

STRATEGIC PRIORITIES

2021-2023

Vision

To be the driving force for developing sport management in Europe

Mission

To provide a leading European platform for networking and knowledge creation and dissemination in the field of sport management

Since 1993



28
Conferences

193
Members

124 Individual
52 Students
17 Institutional

* data of 28/02/2021

PRIORITY 1

PROMOTE CRITICAL SPORT MANAGEMENT SCHOLARSHIP



PRIORITY 2

ADVANCE THE TEACHING OF SPORT MANAGEMENT



Develop Sport Management Library's teaching section

Engage with ERASMUS+ projects to produce and disseminate teaching materials

Provide a series of webinars to enhance the teaching in the field

Establish EASM policy for participation in ERASMUS and other projects

Integrate the EASM Sport Management book series with the ESMQ's plans

Solicit ERASMUS+ projects book proposals

Continue to develop the Sport Management Library and turn it into a major reference resource

Promote a strong junior researcher community

Develop an interactive promotional map of sport management under and graduate programmes in Europe

PRIORITY 3

GROW AND SUSTAIN MEMBERSHIP & IMPROVE GOVERNANCE



Further develop services for different categories of members

Launch EASM mentorship service

Develop alternative business models for EASM conferences

Develop strategy for the customer conference journey

Enhance the branding of EASM's conference offer and other events

PRIORITY 4

FORGE PARTNERSHIPS



Develop projects with ENGSO and Global Sports

Establish partnership with the European Olympic Committees

Forge partnerships with established international sport management students' summits

Develop the 'Applied Sport Management Research' series and branded EASM workshops with the support of Sport Business

Establish priorities for engagement with EPAS

Identify main impacts and develop tangible products from EASM conferences and activities

Promote members' work and contribute to developing key topics within the framework of the WASM and beyond

Involve the policy makers community within EASM

PRIORITY 5

REPRESENT THE SPORT MANAGEMENT COMMUNITY

