**

- Munehiko Harada (Waseda University, Japan)  
  A study on fan segmentation and profiling  
- Laura Cousens (Brock University, Canada)  
  Understanding interdependence in the Canadian sport system: A network approach  
- Melody Rioux (Brock University, Canada)  
  An Examination of the Impact of Timing on Knowledge Management within a Major Games Organizing Committee  
- Kang Shau-Yun (Fu Jen Catholic University, Taiwan)  
  The comparative study of academic organizations in physical education, sports, and leisure in Taiwan, United States, Europe, and Australia  
- Matthew Nicholson (La Trobe University, Australia)  
  Locating social capital in sport policy

**11.00-11.30**

- Marijke Taks (University of Windsor, Canada)  
  Buying, having and being: An international comparison of teenagers’ consumption of sporting goods  
- Veerle De Bosscher (Vrije Universiteit Brussel, Belgium)  
  A comparative analysis of Flanders (Belgium) in elite sport against six other nations  
- Edel Randles (Institute of Technology, Tralee, Ireland)  
  Sports volunteerism, a reinforcement of gender role stereotyping, or a stab at the glass ceiling?  
- Graber Deron (College Misericordia, USA)  
  Integrating sport sales experiences to a classroom setting  
- Dikaia Chatziefstathiou (Canterbury Christ Church University, UK)  
  Towards the development of the 2012 London cultural olympiad: The nature of the ideology of Olympism in the discourse of Great Britain

**Coffee break**
### THURSDAY SEPTEMBER 13th MORNING (Cont.)

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Gialotti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gabetti</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.45-12.15</td>
<td>Ian Henry (Loughborough University, UK) Delivering sports policy through networks and partnerships: The use of social network analysis in the local sports delivery system in England</td>
<td>Jee Seon Park (University of London) The International Fan-Consumer’s Cognitive Process</td>
<td>Herbert Woratschek (University of Bayreuth, Germany) An analysis of brand creation of sport organisations</td>
<td>Anne Eastgate (University of South Australia) Exploring the role of sport events in establishment of place attachment toward a sport event host destination</td>
<td>Workshop on theoretical approaches to change in sport organisations Bert Skirstad (Norwegian School of Sport Sciences) Ivan Waddington (University College of Dublin, University of Chester and Norwegian School of Sport Sciences)</td>
</tr>
<tr>
<td>12.15-12.45</td>
<td>Jordi Cavero i Buscató &amp; Ramon Baixadera i Vinós (Provincial Council of Barcelona, Spain) Municipal sport habits surveys as a basic tool for the implementation of local sport policies</td>
<td>Guillaume Bodet (Loughborough University, UK) Understanding the influence of demographic and psychological variables on spectator satisfaction in French ice hockey</td>
<td>Per Göran Fahlsström (Växjö University, Sweden) The chosen one. A study on coach recruitment strategies in Swedish ice hockey and soccer clubs.</td>
<td>Millicent Kennelly (Griffith University, Australia) An investigation of the relationship between an Australian national sport organisation and a private sport tour operator</td>
<td>Hallegir Gammelsæter (Molde University College, Norway) Institutional dynamics explaining change and stability in a professional soccer club</td>
</tr>
<tr>
<td>12.45-13.15</td>
<td>Gary Evans (University of Southampton, UK) The English public sector for sport: The systemic case for complex-pluralism</td>
<td>Chris Auld (Griffith University, Australia) Public perceptions of major sport event impacts</td>
<td>Yu Chin-Hung (Fu Jen Catholic University, Taiwan) A study of current development in department relating to physical education, sports, and leisure in Taiwan</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13.30 - 14.30 Lunch

### THURSDAY SEPTEMBER 13th AFTERNOON

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Gialotti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gabetti</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.30 - 15.15</td>
<td>Key note: Holger Preuss Professor for Sport economy and management at the Faculty of Sport at the Johannes Gutenberg-University Mainz Presentation on “Marketing and sponsorship of the Olympic games” Vilma Cingiene (Lithuanian Academy of Physical Education, Lithuania)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Gialotti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gabetti</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.30 - 16.00</td>
<td>Paul Downward (Loughborough University, UK) Social interactions and sports participation: An economic perspective</td>
<td>Jo Van Hoecke (Vrije Universiteit Brussel/Double PASS) The impact of the quality management system FootPASS on the structural dimensions of a professional football academy</td>
<td>Leigh Robinson (Loughborough University, UK) The challenge of managing customer expectations of sport services: a theoretical model</td>
<td>Paul Jonson (University of Technology, Sydney and Sport Knowledge Australia) Brand equity and the foreign fan</td>
<td>Dag Vidar Hanstad (Norwegian School of Sport Sciences, Norway) ‘Cleaning up’ cross-country skiing: Drug scandals and organizational change within the International Ski Federation</td>
</tr>
</tbody>
</table>
### THURSDAY SEPTEMBER 13th AFTERNOON (Cont.)

<table>
<thead>
<tr>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gobetti</th>
<th>Sala Mollino</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>16.00 - 16.30</strong></td>
<td>Nobuya Takezawa (International Christian University, Japan) Does corporate team sports create shareholder value? An event study of Japanese corporates</td>
<td>Liljana Barac (University of Ottawa, Canada) Leveraging sponsorship to build an emotional connection between brand and consumer</td>
<td>Milena Parent (University of South Australia) Leadership theories and large-scale sporting events</td>
<td>Rei Saito (Waseda University, Japan) Consumer recognition of sponsorship at a professional tennis tournament at the grassroots level</td>
<td>Vilena Cingiene (Lithuanian Academy of Physical Education, Lithuania) Role of intraorganizational dynamics in organizational change in Basketball Federation of Lithuania</td>
</tr>
<tr>
<td><strong>16.30 - 17.00</strong></td>
<td>Harry Arne Solberg (Sogn Og Fjordane College, Norway) Why mega sports events become more expensive than planned?</td>
<td>Nicolas Chanavat (University Claude Bernard Lyon 1) Sponsor and sponsored entities interactions in a sport event: Impact on fans’ brand image, brand attachment and purchasing intention</td>
<td>Sebastian Kaiser (German Sport University Cologne, Germany) Special challenges in the communication management of sport organisations: theoretical suppositions, empirical results and implications for daily practice</td>
<td>Constantinos Stavros (RMIT University, Australia) Crisis in Sport: Managing the Sponsor Reaction</td>
<td>Alain Ferrand (University of Poitiers, University of Turin - SUISM) The use of Alceste Software in conducting discourse analysis</td>
</tr>
</tbody>
</table>

