



# The Sports Event Management and Marketing Playbook

*Frank Supovitz*

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## **The Sports Event Management and Marketing Playbook** Frank Supovitz

As a sporting event planner, how do you keep up with the trends of the ticket buying public, sponsorship and merchandising while at the same time attending to the hundreds of management and operational details required to execute the event? A successful sports event requires a planner that can read signals from their market and plan strategically to maintain sponsors and a fill an arena.

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