

# 25<sup>th</sup> ANNIVERSARY



## Annual Report

2017-2018



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## 1. Report from the President

My first annual report to the EASM General Assembly starts from where my predecessor, PG Fahlström left off. Before I do that, I would like to record my appreciative thanks for your trust and support that have made my job and that of my colleagues a great deal easier and rewarding.

Over the past twelve months the EASM Board has focused on clearly defining our strategic priorities so that we can better channel our organisational efforts and ensure a greater transparency and accountability in everything we do. Moving forward, **EASM's five strategic priorities** include:

1. Promote critical sport management scholarship through academic journals, conferences, collaborative research projects, and targeted programmes;
2. Advance the teaching of sport management and career development of scholars and professionals;
3. Grow and sustain the membership of the Association, improve its governance and provide excellent services;
4. Forge and nurture mutually-beneficial partnerships with non-profit, public, commercial, and other sport management organisations; and
5. Represent the interests of the sport management community at European and world forums.



*25<sup>th</sup> European Sport Management Conference and 25<sup>th</sup> anniversary of EASM were celebrated in Bern 2017.*

I am pleased to report a range of positive developments in all five strategic areas. First, our core professional products, the **EASM**

**conference, the ESMQ journal and Student Seminars** continued to grow and consolidate their positions as leading sport management events and outlets in the world. The 2017 EASM conference in Bern attracted 498 participants from 35 countries and provided a forum for 324 paper presentations. The final conference report produced by the LOC led by Siegfried Nagel, Hippolyt Kempf, and Tim Ströbel represents an exemplar of a knowledge-transfer document, which will serve future conference organisers and the association as a whole.



*EASM president Vassil Girginov, Gerardo Bielons, and Ruth Crabtree signed the conference contract for 2019 in Seville.*

We have moved proactively in signing the hosts' contracts for the EASM conferences in Seville 2019 and will do

so for Loughborough (London) in 2020 in the near future. To that end, we have also put out the call for expression of interest in hosting the 2021 EASM conference and beyond and it is very reassuring to know that there are a healthy number of potentially very strong bids. The ESMQ 2017 Impact Factor is 1.966 and the journal has retained its 3\* status with the UK Association of Business Schools Journal Rankings. The EASM Student Seminar in Bern 2017 attracted 49 participants from 9 countries and the 2018 Malmö seminars are fully booked.

Second, we have made concerted efforts to advance the **teaching of sport management and career development**. In partnership with SportBusiness International, we have instituted EASM's webinar series, the second of which was delivered in July 2018 by Professor Claas Christian Germelmann and Dr Maximilian Stieler from the University of Bayreuth and was dedicated to bringing real-world

sport clubs cases to the class room. Building on its previous successful experience, EASM is a partner in three ERASMUS+ bids that will help further advance the research and teaching in sport management.

Third, as mandated by the AGM decision of 2017, we have undertaken a consultation exercise with all EASM members and 114 people (26%) completed the survey. The results of the survey and EASM Board's suggestions for **changes to the Charters and Bye-Laws** were published in early May and submitted to the GA for voting.

We have successfully completed the transfer of the EASM office from Groningen to Cologne and appointed an office manager, which has had a marked effect on our operations. A massive thank you is due to Gerco van Daltsen for his support and guidance in the process, and Stefan Walzel for his enduring energy and skilful navigation through the German legal landscape.

Work on EASM Sport Management Library has started, which will significantly enhance both the services we offer and the interactions between our members. In partnership with Routledge, we have also introduced a new **EASM book series 'Sport Management in Europe'** edited by Guillaume Bodet and Tracy Taylor. I would like to express our gratitude to Routledge publisher Simon Whitmore for his vision and support.

EASM's current financial position is strong which allows for undertaking our core activities but securing extra funding supporting our plans remains a challenge which we are determined to address.

Fourth, EASM has actively engaged with the WASM to ensure closer links with the General Assembly of the International Sport Federations (GAISF). High level talks with GASIF and the European Olympic Committees (EOC) are due to take place before the end of the year, and we look forward to actively engage with these

important sport industry organisations. EASM has also negotiated a partnership agreement with Global Sport Jobs, a world-leading sport jobs digital recruiting agency, with the view to develop career pathways for our members, students and the field in general.

Finally, we have started identifying the significant political, cultural and sporting events at European level where critical decisions affecting sport are made so that EASM can be adequately represented at these forums and be able to promote our interests.

Allow me to conclude my report by thanking all EASM Board members and many other colleagues and partners who have worked tirelessly over the past year and to express my sincere belief in the enormous potential of EASM and its success in the future.

