

Post Graduate Certificate in Sport Management

Programme Schedule

Workshop One; Tuesday 5th April, 2011 – Thursday 14th April, 2011

MODULE ONE: FINANCE AND OPERATIONS MANAGEMENT

Date	Time	Subject	Presenter
Tuesday 5 th April	am	Programme Introduction	Peter Clarke
	pm	Introduction to Accounting and Finance Profit and Loss Statement Analysis	Peter Clarke
Wednesday 6 th April	am	Cash Flow Analysis	Peter Clarke
	pm	Review of Financial Reports	Peter Clarke
Thursday 7 th April	am	Forecasting and Budgeting	Peter Clarke
	pm	Fair Play Regulations	Peter Clarke
Friday 8 th April	am	Market Analysis	Gordon Mandry
	pm	Brand Building	Terrence Burns

MODULE TWO: MARKETING AND STRATEGY

Date	Time	Subject	Presenter
Monday 11 th April	am	Sponsorship	Patrick Nally
	pm	Product Strategy	Sarah Lewis
		Pricing Strategy	Gordon Mandry
Tuesday 12 th April	am	Customer Relationship Management	Robin Gleaves
	pm	Internet Marketing	Chris Holland
Wednesday 13 th April	am	Operations Management	David Bamford
	pm	Operations Management	David Bamford
Thursday 14 th April	am	Building and Evaluating a Strategic Plan	Gordon Mandry
	pm	Models for Resource Allocation	Gordon Mandry

Workshop Two; Tuesday 7th June, 2011 – Thursday 16th June, 2011

MODULE THREE: MANAGEMENT CHALLENGES IN SPORT

Date	Time	Subject	Presenter
Tuesday 7 th June	am pm	Legal Issues in Sport Getting effective solutions in a multi-cultural environment	François Carrard TBC
Wednesday 8 th June	am pm	Managing Sports Volunteers The Balanced Scorecard	Michael Cary Michael Cary
Thursday 9 th June	am pm	Leadership in Sport – US Case Study Governance of Sport	Steve Griffiths Steve Griffiths
Friday 10 th June	am pm	ROI Analysis of Sport Programmes Organisation and Delivery Structures for High Performance Success.	Chris Solly Chris Solly

MODULE FOUR: SPORT EVENT MANAGEMENT

Date	Time	Subject	Presenter
Monday 13 th June	am pm	City Objectives Regeneration and Tourism Major versus Lesser Events	Andy Preece
Tuesday 14 th June	am pm	Manchester approach to sport- a historical perspective and future strategy TV Rights and Distribution	Eamonn O'Rourke Richard Bunn
Wednesday 15 th June	am pm	New media and its role Building Audience Acceptability	Richard Bunn Richard Bunn
Thursday 16 th June	am pm	Impact and Legacies of Major Sports Events Programme Overview and Conclusion	Apostolos Rigas Gordon Mandry

Project

Friday 17th June 2011 – Friday 2nd September 2011

Presenter Biographies

**Prof. Gordon Mandry
(Programme Director)**

Gordon was educated at Oxford University and from 1973 through to 2007 was at the Manchester Business School where he lectured in Strategic Marketing and directed the International Business Programme. He has lectured extensively for many other leading business schools, and is currently Visiting Professor at Cyprus International Institute of Management. From 1974 to 1982, he served as European Director of the PIMS programme, a large, multi-company research activity aimed at identifying the relationship between market strategy and profitability. As well as consulting for a host of impressive multinational companies throughout his career, he is now Director, Academic & Research for the World Academy of Sport. In this role he has developed and delivered many practical and inspiring programmes to various International Sport Federations and Organising Committees.

**Andrew Whalley
(Programme
Coordinator)**

Andrew is a former International American football coach, a qualified sports therapist and sports scientist, as well as a qualified coach in several sports. He joined RHUL in July 2008 after a year as a visiting lecturer. Prior to this Andrew taught at a number of universities, commercial training business and private universities in the UK, covering a number of Marketing and Business strategy topics. His key research interests include Sports Marketing, Business-to-Business marketing, Relationship marketing, Branding, Cost structures in relation to Marketing and business decisions and ILT in Higher Education.

