

The EASM Conference Bidding Procedure for 2026

The European Sport Management Conference

Every year in a different European city academics and professionals from over 40 countries and from every continent come together in order to discuss current trends and topics and to present latest research findings in the field of Sport Management. This is the European Sport Management Conference where key persons from national and international sport organisations, from professional sport clubs and leagues, from sport policy and sport management scholars meet and exchange ideas and visions about the development of the field. So it is the ideal meeting place for knowledge exchange and network opportunities since 1993, when the first edition took place in Groningen, The Netherlands.

Hosting The European Sport Management Conference includes organising the EASM Student Seminar for Bachelor and Master Students in sport management, and the EASM PhD Student Seminar. The EASM Student Seminar has been taking place since the beginning of EASM Conferences in Groningen, The Netherlands, in 1993. Conference organisers and/or their partners have organised a 7 days seminar for 50–120 sport management students coming from several different European countries together with their tutors. The seminar starts some days before The European Sport Management Conference. The conference closing event is also the closing event for the students. The costs of the seminar are covered by the fee from students and tutors as well as from possible support from organising university and other possible partners. Students and tutors are full delegates of the conference.

Below we describe the procedure to be followed by any local organiser(s), who wish to bid to host those three events in the year 2026, with an expected minimum number of conference delegates of 300-350.

EASM Conference and Student Seminar principles

1. Any organisation in Europe with a significant level of co-operation, commitment and awareness of EASM activities and history may bid to host the conference.
2. In close cooperation with the conference organiser it is the aim of EASM to provide a platform of exchange between academics and professionals from Sport Management and to market the event as "The European Sport Management Conference". Therefore EASM expects the local organising committee to include meaningful workshops as well as other forms of activities which enables fruitful discussions and exchanges between academics and professionals.
2. The EASM Conference is the exclusive property of EASM, which owns all rights and data relating thereto, in particular, and without limitation, all rights relating to their organisation, exploitation, recording, representation, and reproduction. EASM shall determine the conditions of access to and the conditions of any use of data relating to the EASM Conference. The EASM symbol, flag, identifications shall be referred to as "EASM properties". All rights to any and all EASM properties, as well as rights to use thereof, belong exclusively to EASM, including the use for any profit-making, commercial and advertising purposes.
3. If an organisation is willing to host the 34th European Sport Management Conference in 2026, it should contact EASM's General Secretary, Stefan Walzel (stefan.walzel@easm.net) and send a formal letter on behalf of the hosting organisation, which could be either a university or a consortium of universities and sport organisations, before **31st May 2023** at the latest. The formally signed letter should express the commitment and willingness to host the Conference. It would also be beneficial, if the bidding organisation is able to send informative bidding documents and material at the same time.
4. Bidding organisations will be invited to present their bid to the EASM Board in September 2023. The hosting decision and contract arrangements will be made according to the following schedule:

Conference open to bidding procedure	Information to EASM at latest	Presentation to EASM Board and final decision by EASM Board	Contract to be signed	Announcement of the decision
2026: EASM Conference, Student Seminar, and PhD Student Seminar	31 May 2023	September 2023	Board Meeting, Dec 2023	Right after contract is signed

5. Documents and other presentational media in support of each bid must be made available by the time of the presentation for all EASM Board members.
6. Each bidding organisation shall provide in the bid presentation the following information:
 - Motivation to host the EASM Conference, including the student and PhD student seminar;
 - Full information on the sport management activities and interests of the hosting organisation(s);
 - Information about the legal status of the bidding organisations and their involvement in sport management;
 - Letters of support from all major conference stakeholders (e.g., hosting university, sport organisation(s), tourism agency, local authority)
 - Proposal for the date, programme, and theme;
 - Information about the student and PhD student seminar (see below);
 - Pre and post conference relevant activities (e.g., national conference, PhD seminar) including the social programme, venue and conference, student, and PhD seminar facilities;
 - Detailed information on available accommodations and travel connections;
 - Marketing and communication strategy and main activities;
 - Budget plan, including EASM Conference fee;
 - Registration fees;
 - Support by local authorities and sponsors.
7. The winning bid shall be the one receiving the majority of votes within the EASM Board meeting, where the decision will be made. The name of the winning bid will be announced once the contract has been signed by all involved parties.
8. The expenses incurred in the conference bidding process shall be entirely covered by the bidding organisation.

