

## **An Opportunity to Re-write the Future of Sports Events Management**

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Synopsis:

The MENA region is one of the most eagerly anticipated emerging markets for hosting sports events. The 'eyes of the world' will soon start to focus on Qatar's capability to host the World Cup in 2022. This session aims to present a timely debate on examining the relevance of planning processes being undertaken by MENA organising committees in preparation for hosting major/mega sporting events. The region is developing its own global sporting identity and it is this innovative concept which will be critiqued and debated

Abstract:

AIM: To critically analyse the process of sports event management/planning within the context of the MENA region and to discuss the sporting identity of the region.

**PRACTICE DESCRIPTION:**

To consider the implications for the MENA region in the hosting of mega sporting events. The importance and relevance of impacts and legacies has to start to be debated within academia and practitioner networks in relation to the Qatar World Cup™ in 2022. There will be an introduction to the Josoor Institute and the role of Leeds Beckett University in relation to workforce development within the region prior to the Qatar World Cup™ in 2022 and how this will strategically contribute to the Qatar 2030 National Vision. The session to be delivered will be work in progress and this is due to the limited research currently available on this subject.

**CONTEXT DESCRIPTION, ACTORS INVOLVED:**

The description of context will involve a discussion about the following topics:

Geopolitical Context of the MENA region and Globalisation

The rationale for hosting Mega/Major Sporting Events i.e. Destination

Image/Tourism/Post-colonialism and competition within the MENA countries

The characteristics of Emerging Nations: The post oil paradigm, agendas of the Events Rights Holders, cross cultural challenges between the MENA countries, relevance of impacts/legacy i.e. is sustainability as imperative as economic success? How will cultural impacts be managed?

The challenges in hosting Mega/Major Sporting Events. This section will consider the emergence of event technology and the role of social media and how this will have implications for host nations but also for the MENA region as a whole.

Developing challenges into opportunities: Re-writing the future.

#### IMPLICATIONS FOR PRACTICE:

The implications for practice section will involve a discussion about the following topics:

The need for reflection in relation to the delivery of education and training based upon “western” event management practices. This reflection will determine whether these practices are relevant to the MENA region and their native workforce and if so, how should the processes be adapted?

Is there a need to develop a MENA EMBOK/MENA event planning models, which prioritise cultural context over tradition planning processes?

Opportunities to engage in the co-creation of knowledge transfer by engaging in action research with stakeholders in the MENA region. This has to be prioritised as one of the significant outcomes from the Qatar World Cup™ in 2022.

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