Coffee break

### THURSDAY SEPTEMBER 13th AFTERNOON (Cont.)

<table>
<thead>
<tr>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gobetti</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>17.15 - 17.45</strong></td>
<td>Danny O’Brien (Griffith University, Australia) Sustainability and sport events: Exploring synergies between economic and social leverage</td>
<td>Sport Economics and Finance</td>
<td>Joe Chin-Hsung Kao (Taiwan Society for Sport Management) The competencies of recreational sport instructors required for sport tourism in Taiwan</td>
<td>Management Issues for Sport Organisations John Schultz (The University of Southampton, UK)</td>
</tr>
<tr>
<td><strong>17.45 - 18.15</strong></td>
<td>Ignacio Urrutia (IESE Business School, Madrid, Spain) Transfer market: analysis of variables which determine the players’ market value</td>
<td>Leisure and Sport Tourism Anke Eastgate (University of South Australia)</td>
<td>Jolanta Zysko (University of Physical Education in Warsaw, Poland) Changing policy in public, private, and voluntary sector operations in sport in selected European countries</td>
<td>Workshop on theoretical approaches to change in sport organisations Berit Skirstad (Norwegian School of Sport Sciences) Ivan Waddington (University College of Dublin, University of Chester and Norwegian School of Sport Sciences)</td>
</tr>
<tr>
<td></td>
<td>Jonita van Wyk (University of Pretoria, South Africa) Exploring the marketing implications of sport mega events in supporting the growth and development of sport in South Africa</td>
<td>Management Issues for Sport Organisations</td>
<td>Kari Steen-Johnsen (Norwegian School of Sport Sciences, Norway) Snowboard and the organization of identity: A theoretical outline of the network as an emergent organizational form</td>
<td>Yorkshire and Huddersfield (University College of Leeds, University of Chester and Norwegian School of Sport Sciences)</td>
</tr>
<tr>
<td></td>
<td>Mike Weed (Canterbury Christ Church University, UK) Winter Olympic tourism: An Historical &amp; contemporaneous analysis</td>
<td>Workshop on theoretical approaches to change in sport organisations</td>
<td>Yorkshire and Huddersfield (University College of Leeds, University of Chester and Norwegian School of Sport Sciences)</td>
<td>Yorkshire and Huddersfield (University College of Leeds, University of Chester and Norwegian School of Sport Sciences)</td>
</tr>
<tr>
<td></td>
<td>Chris Auld (Griffith University, Australia) Retention of sport volunteers: Perspectives from Australian rules football coaches</td>
<td>Workshop on theoretical approaches to change in sport organisations</td>
<td>Yorkshire and Huddersfield (University College of Leeds, University of Chester and Norwegian School of Sport Sciences)</td>
<td>Yorkshire and Huddersfield (University College of Leeds, University of Chester and Norwegian School of Sport Sciences)</td>
</tr>
</tbody>
</table>
### THURSDAY SEPTEMBER 13th AFTERNOON (Cont.)

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Sella</th>
<th>Sala Sella</th>
<th>Sala Sella</th>
</tr>
</thead>
<tbody>
<tr>
<td>18.15 - 18.45</td>
<td>Elaine Wolstcroft (sportscotland, UK) The performance of Scotland in the Commonwealth Games 1950-2006</td>
<td>Joachim Prinz (University of Witten/Herdecke, Germany) Is there a Trade-Off between skiing and shooting performance in professional biathlon races? Empirical evidence from the Olympic Games 2006</td>
<td>Ouralia Vrondu (University of Peloponissos, Greece) The sustainable regeneration of lagging regions through sport-related tourism forms: developmental challenges and potential for tourism enterprises at the region of Thrace, Greece</td>
<td>Russell Hoye (La Trobe University, Australia) Volunteer motives and satisfaction with management practices in community sport organizations</td>
<td>Georgia Yfantidou (Democritus University of Thrace, Greece) Evolution and perspectives of tourism in Greece</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 18.45 - 19.15 | Maurizio Marano (University of Bologna, Italy) Has Corporate Social Responsibility changed the Reporting models of Italian professional sport clubs? Some evidence from a content analysis of the financial statements issued by football clubs | Angel Barajas (Universidad de Vigo, Spain) Indebtedness in Spanish Football: experience and new ways of financing |                                |                                |                                |                                |

### FRIDAY SEPTEMBER THE 14th MORNING

**09.00 - 09.45**

**Key note:** Jean-Loup Chappelet (Professor and Director of Public Management at the Swiss Graduate School of Public Administration associated to the University of Lausanne) Presentation on: “Olympic brand management: from logo to values” Dimitra Papadimitriou (University of Patras, Greece)

