

Managing Sport Events to Maximize Positive Impacts

Laura Wood¹, Ryan Snelgrove¹, Marijke Taks²

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uOttawa

Objectives

1. Inspire a desire to participate in sport
2. Attract new sport participants
3. Make host residents happy
4. Host valued events
5. Help local businesses leverage

Context and Methods



- FINA Swimming Championships
- Le Chocolat Running Event
- Ontario Summer Games
- 55+ Summer Games
- International Children's Games

1. Inspire a desire to participate in sport

Key Results:

- Inspiration can develop despite constraints
- Event experience and inspiration shape intentions

Key Implications:

- Stimulate spectators to fantasize and highlight aesthetics of sport and event
- Leverage interest to attract participants



Snelgrove, R., Wood, L., Taks, M., & Potwarka, L. R. (2017). Enabling and constraining factors that lead to inspiration and intention to increase sport participation from sport spectating. Presentation at the 25th annual conference of the European Association for Sport Management, Bern, Switzerland.



2. Attract new sport participants

Key Results:

- First time some runners had participated in an organized event (16%)
- Interest in expanding running knowledge and socializing

Key Implication:

- Events with a “fun” theme can attract new sport participants and should be supported by city officials



3. Make host residents happy

Key Result:

- Residents who did not attend the event reported being happier when they were aware event was being hosted

Key Implication:

- Effective communication of the event being hosted should include feelings of pride and belonging



Littlejohn, M., Taks, M., Wood, L., & Snelgrove, R. (2016). Sport events and happiness: Towards the development of a measuring instrument. *World Leisure Journal*, 58, 255-266.

Taks, M., Littlejohn, M., Snelgrove, R., & Wood, L. (2016). Sport events and residential happiness: The case of two non-mega sport events. *Journal of Global Sport Management*, 3/4, 90-109.

4. Host valued events

Key Result:

- Sports fans viewed the event as valuable when they also viewed it as unique

Key Implication:

- Attracting sports fans to events requires designing and hosting unique events and promoting the event's unique qualities



5. Help local businesses leverage

Key Results:

- Restaurants: Lack of belief in benefits, inconvenient proximity to event, and not prepared
- DMO: Unaware of events being hosted, disengagement by businesses, and limited resources

Key Implication:

- Need to create stronger working relationships



Wood, L., Snelgrove, R., Legg, J., Taks, M., & Potwarka, L. R. (2018). Perspectives of event leveraging held by restaurants and city officials. *International Journal of Event & Festival Management*, 9, 34-50.