9. The hosts agree to pay to EASM a fixed sum and a variable sum per participant (EASM Conference fee) for the right to organize the EASM Conference. The sum must be paid within two months after the conference finished. The exact sum and other organisational conference aspects will be covered by a specific conference contract, which has to be signed by the legal representatives of EASM and of the bidding organisations within the following six months after the decision has been made. Draft models based on past practice will be provided to local organisers, but will be subjected to adjustment and adaptation. More information about the content of the contract will be provided by the EASM General Secretary.
10. The guiding principles for the final contract require that the organisation of the conference including programme selection, promotion, abstract submission, delegate registration, publications, commercial displays, accommodation, consultancy, and financing, are the responsibility of the local organising committee. EASM will provide the website domain (www.easm2026.com) and the software license for conference management system (incl. abstract submission system, delegate registration, payment etc.). EASM does not provide funding for the costs of organising the conference and will not lend any sum of money for the initial expenses. Any credit balance will remain the property of the local organising committee.
11. In order to improve the organisation of the EASM Conference and cooperation amongst the EASM and local organiser, the EASM Board shall establish a co-ordination committee (CC) to manage and implement the working relationship between the parties. The CC shall include representatives of the EASM and of the local organiser. The mandate of CC includes the following:
 - To assist and to monitor the progress of the Local Organisation Committee (LOC);
 - To review and examine all major aspects of the organisation of the EASM Conference, Student Seminar, and PhD Student Seminar;
 - To help resolve any differences which may arise between any of the parties;
 - To ensure that the EASM Board is kept informed of the opinions expressed by the LOC on matters of importance pertaining to the EASM Conference, Student seminar, and PhD Student Seminar;
 - To examine, after consultation with the EASM Board and the LOC, the areas in which beneficial cooperation can be established, in particular with regards to sponsors, transportation, and accommodation;

- To examine arrangements at the conference and student seminar venues, fees, cost of accommodation, and related services to be provided by the LOC;
 - To control conference, student seminar, and PhD student seminar venues and facilities, and to report thereon in respect of any matters it may be unable to resolve to the EASM Board;
 - To ensure that the LOC responds appropriately to the views of the EASM (e.g., EASM Corporate Design Manual);
 - To establish subject to approval of the EASM Board, specialised working groups which will deal with specific areas of the organisation of the EASM Conference, student seminar, and PhD student seminar and report to the EASM Board with recommendations as to improvements which should be implemented by the Coordination Commission (CC);
 - After the EASM Conference, to carry out an analysis relating to the organisation of the Conference and report on such matters to the EASM Board during the next EASM Board meeting;
 - In the case of any matter which the CC determines that it is unable to resolve, or in respect of which any party refuses to act in accordance with its decision, it shall forthwith report such matter and the full circumstances thereof to the EASM Board, which shall make the final decision;
 - At the EASM Conference, the Chairman of the CC attends the daily coordination meetings with the LOC;
 - Should the EASM authorise the LOC to hold other events during the same time and in the same venue – in this case the EASM Conference and student seminar should have its own identification.
12. EASM would like to position the conference as The European Sport Management Conference, a platform for exchange for academics and professionals. Therefore, it is expected that the local organising committee to liaise with local, regional, and national sports organisations and sponsors to bring them to the Conference.
13. It is expected that three key persons of the organising committee will attend the 33rd European Sport Management Conference in 2025, one tutor of the EASM Student Seminar and Conference, one delegate at PhD Student seminar and conference, and one more conference delegate as part of the EASM Conference Observer Programme. The EASM Conference attendance for 2025 for these persons is free of charge; however it is expected that the conference organiser provides three conference delegates passes free of charge for the conference observer of the

34th EASM Conference 2026 (1x tutor for EASM Student Seminar, 1x PhD Student Seminar, and 1 more).

Bids Evaluation Criteria

All bids for hosting the EASM Conference in 2026 will be evaluated based on the following criteria:

- 1) Originality and relevance of the conference scientific theme;
- 2) Organisers' capability to attract conference participants;
- 3) Calibre and experience of the bid/organising committee;
- 4) Conference public engagement activities (i.e., how do you plan to engage the wider sport/academic community);
- 5) Conference promotional plans;
- 6) Financial and environmental sustainability of the conference concept, including sponsorship deals and support from other institutions;
- 7) Value for money.

If you are interested in hosting The European Sport Management Conference, EASM Student Seminar, and EASM PhD Student Seminar more detailed information will be provided by EASM's General Secretary (stefan.walzel@easm.net).