**Chair:** George Costa (Democritus University of Thrace, Greece)

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Sella</th>
<th>Sala Sella</th>
<th>Sala Sella</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.00 - 10.30</td>
<td>Thomas Bezold (University of Applied Sciences Heilbronn, Germany) How effective are stadium naming rights as a sport marketing tool?</td>
<td>James Santamier (Sacred Heart University, USA) &amp; Patrizia Zagnoti (University of Florence, Italy) Sport new media and global sponsorship</td>
<td>John Schulz (The University of Southampton, UK) Conflict in voluntary sporting organisations. A preliminary exploration</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 10.30 - 11.00 | Giannoulaki Chryssostamos (University of Northern Colorado, USA) The ‘value’ of the Olympic values: An exploration of the Olympic sponsorship program | Daniel Lack & Tracy Taylor (University of Technology, Sydney, Australia) What changed the minds of Australia’s football supporters? | Rebecca Orupeza (University of Pedagógica Experimental Libertador- UPEL, Venezuela) 2003 the mega sport event Venezuela. A volunteering experience |                                |                                |                                |                                |

| 11.00 - 11.30 | Kriemadis Athanasios (University of Peloponissos, Sparta, Greece) Athenians’ perceived quality of life before and after the Athens 2004 Olympic and Paralympic Games: Expectations and realization | Pierre Marques (Montpellier Business School, France) Competition and performance : the case of French professional football | Aare-Maldus Usthalu (Tallinn College of Tallinn , University of Technology, Estonia) An analysis of the possibilities of development of young sports talents in Estonia |                                |                                |                                |                                |

**Coffee break**

**Poster session**

**Chair:** George Costa (Democritus University of Thrace, Greece)

- **SIMS**
  - **Sport Marketing**
    - John S. Clark (Robert Morris University, USA) Using intercollegiate athletics athletics to build and leverage the university’s brand: A case study.
  - **Sport Economics and Finance**
    - Nobuya Takezawa (International Christian University, Japan) The likely impacts of the 2007 Rugby World Cup in France
  - **Sport Marketing**
    - John S. Clark (Robert Morris University, USA) Using intercollegiate athletics athletics to build and leverage the university’s brand: A case study.
- **SIMS**
  - **Sport Marketing**
    - John S. Clark (Robert Morris University, USA) Using intercollegiate athletics athletics to build and leverage the university’s brand: A case study.
  - **Sport Economics and Finance**
    - Nobuya Takezawa (International Christian University, Japan) The likely impacts of the 2007 Rugby World Cup in France
  - **Sport Marketing**
    - John S. Clark (Robert Morris University, USA) Using intercollegiate athletics athletics to build and leverage the university’s brand: A case study.
## FRIDAY SEPTEMBER THE 14th MORNING (Cont.)

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gobetti</th>
<th>Sala Mollino</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.45 - 12.15</td>
<td>EASM</td>
<td>SIMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>General assembly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.15 - 12.45</td>
<td>EASM</td>
<td>SIMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>General assembly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.45 - 13.15</td>
<td>EASM</td>
<td>SIMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>General assembly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.30 - 14.30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lunch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## FRIDAY SEPTEMBER THE 14th AFTERNOON

### Key note: Alan Ferrand
**Presentation on:** “Brands relationships analysis in a sport event system using causal mapping”.
**Chair:** Ian Henry (Loughborough University, UK)

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gobetti</th>
<th>Sala Mollino</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.30 - 15.15</td>
<td></td>
<td>SIMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.30 - 16.00</td>
<td>Ann Bourke</td>
<td>SIMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(University College Dublin, Ireland)</td>
<td>University sport - Insights on governance and strategy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.00 - 16.30</td>
<td>Hilary Findlay</td>
<td>SIMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Brock University, Canada)</td>
<td>An analysis of disputes and dispute resolution systems at the club level in sport</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.30 - 17.00</td>
<td>Chien Mu Yeh &amp; Tracy Taylor</td>
<td>SIMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(University of Technology, Sydney, Australia)</td>
<td>Exploring board governance in Taiwanese nonprofit sport organisations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Coffee break
### FRIDAY SEPTEMBER THE 14th AFTERNOON (Cont.)

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gabetti</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.15 - 17.45</td>
<td>Alessandro Guala (University of Torino, Italy) &amp; Douglas Michele Turco (DeSales University, USA)</td>
<td>SIMS</td>
<td>Hans Westerbeek (La Trobe University, Australia)</td>
<td>SIMS</td>
<td>Gary Howat (University of South Australia)</td>
</tr>
<tr>
<td>17.45 - 18.15</td>
<td>Noboru Sato (Waseda University, Japan)</td>
<td>SIMS</td>
<td>Thomas Cieslak (University of Western Sydney, Australia)</td>
<td>SIMS</td>
<td>Guido Schafrmeister (University of Bayreuth, Germany)</td>
</tr>
<tr>
<td>18.15 - 18.45</td>
<td>Becca Leopkey (University of Ottawa, Canada)</td>
<td>SIMS</td>
<td>Ling-Mei Ko (Loughborough University, UK)</td>
<td>SIMS</td>
<td>Gustavo Pires (Faculdade de Matematica Humana, Lisbon, Portugal)</td>
</tr>
<tr>
<td>18.45 - 19.15</td>
<td>Mark Stewart (RMIT University, Australia)</td>
<td>SIMS</td>
<td>Erdon Or (Istanbul University School of Physical Education and Sports, Turkey)</td>
<td>SIMS</td>
<td>Andreas Katsovos (University of Peloponnesian, Sports, Greece)</td>
</tr>
</tbody>
</table>

