




EASM 2022
THE EUROPEAN SPORT MANAGEMENT CONFERENCE
SEPTEMBER 5-8 | INNSBRUCK, AUSTRIA
BRIDGING SPORT, TOURISM & LEISURE MANAGEMENT

Annual Report

2021-2022

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1 Report from the President

In 2022 the European Association for Sport Management (EASM) marks the start of the celebrations of its 30th anniversary. In opening my report, I would like to pay tribute to the founders and the many volunteers who have served EASM in various capacities over the years and without whom we would not have been here today.

Over the past 12 months EASM continued to pursue its strategic priorities despite the negative effects of the Covid-19 pandemic. Gradually, most countries and universities have started to return to their normal way of life and operations, but this process has been marked with uncertainties, which have negatively impacted people's ability to plan effectively their professional and social activities.

I am pleased to report that all EASM Board members have stayed safe and healthy and have contributed to the work of the Association. The EASM Board and the Executive Committee

continued to meet regularly and to address both strategic and operational matters. Since this is an election year for EASM, I feel confident that the new leadership will assume an Association, which has a clear vision and mission backed up with realistic aims and a sound financial health.

As customary, below is a summary of our achievements along the five EASM's strategic priorities (SP) , which are detailed further in the report.

SP1: Promote critical sport management scholarship Last year, the Board launched the EASM Festival of Sport Management & Practice, which was a series of eight thematic days held in May, September, October and November 2021. This new format has allowed for a greater engagement with our members who have taken the responsibility to organise one of the thematic days. We are extremely grateful to our colleagues from the IST University of Applied Science, Dusseldorf

(Germany), University of Bayreuth (Germany), University of Innsbruck (Austria), University of Central Lancashire (Cyprus), Ghent University (Belgium), Loughborough University (UK), SUNY Cortland (USA), Drexel University (USA), Cardiff Metropolitan University (UK), Ohio University (USA) and Nicolaus Copernicus University in Torun (Poland) for their support and professionalism. As well, special thanks are extended to the Office and the Secretary General, Dr Stefan Walzel for the tireless work which made the Festival possible. The Festival was well-attended and included 175 presentations from colleagues from 43 countries and in total 348 participants registered.

The 2023 EASM's conference is scheduled to take place in Belfast, Northern Ireland and the Board was pleased with the progress of the organising committee during its onsite visit in May 2022. We have also signed the contract for the 2024 EASM conference to be hosted by the University of Gustave Eiffel in Paris, France. The host of EASM 2025

conference will be determined in September.

EASM's new focused 'Sport Management' book series edited by Guillaume Bodet and Tracy Taylor and published by our main partner Taylor & Francis has now two titles under production and two book proposals under review.

The ESMQ, under the editorship of Professor Paul Downward, has continued to grow and as of June 2022 it will publish six issues per year. This is a clear indication for the standard and popularity of the journal. Please refer to the ESMQ editor's report for full details.

I would like to highlight specifically the fantastic work done by our student representatives, Christian Overduin and Emma Baker who were supported by Jakob Wikenstaal. They have significantly increased the level of engagement with our sport management students' community through several initiatives and grew the membership among this target group. In addition, they have designed and launched a new mentoring service for both young researchers and students, which can be



accessed by all members on the EASM's website.

SP2: Advance the teaching of sport management and career development Work in this area has focused on developing applied research projects and on the workgroup on employability and career development led by Steve Osborne from Cardiff Metropolitan University. EASM is a partner in one successful ERASMUS+ grant applications (2020-2022) on developing sport managers and employability in sport, which will be successfully delivered by the beginning of 2023. EASM is also a partner in two new ERASMUS+ grant applications. These projects promise to deliver new research and teaching insights and classroom materials. They also generate rich material for publications as in the case of the ERASMUS+ -funded 'Run4Health' project, which served as a basis for the forthcoming book on 'Running Events: Policies, Marketing and Impacts' (Alexandris, Girginov and Sheerder) as part

of EASM's Sport Management book series.

We are grateful for the work done by Irena Valantine and other colleagues who have compiled a comprehensive list of under- and postgraduate sport management programmes in Europe. This innovative service will enhance orientation in the field and assist colleagues and prospective students in their search for suitable sport management programmes.

SP3: Governance, grow and sustain the membership The EASM Board has established clear and transparent practices of decision making and operations including financial matters. The EASM's Office produces a monthly report, which covers all activities by the Executive Committee and Board members including financial transactions. We have paid particular attention to our communications by further developing the MyEASM application and by improving EASM's presence across all social media. EASM now has over 8,000 followers across Facebook, LinkedIn,

Twitter and Instagram and at the time of writing MyEASM app has been downloaded by 2,817 people. These results are largely due to the great work of EASM's office including the current office manager, Jonas Heck.

I also would like to acknowledge the work in the membership area led by Karin Book and Stefan Walzel who have made significant changes to the current structure and improved the quality of our membership services. The work of the EASM Board would not be possible without the support of a number of colleagues who do not hold a formal office. I would like to express our gratitude to Marijke Taks, Paul Kitchin and Annick Willem (Chair of the Award Committee) who led the work on EASM's Chelladurai and distinguished service awards. A great deal of work was also done by the Nomination Committee composed by Chris Horbel, Christos Anagnostopoulos and Gerco van Dalfsen who have identified and encouraged several highly qualified candidates to stand for EASM's Board elections.