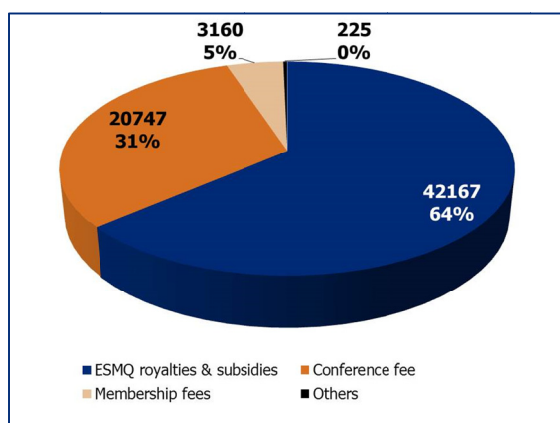
London, July 2018



Dr Vassil Girginov  
*EASM President*

## 2. Financial Report

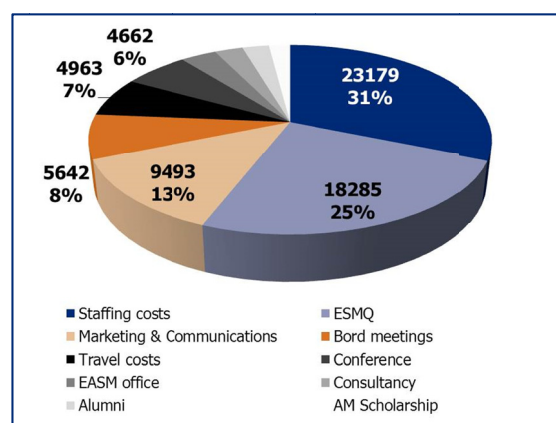
EASM is in a good financial position. In the period from 1st August 2017 to 31st July 2018 revenues of 66,299.91 Euro were generated. This corresponds to a revenue decrease of 10% compared to the previous financial year. Initiatives are on the way to increase the revenues from our existing revenues sources, and to identify additional revenue sources.



*The major revenue came from the European Sport Management Quarterly (ESMQ).*

Expenditure rose to 74,135 Euros in the reporting year 2017/18 (+ 13%). The additional costs are mainly due to the one-time costs for the 25<sup>th</sup> anniversary of the EASM in Bern, the

relocation costs of the EASM office in Cologne and the investment costs in a new corporate design.



*Overview of the EASM expenditures in the financial year 2017/18.*

Despite the annual deficit of 7,835.46 Euros, EASM has financial reserves of 54,624.48 Euros.

### 3. Conference and Student Seminars

#### 25<sup>th</sup> European Sport Management Conference

The 25<sup>th</sup> European Sport Management Conference and Student and PhD Student Seminars were hosted by the Institute of Sport Science of the University of Bern and the Swiss Federal Institute of Sport Magglingen on 5<sup>th</sup>–8<sup>th</sup> September 2017 in Bern and Magglingen, Switzerland.

#### *Facts and Figures*

- 348 abstract submissions
- 498 registered conference participants from 35 countries and all over the world
- Most represented countries were Switzerland (85), Germany (69), United States (50), Netherlands (48), United Kingdom (36) Finland (26) and Australia (22)
- 14 parallel sessions, 5 workshops, short presentations and poster sessions
- 4 thematic symposia

#### *EASM Student Seminars*

- 19 PhD students

- 49 students and 9 tutors from 9 countries – Management game, with field visit to Lausanne Olympic Capital



*Students and tutors very much enjoyed the visit of the Olympic Capital.*

The 25<sup>th</sup> conference focused on the most recent challenges in the context of globalisation and professionalisation of sport with the main conference theme *Challenges and Development of Sport Organisations*.

#### *Keynote Speakers*

- Prof. Dr. Alison Doherty (CAN),  
*Western University*
- Prof. Dr. Denis Oswald (SUI), *IOC Member*
- Dr. Berend Rubingh (NED), *First EASM President*
- Prof. Dr. David Shilbury (AUS),  
*Deakin University*



- Prof. Dr. Sarah Springmann (SUI)  
*ETH Zürich*
- Prof. Dr. Tracy Taylor (AUS),  
*University of Technology Sydney*



*498 conference delegates enjoyed the outstanding Swiss hospitality during the 25<sup>th</sup> European Sport Management Conference.*

## **26<sup>th</sup> European Sport Management Conference**

The 26<sup>th</sup> edition of the EASM conference will be organised in cooperation with the University of Malmö (Sweden). More than 450 participants have already registered for the conference from 5<sup>th</sup> to 8<sup>th</sup> September 2018 and the main conference theme *"Managing Sport in a Changing Europe"* arouses the interest of academics worldwide, managers from sports federations and clubs as well as the sports industry.

Starting with the conference in Malmö, the EASM Board – in line with the wishes and needs of its members – intends to use the event even more as a platform for exchange with decision-makers from the sports industry and sports clubs and federations.

The Organising Committee, headed by Karin Book, has invested a great deal of time and effort into the preparation of the conference, Student and PhD Student Seminar over the past few months, and will undoubtedly present itself as a great host.

