

What to prepare:

Stadium & Events Management

What to expect in your first few weeks	Stadium and event management is a vital component in the global sport and entertainment operation at Wembley Stadium. The aim of the first module is to introduce students to the central management and planning functions undertaken by stadium managers and their teams to safely operate events.
Course expectations	Students will examine core stadium management functions such as facilities management, event planning, health and safety, stadium utilisation, stakeholder management and the marketing of events.
What you can do to prepare	All prospective students should immerse themselves in as much quality international sports events literature and media content as possible using traditional/academic sources, and broadcast and online media platforms. They should maintain an up-to-date knowledge of domestic and international developments within the sports industry, as this will be extremely useful to have upon starting the programme. So follow as much academic, media and business content as possible and review the many national and international sporting events taking place over the summer.
Reading list	<p>Texts:</p> <ul style="list-style-type: none"> • Bowdin, G, Allen, J, O'Toole, W, Harris, R, and McDonnell, I. (2010) Events Management, (3rd edition) Butterworth-Heinemann • Geraint, J, and Sheard, R. (2010) Stadia: A Design and Development guide, ButterworthHeinemann • Tum, J, Norton, P, and Wright, J. (2006) Managing Event Operations. Elsevier ButterworthHeinemann <p>Journals including e-Journals:</p> <ul style="list-style-type: none"> • The Event Safety Guide (Health and Safety Executive) - The Purple Guide • The Green Guide (2008) (5th Edition), Department for Culture Media and Sport. The Stationary Office • The International Journal of Events Management Research <p>Databases:</p> <ul style="list-style-type: none"> • Ebscohost • Sportdiscuss • Taylor & Francis online <p>Websites:</p> <ul style="list-style-type: none"> • British Standards Institution http://www.bsi-global.com • Football and Stadium Management http://www.worldsfair.co.uk/index.php?option=com_content&view=article&id=20&Itemid=6 • Health and Safety Executive http://www.hse.gov.uk