### SATURDAY SEPTEMBER THE 15th MORNING

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gabetti</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.00 - 09.45</td>
<td>Key note: Christophe Dubi (International Olympic Committee Sports Director) Presentation on Management of Olympic Games, Benefits and Legacies</td>
<td>Chair: Jean-Loup Chappellet (Swiss Graduate School of Public Administration associated to the University of Lausanne)</td>
<td>Management Issues for Sport Organizations</td>
<td>Management Issues for Sport Organizations</td>
<td>Sport Economics and Finance</td>
</tr>
<tr>
<td>10.00 - 10.30</td>
<td>Dimitra Papadimitriou (University of Patras, Greece) Olympic licensing functions and meanings of Olympic licensed products</td>
<td>Tien-Chin Tan (Loughborough University, UK) Globalisation and Chinese sport policy; The case of the elite basketball in the People Republic of China (PRC)</td>
<td>Berit Skiratad (Norwegian School of Sport Sciences, Norway) Where now, Democracy?</td>
<td>Sean Hamil (University of London, UK) The financial performance of Scottish league football and its implications for the future survival of Scotland’s football clubs?</td>
<td>Joachim Prinz (University of Witten/Herdecke, Germany)</td>
</tr>
<tr>
<td>10.30 - 11.00</td>
<td>Lesley Ferkins (UniTeC New Zealand) Boards being strategic: It’s a balancing act</td>
<td>Cind Du Bois (Vrije Universiteit Brussel, Belgium) Producing athletic success: Communism, democracy and specialisation in athletics (1984-2006)</td>
<td>Paolo Balocco and Umberto Cerri (University of Turin) Internal control system and risk management system in professional sports organizations: Growth driver achievable.</td>
<td>Elena Radichici (University of Florence, Italy) Business Models in a new media context: Comparing four U.S. based sport leagues</td>
<td>Fernando Lera-López (Public University of Navarra, Spain) Are related the decline in sports participation to the increase in sports attendance? The Spanish evidence</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# SATURDAY SEPTEMBER THE 15th MORNING

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gabetti</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 - 11:30</td>
<td><strong>Andrea Petroczi</strong> (Kingston University, UK) Nutritional supplement use in high performance UK athlete: Investigating the relationship between action and rationale</td>
<td><strong>Mike Collins</strong> (University of Gloucestershire, UK) The wheel turns: Sport and faith communities in the UK</td>
<td><strong>Rosa López de D’Amico</strong> (Universidad Pedagógico Experimental Libertador, Venezuela) Women’s participation in Venezuelan Sports Management</td>
<td><strong>Sandialo Gómez López-Egea</strong> (Universidad de Navarra, Spain) Structural characteristics of professional sport organizations: Differentiation in Spanish elite football clubs</td>
<td><strong>Alexandre Vernhet</strong> (University Montpellier 1, France) Professional players: specific intangible assets</td>
</tr>
<tr>
<td></td>
<td>Coffee break</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.45 - 12:15</td>
<td><strong>Eleni Theodoraki</strong> (Loughborough University, UK) Institutional processes in the organisational fields of African National Olympic Committees</td>
<td><strong>Gael Guerguen</strong> (University Montpellier III, France) Information systems and performance: The case of “Tour de France” racing cyclists</td>
<td><strong>Mayumi Ya-yaa Yamamoto</strong> (Loughborough University, UK) Policy learning and sporting excellence: Elite sport development in Japan</td>
<td><strong>Patricio Sánchez</strong> (University of Vigo, Spain) Performance measurement for public investment in sport in Galicia: current and perspective situation</td>
<td><strong>Farshad Tojari</strong> (Azad University of Tehran, Iran) The relationship between physical fitness and job satisfaction: a case study of male employees of a postal services company</td>
</tr>
<tr>
<td>12.15 - 12:45</td>
<td><strong>Thierry Zints</strong> (Université catholique de Louvain, Belgium) Sports federations: “companies” with a social goal? Some issues of innovative management</td>
<td><strong>Carlo Amenta</strong> (Università di Palermo, Italy) Stadium management in Italy: The case for co-operation</td>
<td><strong>Bernard Augé</strong> (University Montpellier 1, France) A cognitive approach of the global value. The case of the valorisation of sport facilities</td>
<td><strong>Paul Donnelly</strong> (Sports Council for Northern Ireland) An evaluation of the pilot community sport programme in Northern Ireland</td>
<td><strong>George Costa</strong> (Democritus University, Thrace, Greece) Expected and perceived service quality at basketball stadiums in Greece</td>
</tr>
<tr>
<td>12.45 - 13.15</td>
<td><strong>Corrado Beccarini</strong> (Scuola dello Sport, CONI, Italy) Skills gaps and shortages in the Italian basketball industry</td>
<td><strong>Martin Littlewood</strong> (Liverpool John Moores University, UK) The relative effect amongst 2,999 professional soccer players in England 2004/2005</td>
<td><strong>Pamela Wicker</strong> (German Sport University Cologne, Germany) Price elasticity of sport club membership fees</td>
<td><strong>Eivind Skaile</strong> (Hedmark College, Norway) How to create as much knowledge as possible about the impact of central policy, on sport?</td>
<td><strong>Jin Hur</strong> (Dankook University, Korea) Linking transformational leadership behaviors to service quality in NCAA division I-A</td>
</tr>
<tr>
<td></td>
<td>Lunch</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

# SATURDAY SEPTEMBER THE 15th AFTERNOON

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gabetti</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:30 - 15:15</td>
<td><strong>Key note:</strong> Ottavio Cinquanta (International Skating Union President and International Olympic Committee member) Presentation on “International Skating Union event strategy” Chair: Alberto Madella (Scuola dello Sport CONI e Società Italiana di Management dello Sport)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.30 - 16.00</td>
<td><strong>Darryl Wilson</strong> (Sheffield Hallam University, UK) Home advantage in the Commonwealth Games</td>
<td><strong>Jeroen Scheeder</strong> (Katholieke Universiteit Leuven, Belgium) The rise of light communities in sport: The case of running</td>
<td><strong>Kenji Niina</strong> (Chukyo University, Japan) The relationship between the consumer expenditure on sport and the GDP in Japan</td>
<td><strong>Yong-Man Kim</strong> (Dankook University, Korea) Spectators’ differences in perception of service quality, involvement, and behavioral intentions at professional baseball games in Korea</td>
<td><strong>Michea Sanders</strong> (Cranberg State University, USA) Self-efficacy among adolescent girls</td>
</tr>
</tbody>
</table>
### SATURDAY SEPTEMBER THE 15th AFTERNOON