From an organisational point of view, for the first time some decisions of the EASM Board to strengthen the sustainability of the conference came to fruition. For example, software for registration, management of abstracts and other details has been secured via the *ConfTool* software, which will also be used in future EASM conferences to leverage experience while reducing one-off expenses for each local organising committee. Another important milestone is that future

conference organisers will be required to attend the conference and last year's Student Seminars to ensure continuity and sustainability.



*Malmö University hosts the 26<sup>th</sup> European Sport Management Conference with the main theme "Managing Sport in a Changing Europe".*

### **Future Conferences**

In 2019, the next conference will take place from 3<sup>rd</sup> to 6<sup>th</sup> September in Seville (Spain). The contract with Gerardo Bielons was signed in April 2018. In cooperation with local and national partners, the conference as well as the two Student Seminars will be integrated with the further development of sports management in Spain. With the experience of the very successful EASM conference in Madrid as well as other international

conferences, the event in Seville should be a great success.

The EASM Board is already in final negotiations with potential hosts for the 2020 and 2021 Conferences. Two very promising candidates have presented their ideas and as soon as the contracts are signed, the hosts will be announced soon.

At the beginning of this year, we adapted the application process to the current requirements for the hosting of the 2021 conference and launched a transparent tendering procedure with more foresight. The tender for 2022 is planned for the end of this year. The application deadline for 2022 is 31<sup>st</sup> May 2019. For this purpose, the White Book is currently being revised, so that future interests can better prepare themselves for the application and the orientation of the conference. All information can be found online at: <http://www.easm.net/bidding-process/>.

## 4. Scientific Committee

The former EASM Scientific Committee (SC) and the Bern 2017 European Sport Management Conference SC implemented a comprehensive set of new developments to enhance processes and the quality of the scientific content and programme.

Over the last period the SC has been extensively concerned with designing the programme for the Malmö 2018 conference; and providing avenues for the hosts of the Seville 2019 conference to engage with matters around managing scientific content and the conference programme.

At the same time, the SC has been developing proposals to inform the Board's strategy discussions in respect to research and conference policies and activities. Specifically, it is felt that the focus on two academically and commercially viable offerings only (ESMQ and the annual conference in its current shape) could benefit from more ambitious considerations,

something that resonates in EASM's new strategic plan.

### Conference in Malmö 2018

The Conference SC consists of Tim Breitbarth (Co-Chair), Bosse Carlsson (Co-Chair), Claas Christian Germelmann, Johan Norberg, and Thomas Persson.

The EASM Board would like to extend a very warm thank you to Ulrik Wagner, who successfully established and ran the popular EASM PhD Student Seminar from 2013 to 2018. It has enhanced so many international PhD students' research journeys and welcomed them to the EASM community.

Again, we like to highlight Jörg Königstorfer's fine contribution to our annual conference by leading the ESMQ New Researcher Award.

### *New developments*

- Screening of all abstract submissions for compliance with

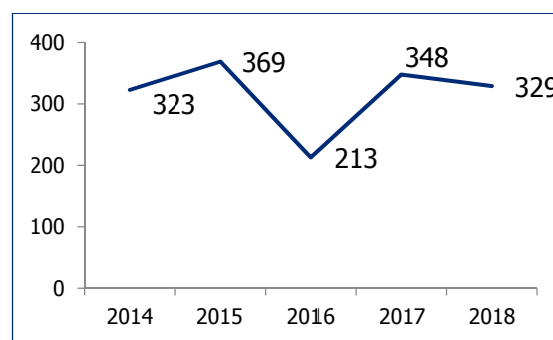
submission guidelines with about 50 abstracts revised pre-reviews.

- Newly appointed Review Track Chairs: Johan Norberg, Ruth Crabtree, Dino Numerato, Peter Forsberg, Christopher Huth, Karin Book, PG Fahlström, and Thomas Persson.

### *Submission statistics*

- 311 fully compliant abstracts received, incl. 19 for poster presentation, 16 short papers, 9 submissions towards the ESMQ New Researcher Award. Excluding invited contributions. 20 applications for the PhD Student Seminar (plus names on the waiting list).
- Global diversity based on data from submitting authors: 58% Europe (2017: 59%) 18% North America (18%), 17% Asia (12%), 4% Australia & New Zealand (6%), 2% South America (3%), 1% Africa (2%).
- European diversity: submissions from 25 different European countries received (2017: 20). Top:

33 Germany (42), 31 UK (40), 14 Norway (12), and 14 Sweden (5). 2017 host country Switzerland 5 (20).



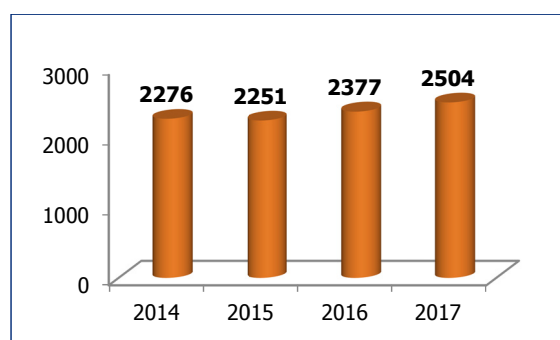
*Overview of the number of submitted abstracts over the last five Conferences.*

It remains a prime aim of the conference to encourage scholarly development and progression of conference presentations to full paper submission to peer-reviewed journals; to allow for presentations, which collectively inspire conference conversations based on excellence and diversity; and to support work, which ultimately leads to advance sport management around Europe and globally.