Two other important developments have taken place this past year. First, in response to a motion by one of EASM's members, Hallgeir Gammelsaeter, to explore opportunities to make EASM's conferences more sustainable, we have established a working group led by Karin Book, and which also included world leading experts in the field. The group has developed a sustainable strategy which will be submitted for discussions and approval at the AGM in September. This strategy was also complemented with an ERASMUS+ grant application on 'Sustainable Sport Management'. The Board has also established a working group charged with developing a plan for celebrating EASM's 30th anniversary led by Irena Valantine. The plan will be announced at the AGM.

A major challenge for the Board has been to ensure the smooth transition of the Secretary General and EASM's Office following the planned departure of the current post holder, Stefan Walzel. We have established a transparent and staged process, and I am pleased to re-

port that four highly competitive expressions of interest for hosting the EASM's Office have been received. A working group composed of Aila Ahonen, Vassil Girginov and Stefan Walzel interviewed all candidates and prepared a report which will be used by the newly elected Board to make a final decision on the appointment of the Secretary General. At this point, I would like to record the EASM's Board and the entire sport management community's appreciative thanks to Stefan Walzel for the sterling work he has done over the past five years.

The EASM Board continued to consult the Advisory Board (Patrick Nally, Stefan Berg, President ENGSO, Antti Pihlakoski, Board Member World Athletics, Oleksandr Kucheriavyi, UEFA Manager of development of National Associations and Narcisa Lecusano, Board Member of the International Handball Federation) who have been providing advice on our strategic priorities and work.

SP4: Forge partnerships Over the past few years EASM has developed meaningful partnerships with leading European organisations including the European Non-Governmental Sport Organisations (ENGSO), European Observatory for Sport Employment, the Council of Europe intergovernmental organisation Enlarged Partial Agreement on Sport (EPAS) and WASM. We are also in the process of signing a Memorandum of Understanding with SportsPro a leading sport media company as well as with the European Olympic Committees. These partnerships play an important role for the development of EASM as a legitimate and credible organisation as well as for ensuring the impact of the sport management discipline on the sport industry.

SP5: Represent the interests of the sport management community

EASM has already established its presence with several major European organisations including ENGSO and EOSE and EPAS Consultation Committee's



meetings and has been engaged in discussions concerning the revision of the European Sports Charter.

Finally, I would like to thank all EASM Board Members for their commitment and professionalism in advancing the mission of the Association. I also would like to register our gratitude to the many colleagues and partners who have supported EASM over the past year. I am confident that the newly elected Board will be able to build on what has been achieved so far and to take EASM to the next level of its development.

Vassil Girginov

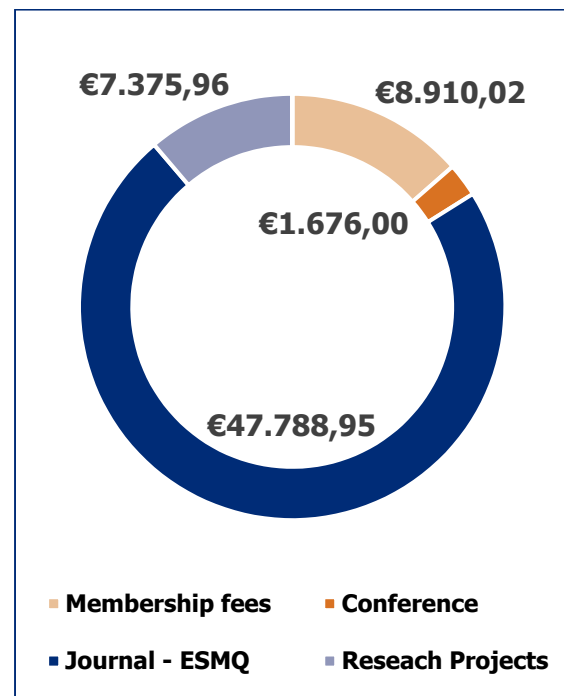
Dr Vassil Girginov
EASM President

London, August 2022

2 Financial Report (2021/22)

EASM continues to be in a good financial position despite the challenges with Covid-19. In the fiscal year (FY) from 1st August 2021 to 31st July 2022 the revenues were 65,750.93 EUR. In pre COVID-19 times, EASM had two main sources of income: royalties from European Sport Management Quarterly and the royalties from hosting the annual conference, which together accounted for about 90% of EASM's revenues. While the royalties for the journal significantly increased from previous years to 47,788.95 EUR (+26%) the normal revenues from the conference were missing and registration fees for online EASM Festival were 1,676 EUR. The EASM Board decided to host the conference 2021 in an online format and did not expect revenues from the "EASM Festival" 2021. The licence fee for hosting the EASM Conference 2022 in Innsbruck will affect the FY 2022-23. EASM is delighted to see a positive membership development, which has result in membership fees of 8,910

EUR. Furthermore, EASM has participated in different Erasmus+ programmes and received research grants of 7,376 EUR from the EU.