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
<th>Sala Gobetti</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.00 - 16.30</td>
<td>Ron Garland</td>
<td>Rob Lewis</td>
<td>Paolo Di Betta</td>
<td>Leonor Gallardo</td>
<td>Chevelle Hall</td>
</tr>
<tr>
<td></td>
<td>(University of Waikato, Hamilton, New Zealand) Strategic marketing in Australasian golf clubs: What's par for the course?</td>
<td>(London Metropolitan University, UK) Understanding Internet-based marketing in English Rugby Union and cricket</td>
<td>(Università di Palermo, Italy) Estimating determinants of television and stadium revenues by Italian soccer companies</td>
<td>(University of Castilla-La Mancha, Spain) New requirement in Spanish sports management</td>
<td>(Grambling State University, USA) Promoting leadership through sport for adolescent girls</td>
</tr>
<tr>
<td>16.30 - 17.00</td>
<td>Hai Li</td>
<td>Christos Terzoudis</td>
<td>Paolo Di Betta</td>
<td>Leonor Gallardo</td>
<td>Artemisia Apostolopoulou</td>
</tr>
<tr>
<td></td>
<td>(Shanghai University of Sport, China) Research on relationship marketing strategies between computer sports lottery outlets and lottery buyers in Shanghai</td>
<td>(University of Peloponnesse, Sparta, Greece) Internet marketing and football clubs: Investigating the progress of the Greek football clubs' websites</td>
<td>(Università di Palermo, Italy) Estimating determinants of television and stadium revenues by Italian soccer companies</td>
<td>(University of Castilla-La Mancha, Spain) New requirement in Spanish sports management</td>
<td>(Robert Morris University, USA) “We will...”: Using community relations to build the Pittsburg Pirates brand</td>
</tr>
</tbody>
</table>

**Coffee break**

<table>
<thead>
<tr>
<th>Time</th>
<th>Sala Cavour</th>
<th>Sala Giolitti</th>
<th>Sala Einaudi</th>
<th>Sala Sella</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.15 - 17.45</td>
<td>Chen Hung-Yen</td>
<td>Pedro Rodrigues</td>
<td>Fassan Clement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Fu Jen Catholic University, Taiwan) The study on construction of customer development model - An example of health club in Taiwan</td>
<td>(Polytechnic Institute of Bragança, Portugal) Sport participation analysis - an empirical study on two small communities</td>
<td>(University of Lagos Akoka Yaba Lagos, Nigeria) An evaluation of members satisfaction with the quality of service and product in Nigeria sports industries</td>
<td></td>
</tr>
<tr>
<td>17.45 - 18.15</td>
<td>Elena Theakou</td>
<td>Theodorakis Nickolaos</td>
<td>Paul Blakey</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(University of Peloponnesse, Sparta, Greece) A research on needs, qualifications and prospects of career development of fitness staff: the case of private fitness centres in Greece</td>
<td>(University of Thessaly, Greece) Predicting fans’ repurchase intentions: the role of service quality and team identification</td>
<td>(Northumbria University, UK) Do Boys And Girls Go Out To Play? Women’s Football and Social Marketing.</td>
<td></td>
</tr>
<tr>
<td>18.15 - 18.45</td>
<td>Larry McCarthy</td>
<td>Dina Futre</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Seton Hall University, USA) Mega-special-event promotions and intent-to-purchase: A longitudinal analysis of the Olympic Games</td>
<td>(Northumbria University, Newcastle, UK) ‘Players’ Image Management in the UK Football Industry’</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**20.00** Closing ceremony and “Piedmontese Aperitivo”
Registration & General Information

EASM Congress
The Meeting Package includes:
- Full access to congress
- Welcome cocktail and reception
- 3 dinners with closing banquet on Saturday
- 3 lunches & 6 coffee breaks
- Olympic Tour
- Public transportation pass
- Congress kit including abstracts

- Early registration € 440 (until June the 30th 2007)
- Late registration € 520 (after June the 30th 2007)
Delegates registered for the event by completing the form online at www.easm2007torino.com.

A registration desk will be located at the congress Venue Torino Incontra

Opening time:
12th Sep 2007  17.00-20.00
13th Sep 2007  08.00-13.30 / 14.30-19.00
14th Sep 2007  08.00-13.30 / 14.30-19.00
15th Sep 2007  08.00-13.30 / 14.30-19.00

Further Information:

Payment methods: only payments in Euros are accepted using credit card (VISA or MasterCard) or cash

Language: The official language is English. Simultaneous translations will not be provided.

More information can be given by the Organising Secretariat:

Centro Congressi Internazionale S.r.l.
Corso Bramante, 58/9 - 10126 Torino
Tel. + 39 011 2446917 - Fax + 39 011 2446900
e-mail: manuela.massocco@congressi.fiere.com
liza.zamberardi@congressi.fiere.com
web site: www.congressi.fiere.com

Accompanying persons
Accompanying persons are welcome to attend the following social events:
- the Opening Ceremony and the Welcome Cocktail on Wednesday 12th September at the congress Venue Torino Incontra
- the Walking City Tour on Thursday 13th September at 9 pm
- the Social Dinner on Friday 14th September
- the "Piedmontese Aperitivo" on Saturday 15th September in the evening

The cost is € 150.00, including the GTT card for public transportation.
Accompanying persons registered on line at www.easm2007torino.com

Accomodation

For more information about the hotel accommodation in Turin please feel free to contact:

Grandi Allotment

Mrs Annalisa Grosso - Grandi Allotment
Ph. + 39 011 2446923
Email: info@grandiallotment.it
www.grandiallotment.it
Overview of the city
Turin has begun the 21st century with a new image. The traditional centre of Italian car manufacture is also a city closely linked to the services sector, to medium and small sized firms with advanced technology, and major exhibition centres. Furthermore, new town-planning projects and the restoration and preservation of its artistic heritage have made the former Savoy capital a leading city of art.