## 5. European Sport Management Quarterly (ESMQ)

### Highlights

- ESMQ received almost 70,000 downloads in 2017 (+16%). Over 550 downloads (almost 0.8%) came through Twitter.



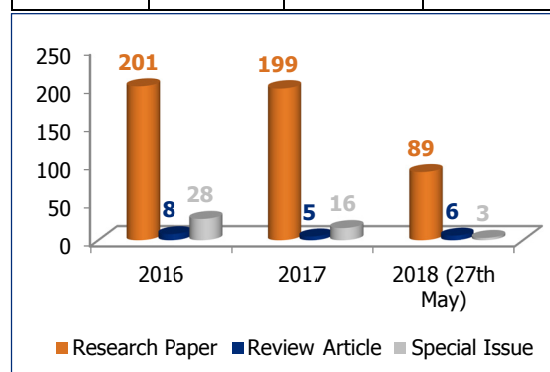
*Number of institutions with access to the European Sport Management Quarterly.*

- By the end of April, 2018, there had already been **over 28,000 downloads**. Almost 100 downloads (almost 0.4%) came through Twitter. This is an **8% increase** on the same period in 2018.
- The most downloaded article in 2017 remains from 2016 'The Olympic Games and raising sport participation: a systematic review of evidence and an interrogation of policy for a demonstration effect' by

Mike Weed et al., with over 2,000 downloads.

- The most downloaded issue in 2017 was 'Corruption in Sport', Vol. 17, Iss. 1, with over 4,700 downloads.
- The journal's **2017 Impact Factor is 1.966** (2016: 1.778), ranking 27/50 in the Hospitality, Leisure, Sport & Tourism JCR category.
- The Journal retained its **3\* rating** on the UK Association of Business Schools Academic Journal Guide.

	2016	2017	2018 (26 <sup>th</sup> May)
Accept	13.6%	20.7%	18.7%
Reject	86.4%	79.3%	81.3%

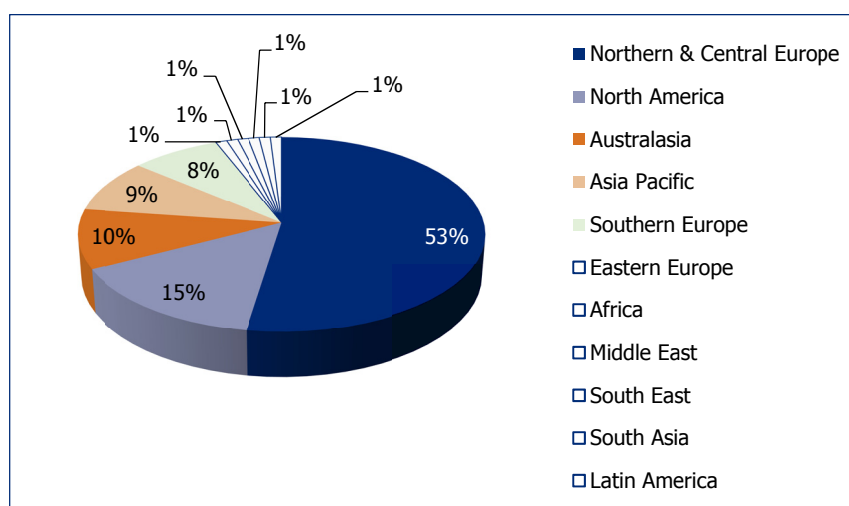


*Decision of submitted manuscripts (above) and original manuscripts received (below).*

### *Global Accessibility*

ESMQ is accessible to readers via direct subscriptions, online-only sales packages with institutions and as part of our Social Sciences & Humanities Library.

service - a weekly email which is sent to researchers within our network, and contains content based on their subject interest and access rights. These campaigns are designed to increase reach, readership, and



*ESMQ article downloads by region in 2017.*

potential citations, because relevant articles are presented every week to interested readers. The recipient does not need to be signed up to the journal to discover new articles, they just need to be

### *Marketing Innovations in 2017*

ESMQ benefits from highly targeted, article-level promotion, leveraging the web of connections attached to every published article. These connections include colleagues, reviewers, funders, and cited authors.

registered with Taylor & Francis, which a specific subject area interest.

Once new articles are published in one journal published by Taylor & Francis, they are included in our usage email

Taylor & Francis launched this service in September 2017 and plan to be able to report on ESMQ regularly during the year.