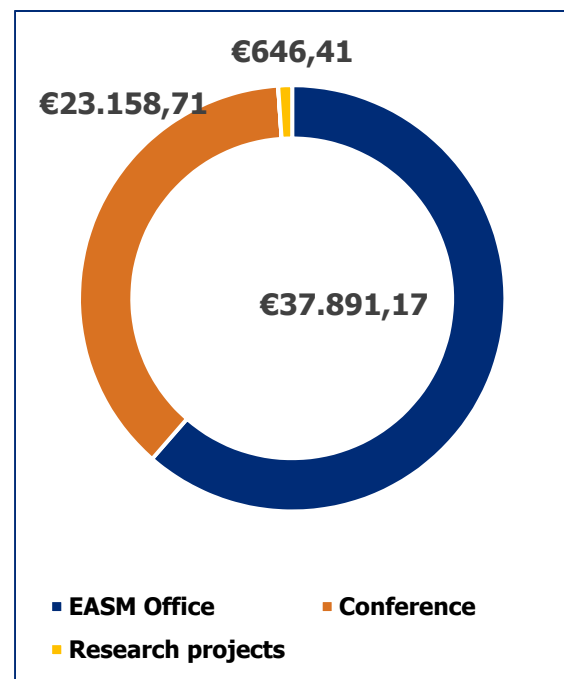
EASM revenue distribution 2021-2022.

The total expenditures of 78,260.81 EUR were on budgeted level but with significant differences in conference costs and board costs (see Appendix A). The main reason here is the hosting of the online conference 2021, which

costs were 23,158 EUR. Due to the increased workload, the EASM Office costs increased slightly to 37,891 EUR. The costs for the EASM Board, 15,993 EUR were according to the budget. The cost for the research projects were lower than budgeted because the staff costs are calculated in the EASM office account.

This means that EASM reported a net deficit of 12,509.88 EUR for the FY 2021/22, after many years with surpluses. EASM is still in a very good financial situation. Hosting the EASM Conference 2022 in Innsbruck will have a positive impact on the revenues for the FY 2022/23. However, it is hard to predict under the current situation, how the financial situation will develop in the upcoming year. The EASM Board will

carefully monitor the situation and will continue to invest money only in projects, which are beneficial for the organisation and its members.



EASM expenditure distribution 2021-2022.

3 Promoting and Developing Critical Sport Management Scholarship

3.1 European Sport Management Conference

EASM Festival of Sport Management Research and Practice

Due to the COVID pandemic, the EASM Board decided to host a virtual Festival of Sport Management Research and Practice. Thanks to the high commitment from European and American universities, eight events with different thematic foci took place from May to November 2021. Here are some key facts:

- 348 registered participants, including 56 EASM student member, from 43 countries (among others 65 Germany, 55 United States, 37 United Kingdom, 27 Austria, 22 Belgium, 18 Canada, 15 Poland)
- Total of 43,969 minutes of conference content

- 175 Papers submitted (this includes revised submissions), 89 were accepted and presented
- 81 Reviewers were involved

A special thanks to the hosting event partners: IST University of Applied Science, Duesseldorf, Germany (100 unique users); University of Bayreuth, Germany (111 unique users), University of Innsbruck, Austria (54 unique users, hybrid event); University of Central Lancashire, Cyprus (83 unique users); Ghent University, Belgium, Loughborough University, UK; and SUNY Cortland, USA (65 unique users); Drexel University, USA (56 unique users); Cardiff Metropolitan University, UK and Ohio University, USA (45 unique users); and finally Nicolaus Copernicus University in Torun, Poland (60 unique users).

30th EASM Conference in Innsbruck

The preparations for the 30th conference anniversary are in full swing and both, the local organising committee and the EASM Board, are looking forward to welcome many colleagues and members of the EASM community in Innsbruck after two online conferences in the previous years.

- 478 abstracts were submitted, whereby 295 have been accepted for presentation
- 388 participants have registered for Innsbruck
- 150 reviewers were involved and reviewed on average 6.4 abstracts

A big thank you to the local organising committee, headed by Martin Schnitzer, for organising the anniversary under difficult circumstances and many uncertainties.

31st EASM Conference in Belfast

The EASM Conference 2023 will be hosted by Ulster University in Belfast, Northern Ireland, 12-15 September

2023. More information will be available soon after this year's conference.

32nd EASM Conference in Paris

The EASM Board decided to host 32nd EASM Conference in 2024 in Paris, at the time of the Paralympic Games.

33rd EASM Conference

Who will host the 33rd European Sport Management Conference will be decided by the Board in September 2022.

34th EASM Conference

The bidding process for the European Sport Management Conference in 2026 will be opened soon. It is expected that the newly elected EASM Board will make a decision about the host in September 2023.

3.2 European Sport Management Quarterly

Highlights

- ESMQ has achieved 150,000 downloads in 2022 between January to June compared to 224,000 for the year 2021.