Turin is a city that surprises.
If you think of Turin as an industrial city, you will be surprised by the Baroque elegance of its historical centre, from the secret fascination of its beautiful “squares-drawing rooms”, its shady arcaded streets, and the magnificent buildings from its past as a capital city. It really is a perfect capital of culture, which expresses its vivacity with shows, trade fairs, concerts, theatre seasons, opera, and great exhibition centres. Turin is changing and even its cultural life has positively felt the effects: cultural programmes and manifestations in several sectors have multiplied.

Social Programme

A full social programme is included in your delegate registration:

- **Opening Ceremony** Wednesday September 12th 19.00 -21.00 Torino Incontra
  Berit Skirstad (EASM President), Renato Montabone (City of Torino’s Councillor for sports and majors events)
  Key note : Tiziana Nasi (President of the Torino 2006 Paralympic Winter Games organising committee)
  Presentation on “Sport events and sustainable development”
  Chair: Paolo Verri (Italia 2011 President : organising committee for Italy’s 150th unification anniversary)

- **Welcome Cocktail**
  Wednesday September 12th 21.00 Torino Incontra

- **Walking City Tour**
  Thursday September 13th 20.30

- **Social Dinner**
  Friday September 14th 20.30 at Palazzo Arsenale-Scuola di Applicazione and Institute of Military Studies

- **“Piedmontese aperitivo”**
  Saturday September 15th

About Turin

Overview of the city
Turin has begun the 21st century with a new image. The traditional centre of Italian car manufacture is also a city closely linked to the services sector, to medium and small sized firms with advanced technology, and major exhibition centres. Furthermore, new town-planning projects and the restoration and preservation of its artistic heritage have made the former Savoy capital a leading city of art.

Turin is a modern and dynamic city
It has over 2,000 years of history behind it: a great past that lives by looking to the future. The first capital of the Kingdom of Italy, it is also regarded as one of the European capitals of the Baroque style, the motor car, chocolate. A royal historical capital and technological centre, it is a fascinating and unexpected city. The motor car industry was born here, together with electricity, aeronautics, the cinema and radio, as well as some of the most famous brands in the world: Lavazza coffee, Ferrero chocolates, and the aperitifs of Martini and Carpano.

The originality of Turin is therefore to be found in its capacity to combine tradition and innovation, experience and experimentation, and to present itself as a dynamic reality, a sort of laboratory, active in the world of art, culture, sport, and work.

Today, Turin is a reality committed to a modernisation process that is unique in the Italian panorama.
About Piedmont

Piedmont is an unique and always various region, where majestic summits dominate wild and uncontaminated valleys, sweet hills covered by vineyards are the frame of castles and small villages, enchanted lakes take care of architecture and art jewels.

Culture
Piedmont is a land where history is written in its customs, castles, abbeys, royal homes, sanctuaries, squares and towns. It has a priceless artistic heritage, going from the simplicity of the roman style to the richness of baroque up to and including the very latest in contemporary architecture. The SAVOY RESIDENCES (Royal Palace of Venaria Reale, Racconigi Royal Castle, Stupinigi Royal Hunting Palace and others) extend beyond Turin’s boundaries as far as the Canavese, Cuneo, and Langhe regions. Towards the mid-1700s, the Savoy properties became exclusive locations for leisure-time activities. The system of the royal residences was declared "Heritage of Humankind" by UNESCO in 1997. Piedmont has over 100 state, municipal, private and ecclesiastical MUSEUMS whose history dates back to the 1700s, when the Lapidario, or Lapidary Museum, was set up by Scipione Maffei and the first scientific university collection.

Food And Wine
The Piedmont region is a place of traditions, history, centuries-old recipes and delicious specialties. Each province offers the tastiest of dishes prepared with products from this rich land. The region can lay claim to excellent wines famous throughout the world: smooth reds, whites with golden tones, dessert wines and wines to linger over with pleasant conversation. Fifty-one great Piedmont chefs, who have all been ranked in the top ten with stars, hats, points offer an indisputable creativity to satisfy even the most refined palates.

Sports And Well-Being
From the athlete to the beginner, from singles to families, from those who love peace and quiet and only want to take it easy, to the habitués of extreme sports who crave excitement, in Piedmont it is possible to live your leisure time any way you like. Skiing but also after-skiing activities, many other sports, the renowned spas and resorts of Piedmont offer opportunities for experiencing the richness of the territory with its spectacular mountain views.

Artistic Craftsmanship
Craftsmanship is a source of great richness for a region’s economy. The fame of the Piedmont region has long been linked to Turin’s image as a capital of the car-making industry. Nowadays, however, the region’s production is more defined by its arts and handicraft production, especially for those typical artistic crafts so deeply rooted in the life and times of the regional provinces. The art of “knowing how to do things” recalls the past and links tradition to innovation in sectors ranging from artistic pottery and ceramics to brand-name jewellery, from wooden objects to restored furniture, from fine textiles to glasswork, from artwork prints to musical instruments and culinary excellence.

Nature
Nature blends with the architecture and the water’s intense blue with the infinite range of greens. In particular northwest Piedmont is characterised by azure-blue lakes and alternately wild and geometric expanses of green surrounding blue mirrors of water. The Piedmont region contains two national parks, Gran Paradiso and Val Grande, and a regional park, Candia Lake. Gran Paradiso National Park is the best example of the conservation of nature and of the environment not only in Piedmont but also in Italy. It is a landscape of imposing mountains and deep valleys that covers a vast territory between 800 metres and 4,061 metres in altitude.