### *ESMQ Twitter @EuroSportManQ*

We thank Leigh Robinson in her capacity as Social Media Editor for ESMQ, and for achieving a following of over 350, in just over a year. We look

forward to working with her to further develop ESMQ's social media outreach.

### *Associate Editors and Editorial Board*

ESMQ's Associate Editors handle a large number of manuscripts and also assist the editor in strategic reflection on the journal and decisions on manuscripts. Paul Downward wants to publicly thank them for their service to the journal: Kathy Babiak, Guillaume Bodet, Hallgeir Gammelseter, Jörg Königstorfer and Pamela Wicker. His sincere thanks also go to all members of the Editorial Board who review multiple manuscripts each year and provide excellent feedback and assistance to researchers seeking to publish their work. Naturally, the work of the many ad-hoc reviewers is equally appreciated by both the editor and the Board Members. Their collective efforts are



*With the new EASM Logo the ESMQ front page was amended to the new look and feel.*

helping to sustain and develop ESMQ as one of the top ranked sport management journals. Paul Downward also wants to thank Caron Walpole who has been assisting him in the management of the journal and is instrumental in its smooth operations. Last but not least he wants to thank

Tracy Taylor and Ashley Morgan for the smooth handover of the journal to Caron and Paul in October and for Tracy for remaining a wise counsel.

### *Special Issues*

The special Issue "Managing High Performance Sport" with guest editors Popi Sotiriadou and Veerle De

Bosscher was published as Vol. 18 Iss. 1 in 2018. The Special Issue "Social Responsibility and the European Sport Context" with guest editors Tim Breitbarth, Stefan Walzel and Frank van Eekeren is in progress. The issue

had 13 submissions, with 6 rejections and 7 currently under revision. A call for a Special Issue in 2020 has been announced. Guest editors Tim Ströbel and Claas Christian Germelmann will be the guest editors for the topic "*Exploring new routes within brand research in sport management*". The submission deadline is **30<sup>th</sup> Nov 2018**.

#### *The New Researcher Award (NRA)*

The NRA is awarded for the best original theoretical or conceptual advance and significant unpublished contribution to sport management. The award is organised by ESMQ and sponsored by Taylor and Francis Journals. The prize seeks to stimulate dissemination of new ideas and innovative research in sport management by encouraging new researchers at the start of their career.

The author of the best paper will receive a prize of 500 Euros, donated by Taylor and Francis, a complimentary one-year EASM membership, including a free subscription to ESMQ. The winner will

also be invited to submit a full paper of their work to ESMQ for publication, taking into account the comments and feedback of the reviewers on how the paper may be strengthened for possible publication. The two other finalists will win a book prize.

#### *ESMQ Editors Workshop*

A workshop is planned for 2018: '*The do's and don'ts in the publication process: Thinking strategically about publication*'. The aim of the workshop will be to give potential authors – particularly new researchers – an opportunity to better understand good practice in the submission and reviewing process, demonstrating originality and rigour. Specifically, the workshop will cover working with Editors/Associate Editors/Reviewers in submitting and responding to review, what is the scope of 'sport management' in selecting journals and horizon scanning for theoretical and empirical innovation. Past and current Editors/Associate Editors of ESMQ will take part.



## 6. Marketing and Communication

### *New EASM Logo*

In September 2017 the Board has decided to introduce a new EASM logo, which has been presented at the 2017 AGM in Bern. It has since been integrated on the website, social media channels and all EASM communication.

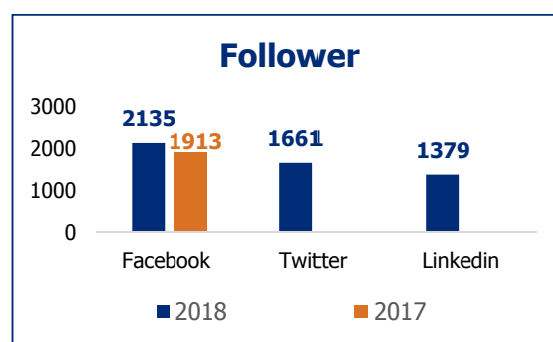
### *EASM Website*

The website is the core base for information and presentation of EASM. It contains up-to-date information about the organisation, ESMQ and membership related topics. The EASM office strives to provide an appealing webpage, where information is easily accessible and potential new members can quickly engage. The website analytics show approx. 18,000 visitors per 30 days and 93,500 page visits.

### *EASM Newsletter*

At the beginning of 2018 it was agreed that the EASM Newsletter will be published every second month, with

additional editions if necessary. Information published in the newsletter relates directly to EASM, its events and activities and also helps distribute information from sister organisations (SMAANZ, NASSM etc.).



*Number of followers on EASM's social media channels.*

### *EASM in Social Media*

The social media channels actively used by EASM are Facebook, Twitter and LinkedIn. Information published on the website is communicated through these channels in order to reach a bigger audience of members and non-members and interactively engage with the audience. The platforms also offer the opportunity to engage with other stakeholders such

as sister organisations, universities and businesses.