- Perhaps unsurprisingly, the most downloaded article is 'Introduction: sport and COVID-19: impacts and challenges for the future (Volume 1)', by James Skinner and Aaron Smith, with 11,323 downloads.
- The flow of work of manuscripts can be identified below:

EASM Editorial decisions (1 Jan to 31 Dec 2021)

Decision	Manu- scripts	%
Accept	69	15.0%
Major Revision	48	10.4%
Minor Revision	44	9.5%
Reject	228	49.5%
Reject & Re-submit	42	9.1%
Unsuitable for the Journal	30	6.5%
Total	461	100.0%

EASM Editorial decisions (1 Jan to 31 Jul 2022)

Decision	Manu- scripts	%
Accept	28	12.9%
Major Revision	20	9.2%
Minor Revision	20	9.2%
Reject	120	55.3%
Reject & Re-submit	16	7.4%
Unsuitable for the Journal	13	6.0%
Total	217	100.0%

- Final decisions for papers over the same periods are 19.7% and 17.3% respectively.
- The top Altmetric scoring article was 'The determinants of Muslim women's pro-sport Hijab purchase: a theory of planned behaviour perspective', by Umer Hussain and George Cunningham, with an attention score of 218.
- The top cited article was, 'A taxonomy of dual career development environments in European Countries', by Robert Morris, Emily Cartigny, Tatiana V. Ryba, Paul Wylleman, Kristoffer Henriksen, Miquel Torregrossa, Kent Lindahl & Sasa Cecić Erpič with 21 citations.
- The journal's 2021 Impact Factor 'settled' back to 3.714 from 4.000 last year, following the further adjustment in calculation of factors such that the metrics now including online publication dates (as well as print dates) in the identification of papers in the numerator AND denominator of factor-score calculations as opposed to the numerator only.

In this context, it is worth noting the ESMQ has comparatively performed well and continues to play a central role in a suite of strong sport management journals.

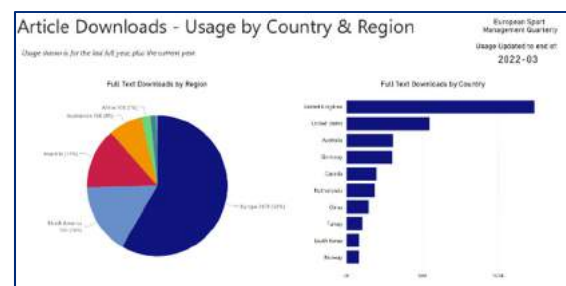
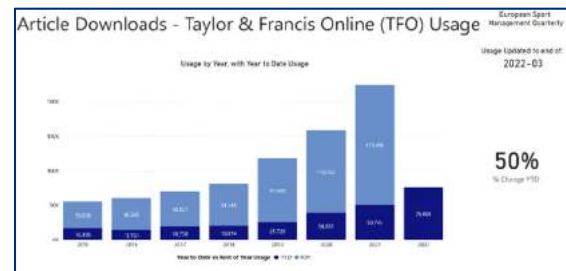
- It has dipped a bit to 32/57 compared to 26/58 of journals indexed in the 'Hospitality, Leisure, Sport & Tourism' JCR category.
- The new impacts factors for Sport Management Review and the Journal of Sport Management were 5.589 and 3.954 respectively.
- The Journal retained its 3* rating on the UK Association of Business Schools Academic Journal Guide in the UK
- The journal currently has an A rating on the Australian Business Deans Council Journal Quality list.

Global Accessibility

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

Article Downloads by Number and Region

ESMQ continues to grow



Marketing

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

Once new articles are published in one journal published by Taylor & Francis, they are included in the usage email service - a bi-weekly email that is sent

to researchers within our network, and contains content based on their subject interest. These campaigns are designed to increase reach, readership, and potential citations, as 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 registered with Taylor & Francis, which a specific subject area interest.

ESMQ Social Media

ESMQ is promoted through regular posts, news updates, and features on Twitter and Facebook through the EASM channels as well as @EuroSportManQ. We use social media to promote conferences and conference themes/sessions, key speakers, call for papers, call for Editors, association news, engaging articles, award winning articles, and article collections. Chris Horbel is the social media editor and now works with the EASM to coordinate and maximise the impact from social media activity. However, it would be helpful to develop a social media team to focus on

particular outlets in a coordinated way associated with a distinct strategy to better capitalise on the power of social media. If you are interested in being part of this then please contact the editor (p.downward@lboro.ac.uk). It is worth noting now that 32% of all visits to the journal come from mobile phones compared to 21% in 2017. To this end Taylor and Francis have developed eReader to improve user experience.

Associate Editors and Editorial Board

The pandemic has dissipated somewhat though continue to be a source of personal and academic disruption and stress. Against this background Paul wants to offer his sincere gratitude to:

ESMQ's Associate Editors

Kathy Babiak, Guillaume Bodet, Hallgeir Gammelsaeter, Andrea Geurin, Jörg Königstorfer, Katie Misener, Brian Soebbing and Pamela Wicker.

These colleagues continue to handle an increasingly large number of manuscripts and have assisted Paul in strategic reflection on the journal and his



decisions on manuscripts.

At this point, Paul also wants to formally welcome Kirstin Hallmann to the Associate Editor team primarily to handle review articles that are now formally encouraged following a clarification and change to the journal's aims and scope following discussion with the Board last year.