François Carrard

From 1979 Francois Carrard undertook various missions and counsel mandates on behalf of the International Olympic Committee. In 1989 he was appointed as Director General of the IOC, a position he held until late 2003. Francois oversaw what is arguably the most influential and complex sporting organisation in the world as he contributed to a successful institutional change during this period. Since 2003, he has focused on his practice on acting as arbitrator, mediator, negotiator and counsel in international matters as well as advising a number of international clients including the IOC. Francois is a key supporter of education in sport and works with the Academy at various levels as Chair of its International Advisory Board. He also holds numerous Chairmanships and Directorships across a number of companies, foundations and organisations.

Terrence Burns

Terrence has a long history in Olympic marketing and communications as a sponsor, as an agent for the IOC, and as an Olympic consultant. As the managing director of an Olympic sponsor program, he was responsible for the planning and implementation of Delta Air Lines' sponsorship of the 1996 Olympic Games in Atlanta. Later serving as Meridian's Senior Vice President – Marketing and Sponsor Servicing, Terrence was responsible for a team of Group Managers who managed the day-to-day marketing relationships with the IOC's TOP Partners. He also spearheaded the first-ever global assessment of the Olympic Brand in 1998. Terrence served as a communications strategist for the successful Beijing 2008 and Vancouver 2010 bids. Most recently, Terrence and his team from Helios guided the Sochi 2014 bid committee to their successful selection as host city for the 2014 Olympic & Paralympic Winter Games along with the successful Russian bid for the 2018 FIFA World Cup, marking the first time in history that Russia will host both the Winter Games along with the

World Cup

Sarah Lewis

Holding a beacon for women's leadership in sport Sarah is Secretary General of FIS (International Ski Federation) which is one of the largest and most significant International Sport Federations. In 2006 she was awarded the "Femme en Or prize" for her achievement of holding a leading position in the largest international winter sports federation. She competed in the 1988 Winter Olympic Games, Alpine World Championships and on the FIS World Cup. Her involvement in various organisations makes her an active and respected individual within the international sporting community.

Patrick Nally

Patrick is acknowledged as a pioneer and grandfather of international sports marketing & sponsorship. Many international sport projects follow the marketing principles he devised including the FIFA World Cup & IOC TOP sponsor packages. Additionally he was involved in the creation of the General Association of International Sports Federations and has forged strong relationships with most IF's throughout his impressive career.

Prof. Peter Clarke

Peter Clarke is Professor at the Department of Accountancy at University College, Dublin. He has undertaken many overseas lecturing and consulting assignments and has presented papers at many leading international accounting conferences. He has also authored books including Managerial Accounting: Costing, Decision Making & Control (2010) and Accounting Information for Managers (2002). Formerly, he was founding director (and lecturer) for the Diploma in Sports Management at UCD.

Richard Bunn

Having been responsible for the negotiation at the EBU of most major rights agreements Richard has been instrumental in shaping the world of sport as we know it today. Richard began his broadcasting career in the U.K. and in 1978 was invited to join the European Broadcast Union in Geneva developing long-term contractual relationships with most International Federations. He conceived and was the driving force behind the creation of Eurosport. Richard was awarded the Olympic Order in 2001 for his contribution to the development of televised sport and broadcasters' relationships with the Olympic Movement.

Eamonn O'Rourke

Eamonn has worked in Local Government for 25 years in the area of sport & leisure and is Head of Sport & Leisure Services for Manchester City Council. Eamonn was seconded to the Manchester Commonwealth Games to lead on Venue Management and to ensure a Legacy and benefit to Manchester's Communities would be long lasting. A key area of work is the development of a Major Sports Event Strategy for Manchester. The City annually hosts 8 National Governing Body Finals including National Squash, National Badminton, swimming, waterpolo and hockey amongst others, numerous National age group finals and is host to Major World events including British Cycling, Water Polo, Swimming (WSC 2008) Squash (World Squash in 2008) and the unique Visa Paralympics World Cup. More recently Eamonn has set up a task group including Manchester City Football Club, Manchester University, Manchester Metropolitan University & Sport England, to maximise leisure opportunities in Manchester for the future.

Chris Solly

Chris is Director of the World Academy of Sport which is an education service provider, in partnership with a number of International Sporting Federations, establishing educational courses for athletes and sporting

administrators. In 1999 Chris was instrumental in the conception and creation of Olympic Games Knowledge Services (OGKS), a joint venture with the International Olympic Committee (IOC). Chris was a member of this company board until late 2004 when the IOC acquired the joint venture company shareholding which he represented. Prior to this Chris was the inaugural Chief Executive of the Australian Ski Institute as the forerunner to the Olympic Winter Institute of Australia, an internationally recognized high performance centre of athletic excellence.

