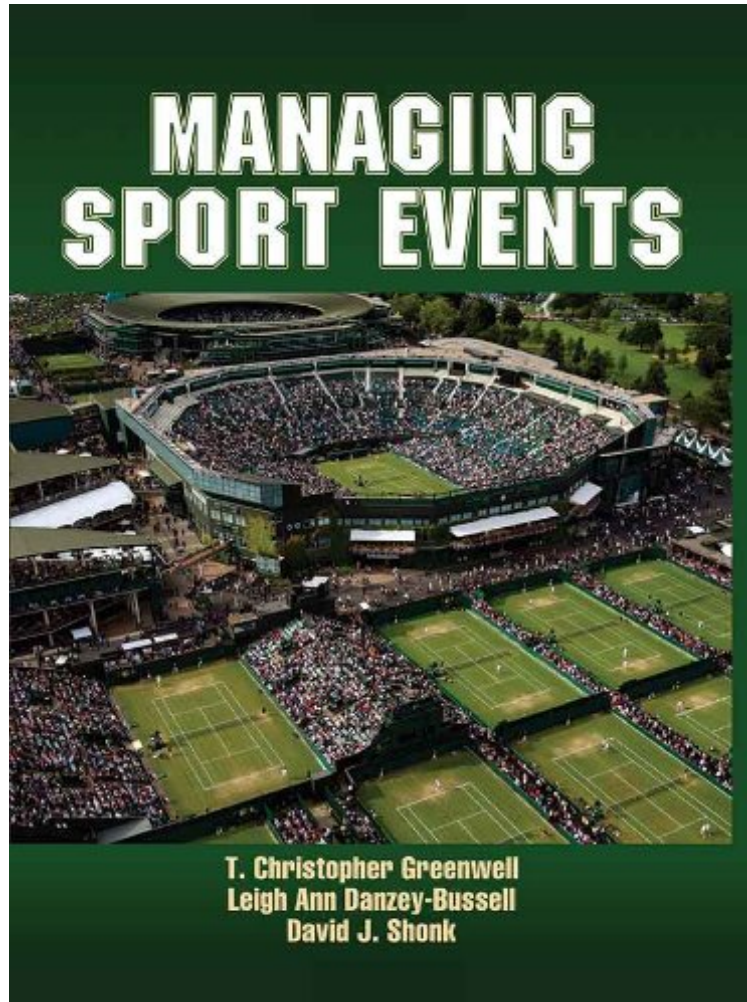


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Managing Sport Events

Chris Greenwell, Leigh Ann Danzey-Bussell, David Shonk
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Managing Sport Events presents the principles and practices of effective event management, taking readers through the entire process from event conception through postevent evaluation.

About the Author T. Christopher Greenwell, PhD, is a professor in the department of health and sport science at the University of Louisville in Kentucky. He has taught event management since 2002 and published several articles on

unique aspects of the service environment at sporting events and how these can be used as an effective marketing tool. Greenwell has direct experience as an event manager, having planned and coordinated the event management, promotions, and game operations for all athletic events in an NCAA Division I athletic program. Events under his management set attendance records in men's and women's basketball, volleyball, and women's soccer. Greenwell was also an event volunteer for major events such as the Ryder Cup, NASCAR, and the World Equestrian games. Greenwell and his wife, Donna, reside in Louisville. In his free time, he enjoys watching mixed martial arts and playing fantasy football. Leigh Ann Danzey-Bussell, PhD, is an assistant professor of sport management at the University of West Georgia in Carrollton. She has taught event and facility management courses since 2006. In 2008 she was named Outstanding Professor of the Year as recognized by Sigma Phi Epsilon, Gamma Chapter at Ball State University in Muncie, Indiana. Danzey-Bussell has over 25 years of experience working in the sport industry in various capacities in NCAA Division I, II, and III and NAIA programs as well as in the nonprofit sector. She has served as the executive director of Team Clydesdale International, Inc., a nonprofit organization responsible for hosting national and world championships in various events. She also worked as the media relations coordinator for the United States Golf Tour. Danzey-Bussell worked as a sport information director responsible for event management and promotion at the University of Alabama, University of South Alabama, and Northeast Louisiana University. Danzey-Bussell serves as one of the co-chairs of the North American Society for Sport Management Teaching Learning Fair and is a member of the Finance Committee for the North American Society for the Sociology of Sport. Danzey-Bussell has volunteered for local, regional, and national sporting events including American Heart Association Heart Walks, Southeastern Conference gymnastics championships, two NCAA Final Fours (Indianapolis and Atlanta), NCAA Swimming and Diving Championships, and the 2012 Super Bowl in Indianapolis. She also served the University of Alabama as the Alumni Chapter President for the state of Indiana for 10 years. Danzey-Bussell enjoys attending and watching sporting events, sharing movies with her family, and cooking. She and her husband, Timothy, and daughter, Sophie Grace, reside in Carrollton, Georgia. David J. Shonk, PhD, is an associate professor in the School of Hospitality, Sport and Recreation Management at James Madison University in Harrisonburg, Virginia, where he conducts research in sport event management and has taught a course in sport facility and event management. Shonk has worked as a meeting and event planner in both professional sport and the nonprofit sector since 2003. During that time he was responsible for planning a range of conferences, tours, and events including concerts, on-field promotions, and special events, such as the Carolina League All-Star Game. He also worked as marketing director of the Salem Professional Baseball Club and director of development at DECA, Inc. In 2011, Shonk founded the Harrisonburg-Rockingham Sports Commission, where he serves as the executive director of this all-volunteer organization. He is also a member at large of the North American Society for Sport Management Executive Council. Shonk lives in Harrisonburg with his wife, Jennifer, and their children. He enjoys coaching his children's sport teams, traveling with his family, and staying fit with cardio workouts.