For further information on Piedmont and its history, economy, art and culture, events, photogallery, etc., go to:

www.piemontefeel.org/EN
www.piemonte-emozioni.it/index_eng.shtml
How to reach Turin

by plane
Torino has an international airport linked on a daily basis to the most important Italian and European airports. The airport connects 25 destinations, 17 of them international.
Caselle International Airport “Sandro Pertini” ::
http://www.aeroportoditorino.it/EN/voli/default.php
is only 10 miles away from the city centre, the conference centres and the hotels. Among the airlines flying to Turin: Air France, Air One, Air Dolomiti, Air Vallée, Alitalia, Iberia, KLM, Luxair, Lufthansa, Meridiana, Portugalia Airways, Ryan Air, Sabena, Swissair.
A bus service is available from the airport to the city centre; the terminal is at the Porta Nuova railway station. The trip lasts about 40/50 minutes. A new railway line connects the airport to the Dora railway station, located not far from the city centre. The trip lasts about 20 minutes. Also taxis are available from the airport to the city centre. The trip lasts about 35-40 minutes.
By car, the motorway is the best option to reach the city: take the exit Torino - Centro C.so Unità d’Italia and then follow the sign “Lingotto Fiere”.

For Intercontinental flights, the alternative is "Malpensa 2000" Intercontinental Airport:
www.sea-aeroportimilano.it/
between Turin and Milan, about 50 minutes by coach from Milan city centre.
Daily connected to 128 destinations, it’s one of the main European Hubs. It operates direct flights from all over the world, which makes it the best airport for international arrivals. A free shuttle bus service connects Terminal 1 with Terminal 2 with departures every 20 minutes.

It’s possible to reach Turin from Milan Malpensa Airport by train, shuttle bus, car or taxi.
By train you can reach the Milan Central Railway Station from the airport by bus; then take a train to Torino Porta Nuova Central Station. The travelling time is about 1 hour and 15 minutes to reach Torino. Instead the shuttle bus from the Malpensa airport to Torino takes about 2 hours.
Driving from Malpensa Airport to Torino takes 1 hour and 30 minutes if you take the motorway (Torino-Milan Motorway).
Upon arrival in Torino the junction to take is Torino - Centro - C.so Unità d’Italia, and then follow the “Lingotto Fiere” sign. By taxi the time is the same, but, since this is an extra-urban trip there is no standardized tariff and it must be agreed with the taxi driver before departing.

by train
Torino can be reached by train from the followings destinations:
1. Lyon - Paris (TGV train)
2. Milan - Venice
3. Bologna - Florence - Rome - Naples-(by “Pendolino” high speed train)
4. Austria - Germany via Brenner or Swiss railway
5. Switzerland via Domodossola or via Milan
6. Croatia/Slovenia via Trieste
Torin’s main train station is Porta Nuova Station, where trains leave from and arrive at all destinations. Its location in the town centre makes it easy to reach by public transport. It faces on the beautiful Piazza Carlo Felice, which central Via Roma starts from.
Porta Susa Station, the traditional through station for Milan and East and West bound trains in general, is located in Piazza XVIII Dicembre. It allows easy urban, suburban and extra-urban bus line connections.
Torino Lingotto Station, is a strategically important station; once only hooked up to goods junctions, it now connects Turin with Southern Italy, particularly the Cuneo area and Liguria. It has been refurbished recently and is complete with all services. It is located in the southern area of town close to Moncalieri and the “Lingotto” Conference Centre.
Torino Dora Station is the Cinderella of Turin’s rail stations. Located in north-western part of the town, it mostly serves local trains to the Canavese area (TO-CERES), managed by Satti, and has the new line connecting the city to Caselle Airport.
For further information on train services and timetables visit www.trenitalia.it/en/index.html

by Car
It is easy to reach Turin by car thanks to its highway network.
1. From Milan or Venice through the A4 motorway
2. From Bologna - Rome and Naples through the A1 and A21 motorways
3. From France (Nice) and Ventimille through the A10 and A6 motorways
4. From France (Mont Blanc tunnel) and from Switzerland through the A5 motorway
5. From France (Fréjus tunnel or Mont-Genèvre pass) through the A32 motorway.
Torino Incontra was opened since the Chamber of Commerce of Turin wanted the city to become a relevant site for conferences in the European landscape as well as a tourist spot. Torino Incontra combines high standard security with greatest structural functionality providing a professional and stylish welcome.

Just a few steps away from Porta Nuova e Porta Susa railway stations and easily connected to Caselle air terminal surrounded by public parking lots among which the adjacent Piazzale Valdo Fusi with 500 car parking spaces. Besides exclusive shopping, prestigious hotels, internationally renowned museums are all at hand to ensure that every event is a success. Torino Incontra splendidly responds to the most demanding market ensuring flawless service and competency.

History
Torino Incontra was opened in 1992 as a result of a project of the Chamber of Commerce of Turin to secure a modern, dynamic and stylish location to the conference industry right in the city center. Its story is related to a couple of important buildings: Palazzo Affari designed by the Architect Mollino and built in 1974 and the Stock Exchange following a project of the Gabetti architects. Today the first edifice is home to the Chamber of Commerce of Turin and the Conference Center while the second is home to the secretarial offices.

How to reach us
Conference Centre - Via Nino Costa 8 - 10123 TORINO
Offices: via S. Francesco da Paola, 28 - 10123 TORINO

Events booking office:
Tel. +39-11-557.68.00 Fax +39-11-557.68.09

Administration and secretarial offices:
Tel. +39-11-557.68.10; Fax +39-11-557.68.11

The adjacent car parking of Piazzale Valdo Fusi with 500 car parking spaces.

Visit the following sites for a detailed map of the area:
www.viamichelin.it

Access routes by car:
Highway access:
A5 Torino-Ivrea-Aosta (Alps tunnels Gran San Bernardo, Mont Blanc)
A6 Savona-Ligurian Riviera
A21 Piacenza-Bologna-Firenze
A32 Torino-Bardonecchia-Frejus

International airport: Caselle
(distance from the Conference Centre: 15 Km.)

Railway station: Porta Nuova
(distance from the Conference Centre: 1 Km.)

Porta Susa
(distance from the Conference Centre: 2.2 Km.)