EASM Marketing and Communication has been developed in 2017 in all sectors and it has been centred in the

EASM Office in Cologne. A new Office Manager has been hired to take care of the daily marketing and communication activities.

## 7. Student Activities

The former Student Representative, Tim Koritkowski finished his duties in a great manner during the fall 2017. When finishing his term on the EASM Board he ensured to leave the work in good hands with his successor Jakob Wikenstaal.



*Jakob Wikenstaal (right) follows Tim Koritkowski (left) as Student Representative in the EASM Board.*

Tim did not only make a great impression and made friends with all

the students during the EASM Conference 2017, he also handed over a well written Evaluation Report regarding the students' activities that were held. The Evaluation of the Student Seminar showed an increased satisfaction from the participants with an average grade of 8.33 (grade previous year: 7.6).

The new Student Representative, Jakob Wikenstaal got quickly on board and formed a task force together with the EASM President, Vassil Girginov and Board Member Aila Ahonen, in order to enhance and develop teaching, learning, & student matters. Jakob is also a part of the Local

Organising Committee for the EASM Conference 2018 in Malmö, which provides a close connection and short ways of communication between EASM and the LOC.

One of the big happenings around the Student Representative's activities has been a pre-study and research regarding establishing a Sport Management Community. Jakob has also been part of the jury to the Alberto Madella scholarship together with Ruth M Crabtree and Gerco van Dalfsen. Last but not least, all spots to the 2018 PhD and Student Seminar in Malmö have already been fully booked in April!

### *EASM Summer School 2018*

After eight years at the campus of the University of Bayreuth, the 9<sup>th</sup> edition of the EASM Summer School opened its doors at the wonderful city of Madrid. During the time from 16<sup>th</sup> to 20<sup>th</sup> May 2018 students were offered an exciting and informative programme in and off the lecture

rooms of the Universidad European de Madrid. It was not surprising that the event was brilliantly organised by Gerardo Bielons and his team.



*61 students from eight different countries participated in the EASM Summer School 2018 in Madrid.*

Under the motto "*Fascination of International Sport Management: Discover, practice and experience*" the participants were able to join a versatile programme around the field of Sport Management and Marketing. The programme was characterised by a unique mixture of topics from an academic as well as business perspective.

Under the academic coordination of Herbert Woratschek and Guido Schafmeister the EASM Summer School welcomed various international

guests and lecturers. Besides academic content, the programme also provided an extensive social programme that perfectly fitted into the network character of the EASM Summer School. Events like a typical Spanish opening dinner and the closing dinner at the Real Café Bernabeu gave participants the chance to unite and enlarge their personal and professional network. Being in one of the Sport Management hubs in Europe, students also joined in a guided tour through

the new Wanda Metropolitano, the tradition-steeped Santiago Bernabeu stadium as well as Caja Mágica tennis venue. United by their passion for sport, students also visited a live basketball game.

As a consequence, students used the EASM Summer School to make new friends from all over the world, improved their knowledge in sport management and marketing and last but not least: lots of fun and a great time!

## 8. International Projects

### **World Association for Sport Management (WASM)**

EASM continues to work with WASM and the Executive Council (composed of Karen Danylchuk from NASSM (President), Ruth Crabtree from EASM (Vice-President), Geoff Dickson from SMANZ (Secretary), Rosa Lopez de D'Amico from ALGEDE (Treasurer), and Noah Hsu from AASM (Executive

Director). They have continued to hold monthly Skype meetings throughout the year. WASM has made positive strides to developing a coordinated approach to achieving its fundamental mission to "facilitate sport management research and teaching and learning excellence worldwide".

A Board meeting was held in Taipei in Taiwan in November, 2017 hosted by

the National Taiwan Sport University. The meeting focused on many matters including the WASM business plan, communication, constitution and also services and products.

The WASM Book series, published by Taylor & Francis continues to be a great success led by Dr. Brenda Pitts and Dr. James Zhang. Three books have already been published and there are plans for more imminently.

The WASM website has been updated and revamped with the help of Gerco van Dalfsen (WASM Communication Advisor). You can view the new website at [www.wasmorg.com](http://www.wasmorg.com).

The organisation of the 3<sup>rd</sup> WASM Conference is well underway and will be held at the Universidad Santo Tomas in Santiago de Chile, from 16<sup>th</sup> to 19<sup>th</sup> October 2019. Professionals, students, scholars and practitioners from around the world will gather in Santiago de Chile to share their knowledge, experiences and expertise on the global sport industry. The theme for the conference focuses on

the ever-growing sport marketing practices, networking and the future of sport management.

