

EASM Alberto Madella Scholarship Fund 2018 Report

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Prior to attending EASM 2018, I presented at the EASM PhD Student Seminar on small business impacts at the Rio 2016 Olympic Games. At both the European Sport Management Conference and student seminar, I believe my representation enabled me to effectively develop relationships with emerging and established academics in the sport management field. For example, I was able to participate and engage in a number of the conference streams and themes related to my research investigations, including sessions on sport events and tourism and critical aspects of sport management.

During the conference, I regularly shared insights, knowledge and learning to my Twitter audience of nearly 2000 followers (see [@sethkirbyaru](https://twitter.com/sethkirbyaru) for more details), using the conference hashtag #EASM2018. Following each day of the PhD symposium and two days of the main conference, I prepared and distributed a daily conference summary on my [personal online blog](#) and publicised this on social media. This blog page captured my experience and contribution, highlighting the latest research developments in the field, and best practice gained from the conference. As part of my daily reviews, I portrayed my perspective of the host city, and incorporated some photographs of the scenery and trips throughout Malmö to give my content more of a personal feel. In terms of distributing specific items relating to the conference internally and demonstrating impact, I have written an article on my conference attendance and award which will be featured and disseminated in the November issue of my business schools' research newsletter: [Insight](#).

Communicating across a range of digital platforms and websites (e.g. [Twitter](#) and [LinkedIn](#)) has allowed me to broaden my reach and greatly increase the impact of the conference proceedings and my activities. Please find below an online and social media conference statistics table I have created to illustrate my online reach at the conference (figures are correct as of 09/09/2018).

Online and social media conference statistics

<i>Website</i>	<i>Impressions¹/views</i>	<i>Total engagement² and nations viewed</i>	<i>Likes</i>	<i>Retweets³</i>
Twitter	9307 impressions	Total engagement of 328	43	11
WordPress blog	44 views	Read in 15 countries across Europe and worldwide, including: Switzerland, Australia, USA, Sweden, Canada, New Zealand, Spain and Greece		N/A

1 refers to the number of times people saw an individual tweet on Twitter.

2 total number of times a user interacted with a tweet, including retweets, replies, likes, links clicked, hashtags, tweet expansion, profile views etc.

3 a Retweet is a re-posting of a tweet.

As a result of attending the EASM conference, I have promoted my profile and the work of the association to researchers and scholars involved in the European sport management academy, and other related and unconnected fields. Over the coming years, I hope to be able to cultivate these new friendships and bonds with the aim of supporting my individual, professional development and collaborative research projects. I am enormously grateful for the opportunity this conference provided me to be part of an internationally recognised sport management conference. Since returning home I have joined EASM as a member, and I look forward to taking advantage of the raft of membership benefits and attending future conference editions.