Apostolos Rigas

Awarded "Sports Manager of the Year 2006" by the Hellenic Society of Sports Management Apostolos is acknowledged as one of world's foremost experts on Paralympic Games management. Today, he is the Head of Paralympic Games Strategic Projects for the IPC, responsible among others to supervise all elements of Paralympic Games organization guidelines and requirements, Paralympic Games organization transfer of knowledge, Paralympic Games impact, IPC's work in the critical area of accessibility, several functional areas and Games-time operations etc. He has studied Adapted Physical Activity and holds a Masters Degree in Sports Management and is the current President of the Board of the Aghios Kosmas National Youth Sport Centre in Athens, Greece.

Steve Griffiths

Steve had an early career in industrial relations and general personnel management within manufacturing and service industries before becoming a Consultant specialising in management development and tailored training and development solutions for a wide variety of clients including government departments, manufacturing, pharmaceuticals, financial sector, advertising, Law Society and retail working internationally during this period. At same time he pursued his Rugby refereeing career becoming an international panel referee in England in 1991. In 1993 Steve combined his refereeing knowledge and experience with his training and development background to become the first National Referee Development Officer for the Rugby Football Union in England. In 1997 he became the first Referee Development Officer for the International Rugby Board, before moving into Strategy Development Manger role following the development of a new strategic plan that required a change in the organisational development for the IRB. Most recently in 2008 Steve has been appointed as Head of Technical Services and is responsible for the Laws of the Game and its variants, padded clothing standards, artificial turf standards, medical matters, anti-doping, game analysis together with training and development of coaches, match officials and administrators.

Andy Preece

Andy has over 20 years' experience in the sport, leisure and major events sectors and has worked on a wide range of public and private sector projects in Canada, Europe, the Middle East, the Caribbean, South East Asia, Australia and New Zealand. Prior to establishing Elms Partnership, Andy held senior positions with a number of leading consultants in the sector. He started his consultancy career with Strategic Leisure and then spent three years as a Senior Manager with the Deloitte International Tourism and Leisure Group in New Zealand. Andy returned to the UK in 1997 and was one of the founding Directors of PMP Consultancy (subsequently pmpgenesis). Andy is also a Visiting Fellow at the World Academy of Sport and a founding member of the UK Trade and Investment Major Sports Projects Sector Advisory Group.

Michael Cary

Michael is Director, Brand and IF Relations for the World Academy of Sport and also oversees the integration of on-line education programmes. Having a fundamental understanding of exercise science as a result of completing a Bachelor of Applied Science (Human Movement), Michael's career progression involved both coaching and ski instructing in Australia and Canada. He moved into administrative and management roles across several industry sectors and assisted Skiing Australia on a voluntary capacity throughout 2001 and 2002. In 2002 Michael established IF Education as the company's educational programme manager leading the development of education programmes for the FIS Academy and later the World Academy of Sport. Since then he has been instrumental in creating executive programmes for the World Academy of Sport. He has provided team support to the Australian Winter University Team to the Winter Universiade in 2003, 2005 and 2007 as Deputy Chef de Mission. He also lead the facilitation of the IPC Observers Programme throughout the Vancouver 2010 Paralympic Games.

Robin Gleaves

Robin Gleaves is an author and business consultant. He is co-author of the book "Converting Customer Value: From Retention to Profit" with John Murphy. His expertise is in the development and implementation of effective customer/ client strategies. His consultancy work includes a range of projects for the British Council, North West Development Agency, Salford City Council, Leeds Housing ALMO, Lloyds TSB, and a wide range of smaller clients including via an EU funded workshop programme for SMEs on strategic customer management. Robin has also undertaken a range of research projects that cover a wide range of areas including customer profitability measurement, customer satisfaction measurement, the relevance of values statements and customer experience management.

Dr David Bamford

David is an experienced industrialist/academic with multiple publications to his name, most recently a co-authored book (Essential Guide to Operations Management: Concepts and Case Notes, 2010). David's academic activities are under-pinned by a strong industrial and commercial background which, following initial qualifications in mechanical engineering and management led to roles as Quality Manager, Shift Manager and Operations Manager. Knowledge transfer has been at the centre of David's career strategy. Through it he has a significant involvement in knowledge creation and transfer in conjunction with various partner organisations, such as the NHS, The Manufacturing Institute.