TORINO INCONTRA CONGRESS CENTRE -
Via Nino Costa, 8 - 10123 Torino
Student Seminar

Coordination:
Prof. Alain Ferrand - University of Poitiers (France) and University of Turin - SUISM (Italy)
Luca Asberto - University of Turin - SUISM (Italy)

Themes:
Event and brand management
Sport sponsorship
Sport communication
Sport event economic and touristic impact
Sport organisation strategic management
Management skills and competence in sport organisations

SUISM September the 9th to 12th and participation to EASM 2007 Congress:
• 8 students from each University
• They should be accompanied by a University staff
• 80 students maximum and 10 University staff
• Applications must be sent by June 8th, 2007

Accommodation:
• En suite rooms for students
• En suite single rooms for tutors (Youth hotel or campus residence)
• Meals (Lunch SUISM and meal vouchers) and public transportation included.

Students will arrive Saturday 8th September and will be greeted with a welcome “party”. Later on information about their assignments and their responsibilities for the “management game” will be provided. For the next four days, Sunday 10/09 to Wednesday 12/09, students commitments are scheduled as follows:

Morning:
• Lectures at SUISM

Afternoon:
• Access to SUISM computer room
• Visits

Student responsibilities:
• To attend the lectures
• To participate in the “management game”
• To write a short report.

Students must be at least masters level with emphasis on sport management or sport tourism. They should provide a short CV with the information about the number of ECTS credits in sport management and /or sport tourism

Student Seminar fee
€ 500 sharing en suite double room

University staff Seminar fee
€ 1.000 en suite single room

The Registration Fee includes:
Eight nights accommodation on B&B basis, six meal vouchers, five lunches at SUISM cafeteria, free public transportation pass, full registration at the 15th EASM congress (congress kit, 3 lunches, 6 coffee break, 1 social dinner, 1 welcome cocktail…)

• For info contact Luca Asberto: luca.asberto@suism-torino.it

Saturday Sept. 8th
09.00 - 11.00 Arrival
Dr. Andrea Ippolito (CUS, Turin)
Dr. Silvia Carrera (CUS, Turin)
Prof. Alain Ferrand (University of Poitiers (France) and University of Turin - SUISM (Italy))
Dr. Caroline Giesen (Fontys University of Applied Sciences, Netherlands)
Dr. Nikos Theodorakis (Aristotle University of Thessaloniki, Greece)
Prof. Gustavo Pires (Faculdade de Matricidade Humana, Lisbon, Portugal)

11.00 - 13.00 Break

Sunday Sept. 9th
09.00 - 11.00 Management game presentation
Dr. Carolien Giesen

11.00 - 13.00 Arrivals
Tim Ströbel (University of Bayreuth, Germany)
An overview to management skills in sport organisations

13.00 - 14.00 Break

14.00 - 16.00 Management game group work
16.00 - 18.00 Management game group work

Evening
Party

To be confirmed
1^ Giornata Italiana di Management dello sport

IN OCCASIONE DEL 15^ EUROPEAN CONGRESS OF SPORT MANAGEMENT
Gestire la passione per lo sport
“Eventi sportivi e sviluppo sostenibile”
TORINO, 14 settembre 2007
Centro Congressi Torino Incontra

A seguito dell’accordo tra i partner del Comitato Organizzatore, all’interno del 15^ Convegno Europeo di Management dello Sport, si terrà anche la 1^ Giornata Italiana di Management dello sport destinata a manager dello sport, a ricercatori e insegnanti in questo settore.
L’evento Italiano ha la finalità di offrire un’opportunità di incontro e scambio per i manager dello sport italiani e per coloro che si occupano di formazione e di ricerca in questo settore.

I temi dell’evento
• Prospettive nel management degli eventi e degli impianti sportivi - la gestione sostenibile degli eventi sportivi
• E-business e marketing sportivo
• Problematiche di management delle organizzazioni sportive e dei sistemi sportivi d’élite
• Economia e finanza dello sport
• Sfide e problematiche dello sport professionistico: nuovi modelli organizzativi
• Turismo sportivo
• Sessione poster

Richiesta di Abstract
I partecipanti sono invitati a mandare gli abstract per la presentazione di relazioni e poster al Congresso. Entrambe le categorie includono presentazioni sia scientifiche che professionali. Tutti gli abstract saranno valutati da almeno due membri del Comitato Scientifico.
Le relazioni accettate verranno pubblicate negli atti della Conferenza al fine di essere distribuite all’inizio della Conferenza. Il materiale presentato deve essere originale e non deve essere stato pubblicato o presentato alla pubblicazione altrove.

Professori esperti modereranno le sessioni e forniranno opportunità per la discussione e per riflessioni costruttive. I partecipanti che presenteranno abstract per la Sessione per gli Studenti dovrebbero indicarlo nella lettera di presentazione.

Modalità di iscrizione
Per iscriversi alla 1^ Giornata Italiana di Management dello Sport è necessario compilare il modulo di iscrizione e inviarlo via fax al numero 0039 011 2446900 oppure procedere all’iscrizione online seguendo le istruzioni.

Quote di iscrizione
€ 100.00  (iva inclusa)  per i soci SIMS
€ 130.00  (iva inclusa)  per i non soci SIMS

Partecipazione alla Cena Sociale EASM
€ 50.00  (iva inclusa)

La quota di iscrizione include: l’accesso ai lavori del Convegno, il kit congressuale, un lunch e due coffee break.
All’interno dell’area congressuale è disponibile una zona Poster per la presentazione degli Istituti, dei programmi e cataloghi di formazione, per la presentazione di lavori di ricerca.
Uno spazio particolare è riservato agli studenti dei Master e delle Lauree Specialistiche.

Per informazioni e contatti:
SOCIETA’ ITALIANA DI MANAGEMENT DELLO SPORT (SIMS)
www.managementdellosport.org
Claudio Mantovani (segretario generale)
admin@managementdellosport.org