Paul also wishes to thank very much Guillaume Bodet for his years of long-service to the Board as an Associate Editor. Guillaume is stepping down because of the workload associated with his new senior management role at his university. Not only has Guillaume served the journal so well, but he has also been a very active member of the EASM Board and broader community developing and coordinating the conference programmes. **THANK YOU GUILLAUME.**

A new associate editor will be appointed soon, following a call for interest in the role to Board members.

The Editorial Board and ad hoc reviewers

Members and colleagues review multiple manuscripts each year and provide excellent feedback and assistance to researchers seeking to publish their work. As always members of the Board and reviewers often stepped in at short notice to help the Associate Editors to fill gaps in reviewer recruitment. The 'invisible' collegiality and support of the journal is not unnoticed and hugely appreciated.

Caron Walpole who provides immense support to Paul, the Associate Editors, the Board and reviewers to ensure the smooth operation of ESMQ.

Special Issues

The 'ad hoc' special issues 'Sport and COVID-19: Impacts and challenges for the future (Volumes 1 and 2)' edited by James Skinner and Aaron Smith are now published online. Paul would like to repeat his thanks to James and Aaron for leading on this initiative which was a monumental effort and has given the EASM community the opportunity to

share their thought leadership associated with sport in the context of the exceptional challenges raised by the pandemic.

The special issue 'Sport Management: Mission and meaning for a new era' edited by Hallgeir Gammelsaeter and Christos Anagnostopoulos has just been published online.

A further special issue 'Environmental Sustainability Matters in Sport' edited by Tim Breitbarth, Brian P. McCullough, Andrea Collins, Anna Gerke and David M. Herold is now being finalised for publication.

There are currently two special issues receiving papers.

'Agency and Institutions in Sport' edited by Mathew Dowling, Jonathan Robertson, Marvin Washington, Becca Leopkey, and Dana Ellis.

'Delving Deeper: Examining Individual-Level Sport Brands' edited by Jason Doyle, Thilo Kunkel, Yiran Su, Rui Biscaia, and Bradley Baker.

ESMQ will seek to increase its suite of special issues to address some of the core issues in sport that are arising and to meet the increasingly competitive world of open access publication around such themes. To facilitate this and also as a reflection of the increased output being generated by ESMQ an additional issue has been added to ESMQ for each volume and a 20% increase in page numbers allocated.

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, considering 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.

Paul would like to thank Andrea Geurin for once again organising this award this year and to thank the Award reviewers for their hard work in reviewing the papers. This year the reviewers are: Vassil Girginov, Tracy Taylor, Tim Pawlowski, Kathy Babiak, Simon Shibli, Bram Constandt, Dan Lock and Landy Lu – last year's winner.

ESMQ Editors Workshop

An editorial workshop is planned for 2022. The aim of the workshop will be to give potential authors – particularly new researchers – an opportunity to meet members of the editorial team and to better understand good practice in the submission and reviewing process, demonstrating originality and rigour. Specifically, the workshops 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.

4 Advancing the Teaching of Sport Management

4.1 Student Activities

Looking back on the past year, we are happy to share that we have taken significant steps towards a post-COVID student landscape at EASM. This section touches upon the work around Student Matters (overlapping Strategic Priorities 1, 3, and 4), covering the work done between the hybrid EASM Conference 2021 and the full-scaled EASM Conference 2022 in Innsbruck, Austria. We will go over the latest updates from the EASM working group:

- Alberto Madella Scholarship Fund
- Sport Management Programme Mapping
- Student Events
- Impulse Summit
- EASM Mentorship Programme
- Employability services

- NASSM & SMAANZ collaboration
- Student Membership
- Student Team Changes

We will also share the latest news about Employability and Entrepreneurship work. During the past year, the working group (Irena Valantine, Jakob Wikenstaal, Christian Overduin, and Emma Baker) around student matters has further developed the students' interface with the EASM family.

Below are our strategic priorities and the working group aims during this period:

- Promote a strong junior researcher community (SP 1);
- Develop an interactive promotional map of sport management under

and graduate programmes in Europe (SP 1);

- Provide a series of webinars to enhance the teaching in the field (SP 1);
- Further develop services for different categories of members (SP 3);
- Launch EASM mentorship service (SP 3);
- Forge partnerships with established international sport management students' summits (SP 4).

Alberto Madella Scholarship Fund

The working group was constituted as the jury for the Alberto Madella Scholarship Fund with the task of reviewing applications and making recommendations to the Board. This is an important Scholarship Fund that helps sport management students who would otherwise not be able to attend the EASM conference. The EASM Alberto Madella Scholarship Fund jury led by Jakob Wikenstaal (members Emma Baker, Irena Valantine, and Christian Overduin) received nine applications. Two applicants were the lucky winners, Piotr

Pietras (International University of Monaco) and Carlos Eugenio Zardini Filho (Griffith University).

European Sport Management Programmes

It was one of the goals of EASM to promote and develop sport management in Europe. For that reason, great efforts have gone behind the launch of the database (created on the 1st January 2022) of all sport management study programs in Europe. We can now finally confirm that the list of sport management programmes has been completed and can be found on the EASM website; <https://www.easm.net/sport-management-programmes-in-europe/>.