### **International Research Projects**

Since 2017, EASM has been the principal academic dissemination partner for an international research project: *National Sports Governance Observer (NSGO): Benchmarking sports governance across national boundaries*; 383,000 Euros Erasmus+ project, aim of which has been to assist and inspire national sports organisations to raise the quality of their governance practices. The 2<sup>nd</sup> Research Committee meeting for the NSGO was successfully held at Molde University College (Norway) on the 12<sup>th</sup>-13<sup>th</sup> April 2018. EASM was represented by Dr. Christos Anagnostopoulos. In close collaboration with the EASM SC, details on the project's special workshop at the 2018 EASM Conference were finalised. More information about the NSGO project is available online at <http://www.playthegame.org/theme->

[pages/the-sports-governance-observer/sgo2017-summary/](#).

*ERASMUS+ Research Grant 2018-2020: Good Governance Enhancement through e-Learning for Sport Volunteer Board Members" (GReFORM)*

With great success, the Centre for Entrepreneurship (CEDAR) and UCLan Cyprus hosted the inaugural meeting of the GReFORM (400,000 Euros Erasmus+ research project), in Larnaca (Cyprus) on 14<sup>th</sup>-15<sup>th</sup> February 2018. The General Secretary of EASM Dr. Stefan Walzel and EASM's coordinator for international research projects Dr. Christos Anagnostopoulos represented the Association. The project aims to increase the capabilities and knowledge of volunteer Board Members in sport organisations by providing online and research-informed education on Good Governance in sport. The development of an online learning electronic portal will allow board members of sports organisations, especially volunteers - in their own time - to follow a series of

educational modules on Good Governance principles. The role of EASM in this project is to provide consultancy as well as being an integral part of the dissemination of the project findings (Seville 2019 for some preliminary results). This project is scheduled for three years (2018-2020) and it is currently on schedule as initially planned. More information about the GReFORM project is available at <http://www.greform.eu/>.



*On the 14<sup>th</sup> and 15<sup>th</sup> February 2018 the Kick-off meeting for the GReFORM research project took place in Larnaca (Cyprus).*

**ERASMUS+ Research Grant Applications**

*Women in Sports Leadership and Governance (WISLAG)*

Together with five more partners from Ireland, Greece, Cyprus, Poland, and

Belgium, EASM applied for one more research project under the ERASMUS+ research scheme. The application is currently under review and is worth of 339,000 Euros. The project aims to examine the progression related experiences of females who have managed to break through the “glass ceiling” and progress into leadership positions within sports organisations at both a local grassroots level and within national sports organisations. By adopting this approach each partner country will take a bottom up/top down approach. Subsequently, recommendations, guidelines, training material and workshops will be developed to support the recruitment and retention of women in sports leadership and governance, at all levels. The role of EASM in this project is to provide consultancy as well as being an integral part of the dissemination of the project findings. Should the bid be successful, the project is scheduled for three years (2019-2021).

*Promoting health enhancing physical activity and social welfare through outdoor running events / RUN for HEALTH*

Together with five more partners from four countries (Greece, Lithuania, Belgium Italy, and The Netherlands) EASM applied for one more research project under the ERASMUS+ Sport (Collaborative Partnerships) research scheme. The application is currently under review and is worth of 346,230 Euros. The project aims to examine the impact of sport events on an individual (psychosocial health) and society (social and economic/tourism) level and to develop policy recommendations for authorities, federations and associations which are involved in sport and health policy formulation in order to address the role of running events in promoting health-enhancing physical activity and social welfare. EASM will provide consultancy as well as being an integral part of the dissemination of the project findings. The project is scheduled for two years (2019-2020).

## 9. EASM Office

With the elected new Secretary General the EASM office had been successfully moved from Groningen to Cologne. The transition process went smoothly, thanks to the great support of the former Secretary General, Gerco van Dalfsen. EASM is now fully established in Germany and is officially recognised as non-profit organisation, which provides certain tax benefits for certain revenues.

Since March 2018 the daily EASM office matters has been managed by the EASM Office Manager, Sarah Runzheimer. She has been of great help and is making sure that the communication with the EASM members as well as with other stakeholders runs properly, this includes our social media platforms on Twitter, Facebook, and LinkedIn as well as the EASM website.

The new EASM logo, which was introduced at the AGM 2017, has been

fully implemented in all EASM communication activities. This guarantees a consistent and professional appearance of EASM towards all internal and external stakeholders.

Furthermore, the EASM Office dealt with the new European data protection law and checked all matters in order to guarantee the protection of the individual data of its members.

In the last weeks and months within the EASM Office it was intensively discussed how EASM and its members can benefit more from the opportunities which are provided by the various forms of digitalisation. The process is ongoing and EASM members are more than welcome to bring their ideas and wishes into this process.



## 10. Initiatives and Projects

### *EASM Sport Management Library*

Sport management knowledge (SMK) has developed exponentially over the past thirty years. Scholars from European universities have made a significant contribution to the field. However, in its current format the SMK is not very well organised and does not serve well the specific needs of different users. In addition, it does not allow for knowledge generation and learning through interactions. There is no single place where users can go to and find the information that meets their research and teaching needs. A clear user focus, interactions, and global knowledge connectivity are critical issues that can be addressed by the proposed EASM Sport Management Library (SML), so it can establish itself as a current and comprehensive one-stop (shop) platform for the study and development of sport management in Europe. EASM is uniquely positioned to undertake this project.

