

Charitomeni Tsordia  
Antiohou and Pahi,  
Begoulaki, Patras  
Greece, 26334

To Alberto Madella Scholarship Fund Committee

Patras, 21th September 2018

Re: Conference Short Report (Alberto Madella Scholarship Fund for EASM Conference 2018)

The 26<sup>th</sup> European Sport Management Conference was held in Malmö at the Clarion Hotel & Congress Malmö Live, Sweden between 5 and 8 September, 2018. The conference began with an opening ceremony at Orkanen, Malmö University. Three distinguished keynote speakers Joseph Maguire, Veerle de Bosscher and Mike Weed contributed to the conference theme “*Managing Sport in a Changing Europe*” by presenting the three very relevant topics concerning the “*Power, Culture and Control: Identity, Jurisdiction, Migration and Recognition*”, “*Effective policies: measurement, evaluation and monitoring of effective strategies to develop elite sport in a changing Europe*” and “*Reflections on sport management, politics and claims made for sport*” respectively. All scientific and professional papers were presented during the 15 parallel sessions (Sport Governance and Policy; Strategy, Leadership and Stakeholder Management in Sport; Sport Marketing; Sport Consumer Behavior; Sport Events and Tourism; Sport, Media and Communication; E-Sport and Technology; Sport Facility Management; Sport Funding and Finance; Legal and Ethical Aspects of Sport; Public Health and Physical Activity Management; Sport Development and Socio-Cultural Perspectives; Sport Management Education; Broader, New and Critical Aspects of Sport Management; Youth and Sport) followed by discussion and suggestions on its topics. In addition, 4 poster sessions and 8 Workshops took part where the respective authors presented their work and discussed regarding contemporary sport management issues. The Malmö Thematic Symposium “*Rethinking ‘Sport for All’: Inclusion and Integration (?)*” also took part on the 6<sup>th</sup> of September in both English and Swedish languages. Finally, the student and the PhD student seminars were held prior to the 26th European Sport Management Conference, at Malmö University, Sweden.

The social program of the conference included various activities such as: (a) a social evening with mingle buffet inspired by multi-cultural Malmö, drinks and the announcement of the winners of the student seminar’s management game at Niagara, Malmö University, (b) a morning jogging city tour, (c) a book launch with drinks by the Routledge stand at Malmö Live: “*Rethinking Olympic Legacy*” by the EASM President Vassil Girginov, (d) a golf experience with professional instructors teaching various techniques and performing fun exercises at the Hylliekroken Golf Center and (e) a city tour by foot. Finally, the closing banquet of the conference was hosted by the

City of Malmö and the mayor Kent Andersson at the historic City hall on the 8th of September, 2018. The winners of the European Sport Management Quarterly New Researcher Award (NRA) 2018, along with the EASM Best Conference Paper Award 2018 and the EASM Best Conference Reviewer Award 2018 were announced during the closing banquet of the conference.