In case any programme is missing or an update is needed, please contact office@easm.net.

Cancellation Student Seminar

The 2021 EASM Conference was a special edition with a hybrid setup. The conference and the PhD Seminar could be held in a virtual format. However,

sadly, the Student Seminar had to be cancelled once again.

Despite the cancellation, we managed to arrange two student webinars. Christian, Emma and Jakob arranged two panel sessions during the EASM Festival event “Employability & Entrepreneurship”, hosted by Cardiff Metropolitan University, UK & Ohio University, USA in November 2021. In collaboration with Karma and Nicky Rusch, two students from Ohio University, the first panel session covered tips and tricks on the transition from student to working professional. The second panel session consisted of employability experts sharing their best advice. The two panels were well received, and the community can be happy with outstanding digital student events held despite challenging circumstances.

The PhD Student Seminar took place digitally from 13th-15th September 2021 with 20 PhD students attending. Positive and constructive feedback was re-

ceived, which will help to further improve the seminars and continue to be a driving force for developing sports management in Europe.

EASM Summer School

2022 saw the re-introduction of physical student events. The 12th edition of the EASM Summer School took place in a physical format. From 11th to 15th May 2022 in Madrid, 52 students from all around the world attended, as well as 10 international guest lecturers.

Sessions revolved around International Sports Marketing and were led by academic coordinators Herbert Woratschek, Guido Schafmeister and Osmo Laitila. The program included social activities such as quizzes, watching football and a guided tour of Madrid.

The collaboration between the EASM student representative Christian Overduin, the event manager Gerardo Bielons from GB events as well as the academic coordinators was highly positive. We are hopeful to continue this collaboration to organise the 2023



EASM Summer School in a physical format again in Madrid.

Impulse Summit Fellowship

Once again EASM offered student members a fellowship to attend the Impulse Summit organised by the St. Gallen Sport Business Club. Applicants needed to submit a one-minute video answering the question of why they should win a fellowship. The fellowship jury (Emma, Jakob and Christian) selected the best two applicants, and these were awarded a full scholarship to attend the 2021 Impulse Summit. Two student members, Ben Decker and Kerem Er got the possibility to partake in interesting conversations with like-minded students and leaders in the sports industry.

EASM Mentorship Programme

The working group has continued its efforts to develop EASM student membership benefits. As part of this, progress has been made on the launch of EASM mentorship services. A full program setup of what the service will look like

has been established. Details on this can be found in the student section on the EASM website: <https://www.easm.net/easm-mentorship-program/>.

EASM reached out to potential mentors to gauge initial interest. Feedback was highly positive and we have a sufficient pool of mentors who will participate in the initial launch. We are anticipating the launch of the programme around the 2022 EASM Conference.

Should you be interested to join as a mentor or mentee, please head over to the EASM website to learn more.

Employability Services

As part of our efforts to provide services to students, we have also launched a student employability blog. This blog includes posts with tips and tricks on careers and employability for students. The team is also working together with Steve Osborne on a wider student employability project in collaboration with ERASMUS, detailed in section 4.2.

EASM – SMAANZ – NASSM collaboration

Similar to last year, the student team is in contact with the student representatives from SMAANZ and NASSM to organise networking sessions for students from all associations. These will take place in the fall of this year, 7th Oct, 21st Oct and 4th Nov, and will provide students with an opportunity to connect with students across different continents.

Student Membership

On top of these projects, the student team has more student initiatives planned, and these are being worked through with the board. These include the promotion of EASM and student membership around universities across Europe with promotional material shared with students. We aim to be a driving force in the development of sport management in Europe, and this includes being of value to our student community. As such, we are incredibly happy to see the result of a more intensive focus on students.

Student Team Changes

Earlier in the year, student representative Emma Baker decided to step down from her role. Unfortunately, the role was too demanding in combination with job commitments. Additionally, the board term of all other members will come to an end at the upcoming conference.

4.2 Working Group on Employability and Entrepreneurship

In line with EASM's strategic priorities, the Board has been working on the establishment of a Working Group on Employability & Entrepreneurship. The Chair of the Working Group is Steve Osborne from Cardiff School of Sport & Health Sciences, project lead of the ERASMUS+ Sport "Developing Sport Management Across Europe" project. More information is provided here: <https://www.easm.net/developing-sport-managers-leaders-in-europe/>.



Irena Valantine is a project partner (representing Lithuanian Sports University) of this ERASMUS+ funded project, and Jakob Wikenstaal and Christian Overduin are involved as student voices. As a result of this, we have launched a Student Employability focused blog on our website