The principle objective of the SML is to become the ultimate source of information and knowledge about the field in Europe and beyond. To achieve this objective, the SML must not only to provide access to various sport management collections, but also to integrate them with other existing resources and to enhance interactions between users in the field. The affordances of the new digital technologies make this strategic objective realistically achievable in a cost-effective way, which will allow SML to combine electronic resources to function as a cohesive, one-stop reference system.

### *EASM Webinar*

At present, EASM boost a community of over 400 members and many more people who share an interest in sport management. However, the level of EASM's engagement with its members and followers has not been fully explored, and there is scope for a range of new activities that would

ensure more regular interactions in the field.

The plan was to launch a series of EASM's webinars designed to address a range of issues of interest to the SM community. The idea is to have three webinars per year as follows:

- 1) The first webinar was held in late January and dedicated to the teaching of the topic of the forthcoming ESMQ Special Issue;
- 2) The second webinar took place in July and addressed lessons from the field for case-based seminars; and
- 3) The third edition will focus on "Innovation in Sport Management" and is scheduled for December.

Special thanks to the presenters for their outstanding contribution: Andreas Ch. Weber, Claas Christian Germelmann, Maximilian Stieler, and James Skinner.

### *Digitalisation: EASM-App*

Since the beginning of 2018, the EASM Office has been working intensively on the topic of digitalising the EASM Community. The focus has been on how EASM members can better communicate with one another and how the flow of information between the organisation, its working groups, members and stakeholders can be made more efficient and profitable. The idea of a common virtual platform, which combines the different events and services of EASM, was considered conceptually as a first step. In view of the significant costs for start-up financing the project, it is important to generate additional financial resources for the project in the following months that will enable realisation.

## 11. Appendices

### Overview income and expenses

<u>Income</u>	<u>2017/18</u>	<u>2016/17</u>	
Journal royalties and subsidies	42,167.00	23,532.00	(+79%)
Conference fee	20,747.29	30,000.00	(-31%)
Membership fees	3,160.00	1,960.00	(+61%)
Interests	161.05	8.07	(+1,896%)
Other revenues	64.57	18,129.27	(-99%)
Grant Aid	0.00	0.00	(+/- 0%)
EASM School	0.00	567.12	(-100%)
<b>Total income</b>	<b>66,299.91</b>	<b>74,196.46</b>	<b>(-11%)</b>
<u>Expenditures</u>	<u>2017/18</u>	<u>2016/17</u>	
Staffing costs (incl. social insurance)	23,178.50	20,896.70	(+11%)
Printing/Stationery	141.43	0.00	(+141%)
Office costs	0.00	1,815.00	(-100%)
Postage/Telecoms	1,007.17	1,308.23	(-23%)
Travels & Meetings	4,963.23	1,767.28	(+180%)
Board Meetings	5,462.38	3,734.10	(+46%)
Bank charges	406.61	314.55	(+29%)
Website	2,788.98	1,031.68	(+170%)
Affiliation fees	270.00	0.00	(+270%)
Marketing	6,703.89	297.60	(+2,152%)
Editorial expenses	7,200.00	14,000.00	(-50%)
Journal costs	11,085.36	22,801.76	(-51%)
Consultancy	2,000.00	500.00	(+300%)

<u>Expenditures (cont.)</u>	<u>2017/18</u>	<u>2016/17</u>	
Alumni	1,882.47	857.64	(+119%)
Conference	4,661.72	11,876.24	(-61%)
EASM School	0.00	0.00	(+/-0%)
Bursaries	1,500.00	704.95	(+113%)
Sundry	703.63	0.00	(+704%)
<b>Total Expenditure</b>	<b>74,135.37</b>	<b>82,305.73</b>	<b>(-10%)</b>
 <b>Surplus/Deficit</b>	 <b><u>-7,835.46</u></b>	 <b><u>-8,109.27</u></b>	 <b><u>(-3%)</u></b>

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<b>Balance Sheet</b>	<u>2017/18</u>	<u>2016/17</u>
<u>Cash at bank</u>		
Current account	2,707.46	4,589.12
Deposit account	51,917.02	67,792.61
	<b>54,624.48</b>	<b>72,381.73</b>
 <u>Liabilities</u>		
Creditors	8,250.75	9,776.55
	<b><u>46,373.73</u></b>	<b><u>62,605.18</u></b>
 <b>Represented by</b>		
General Fund at 1 <sup>st</sup> Aug 2017	56,343.99	64,453.26
Surplus	-15,470.26	-8,109.27
	<b>40,873.73</b>	<b>56,343.99</b>
A. Madella Bursary Fund	5,500.00	7,000.00
	<b><u>46,373.73</u></b>	<b><u>63,343.99</u></b>