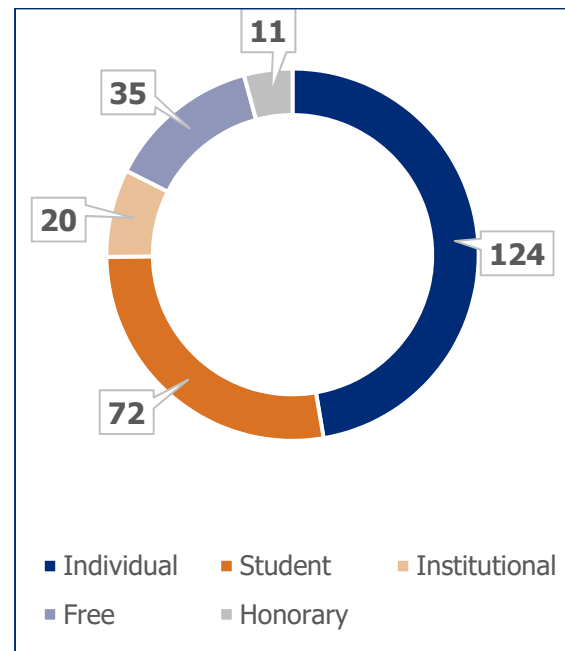
(<https://www.easm.net/student-employability-blog-in-sport-management/>), where we share great advice to help students on their journey within the sport management field. Thanks to Steve we will also launch a new exciting platform in late 2022. This will be a great value for students in all stages to prepare for their upcoming careers.

5 Governance, Growing and Sustaining the Membership of the Association

5.1 Membership

A strong and broad membership base is essential for the further development of the organisation. During difficult times to connect with members due to the Covid pandemic it is seen as a success that the membership numbers have been stable or increasing.

Compared to 2020/2021 the membership base kept stable from 255 to 262 (+2.75%). However, the categories of membership have been extended (see Figure below). Free (35) and honorary members (11) are counted separately. Honorary members have been granted unlimited membership due to extraordinary contribution to EASM. Free members are supported individuals who would not be able to financially afford a membership.



EASM membership base by 31st July 2022.

5.2 Marketing & Communication

The intensity of communication as well as number of followers across the various social media channels of EASM (Facebook, Twitter, LinkedIn and Instagram) continues to increase. On 31st July 2022 the number of followers was as follows: 2,933 (+6.58%) on Facebook; 2,717 (+6.25%) on Twitter; 2,412 (39.83%) on LinkedIn and 324

(+36.13%) on Instagram. In preparation for the 30th European Sport Management Conference an event page on LinkedIn has been created with 402 followers, communicating conference specific communication content.

The “MyEASM” App has been downloaded 2,817 times since its release. Notably, the EASM Festival 2021 has entirely been hosted on the MyEASM app and could only be accessed via the mobile or the web version, further simplifying and streamlining the communication.

5.3 EASM Office

As for most organisations, the past FY was challenging due to the COVID-19 pandemic. The organisation and implementation of the Virtual Festival 2021 increased the workload for the EASM Office enormously. Thanks to the great motivation and support of the staff, the

work could be continued successfully and the facts and figures proved this. From June 2021 to December 2021, Jacqueline Mueller took over the tasks of EASM Office and Communications Manager plus the tasks for the organisation of the EASM Festival. The entire EASM Board would like to take the opportunity to thank Jacky for her amazing work.

After a transition period of 2 months, Jonas Heck took over the role of Office Manager as of 1st January 2022. However, the staff changes are also an enormous challenge for the daily work in the EASM Office, as processes have to be learned anew and cost significantly more time at the beginning. This also applies to familiarisation with ongoing research projects. Therefore, it is EASM's goal to stabilise the work in the EASM Office through good framework conditions.

6 Partnerships and Projects

6.1 S2A Sport Mobility

In line with increasing employer engagement EASM together with seven partners kicked off 2020 the EU project called “Enhancing the skills of sport administrators through international learning mobility” (S2A Sport Mobility). A 24-month long EU project with the aim to support the sector in realising its full potential by enhancing the skills of sport administrators and strengthen their future employability and personal development through mobility experiences.

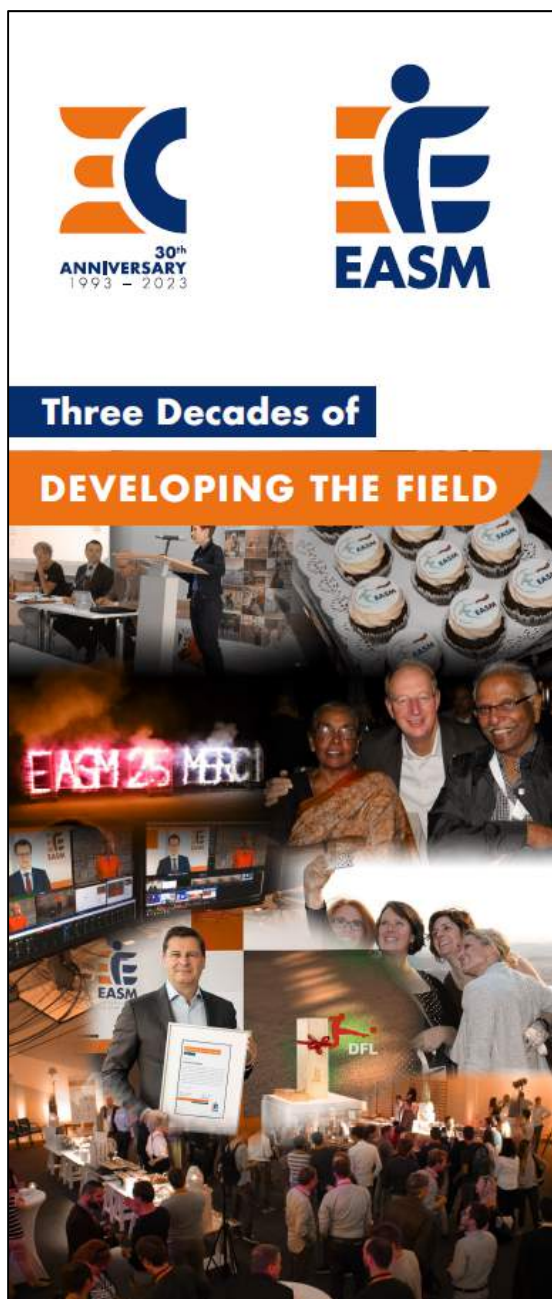
This initiative was co-funded by the European Commission under a specific call for proposals entitled “Exchanges and mobility in Sport” (EAC/S23/2019). The main objectives of the call can be summarised as follows:

- To give the opportunity to staff of sport organisations (athletes entourage) to improve their competences as well as qualifications and acquire new skills through learning mobility

by spending a period of time in a foreign country (in and outside of the EU);

- To support learning mobility and exchanges while promoting international dimension of sport.

The project is now completed and offered the opportunity to 40 participants from the European Union and 4 targeted countries from the Western Balkans (Albania, Kosovo, Montenegro, North Macedonia) to take part in a fit-for-purpose transnational training programme on sport administration. Unfortunately the modules had to be completed online due to the pandemic. However at the end we are still proud and happy to been able to make this project happen. During this project EASM represented by Board Member Jakob Wikenstaal has been a European network partner and the role was to contribute with inputs, perspectives and knowledge exchange.



6.2 ENGSO European Sport Platform

EASM Board Member Irena Valantine had meetings with ENGSO (The European Non-Governmental Sports Organisation) representatives Sara Massini (General Secretary), Marie Denniton (Office Director) and Laurent Briel (Policy Director) to discuss the preparation of the 4th European Sport Platform, which was organised on 21–23 October 2021 in Vilnius, Lithuania (<https://www.engso.eu/events>). The 2021 edition of the European Sport Platform was hosted by the Lithuanian Sports University, in collaboration with the Lithuanian Union of Sports Federations and the European Association for Sport Management, and organised in partnership with the European Lotteries.

The themes of #ESP2021 were:

Part 1 – How to manage the modern sport club?

Part 2 – Innovation and modernization of the sports movement – ways forward!

Workshop: EU policies updates for sport: building inclusive process

Workshop: Evidence for impact – how grassroots sports can use research more efficiently? (delivered by EASM President Vassil Girginov)

Parallel workshops:

Workshop 1: Equality in Sport - Change that Inspires Change

Workshop 2: Dual Career: from policy to practice

Workshop 3: Sustainability in and through Sport - Air Quality (air quality issues that impact global sport)

Capacity building: Next funding program for sport

The European Sport Platform brings together ENGSO members and different European stakeholders – professionals, volunteers, policymakers and scholars alike – to stay informed, take part in the current debate on sport, network, and share ideas. ENGSO is the strategic partner of EASM and this year Jakob Wikenstaal represented EASM Board at 30th ENGSO General Assembly meeting in Torshavn, Faroe Islands and hosted by the Faroese Confederation of Sports and Olympic Committee, on 27-29 May 2022.

Appendices


Appendix A

Planned budget and actual financial position of the FY 2021/22

	<u>Planned budget</u>	<u>Actual budget</u>
Revenues	69.758,00 €	65.750,93 €
Membership fees	7.500,00 €	8.910,02 €
Conference	- €	1.676,00 €
Journal ESMQ	40.000,00 €	47.788,95 €
Research Projects	21.258,00 €	7.375,96 €
Sponsorship	1.000,00 €	- €
EASM Summer School	- €	- €
Expenditures	- 78.230,00 €	- 78.260,81 €
EASM Office	- 31.600,00 €	- 37.891,17 €
Conference	- 21.500,00 €	- 23.158,71 €
EASM Board	- 15.000,00 €	- 15.993,32 €
Journal ESMQ	- 3.500,00 €	- €
Research Projects	- 6.630,00 €	- 646,41 €
Surplus/Deficit	- 8.472,00 €	-12.509,88 €


Appendix B


EASM Strategic Priorities 2021-2023




STRATEGIC PRIORITIES 2021 – 2023

<p>Vision</p> <p>To be the driving force for developing sport management in Europe</p>	<p>Mission</p> <p>To provide a leading European platform for networking and knowledge creation and dissemination in the field of sport management.</p>
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Since 1993	29 4763		Since 2001	21 555
Conferences	Presentations		Volumes of ESMQ	Articles published

Integrate the EASPM Sport Management book series with the ESMQ's plans	Submit 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	<div style="background-color: #f4a460; padding: 5px; font-weight: bold; color: white;">PRIORITY 1</div> <p>PROMOTE CRITICAL SPORT MANAGEMENT SCHOLARSHIP</p> 
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<div style="background-color: #f4a460; padding: 5px; font-weight: bold; color: white;">PRIORITY 2</div> <p>ADVANCE THE TEACHING OF SPORT MANAGEMENT</p> 	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
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