



CLIENT TEAM PROJECT PRESENTATIONS

MASTER OF ADVANCED STUDIES IN
SPORT ADMINISTRATION AND
TECHNOLOGY 2020



29-30 JUNE

WATCH ONLINE



MONDAY 29TH JUNE

9:00-10:00

Client: International Olympic Committee (IOC).

Topic: Analysis of the IOC Athletes' Entourage Commission: Current resources for entourage members and developing recommendations to enhance the support for Entourage

The central idea of the brief is to review the existing engagement the IOC has with the athletes' entourage and identify opportunities for improvements to the ways in which the IOC Athletes' Entourage Commission (AEC) can better assist entourage members in supporting their athlete, as well as raising awareness about the important role of the entourage.

10.20-11.20

Client: World Dance Sport Federation (WDSF)

Topic: Developing an effective and long-term (2020-2024) Information and Education Anti-Doping Program (IEAP)

The WDSF is currently implementing a long-term strategy to inform and educate the stakeholders involved in the practice of DanceSport disciplines at all levels on anti-doping/clean sport. This initiative takes place in a context, where for the first time in history, a DanceSport discipline (Breaking) is provisionally included in the Paris 2024 Olympic Games. In this regard, the project looks to help develop an effective and long-term Information and Education Anti-Doping Program (IEAP) for DanceSport.

11.40 - 12.40

Client: Lausanne 2020

Topic: Lausanne 2020 Youth Olympic Games Impact & Legacy

To ensure the Lausanne 2020 Youth Olympic Games goes beyond a 2-week event, Lausanne 2020 has put in place 5 commitments. This project aims to document, measure and critically assess these 5 commitments and the impact they have to make Lausanne 2020 a sustainable event and be a long-lasting benefit to the city and region.

MONDAY 29TH JUNE

13:45 - 14:45

Client: FIFA

Topic: An analysis of the current situation of football coaching for women

Football governing bodies have put in place different strategies to not only increase the number of female coaches entering the game but also expand the amount of opportunities at the highest level of the sport. With that said, there is a lack of literature in this field and research is needed to better understand the global situation of female coaches in football at all levels. The project looks at understanding the current situation of women in coaching positions in football at both club and national team levels and analyses programmes or frameworks run by different sporting bodies (clubs, leagues, federations and confederations) that enable more women in coaching positions within the game.

15.05 - 16.05

Client: International Federation for Sports Officials (IFSO)

Topic: An Inquiry into the selection criteria of Sports Officials by International Sports Federations

The IFSO wishes to better understand the selection criteria, demographics, and the official training/qualifications required by International Sports Federations pertaining to World Championships and the Olympics Games. Further to this, a market analysis of the current sponsor industries and companies investing in Sport Officials, IFs and major European events is analysed.

16.20 - 17.20

Client: Forward Event

Topic: The World Fit Games – A Strategic Concept Proposal

A lot of new multi sports events are being created around the globe, but not all are successfully being expanded globally. This project investigates the feasibility of a mass participation sports such as fitness competition, in particular a need for the World Fit Games, and its place in this landscape and which new markets would be best suited to hosting such events in the future. The team will create a pitch package to present the event to host cities, sport governing bodies and potential sponsors.

TUESDAY 30TH JUNE

9:00 – 10:00

Client: International Testing Agency (ITA)

Topic: A Clean Sport Education Plan

With education a rapidly growing area of importance and interest for the ITA's clients and many other sport system stakeholders, this project will create an education plan that focuses on doping prevention and empowerment of clean athletes. The primary goal is to create a core plan proposal that can be later customised based on stakeholder priorities and available resources.

10:20-11:20

Client: International Olympic Committee (IOC)

Topic: Pilot approach for the measurement of human legacies of the Winter Youth Olympic Games: Lausanne 2020

Human legacies such as youth empowerment and development of skills and talents are at the heart of the Winter YOG Lausanne 2020. Nevertheless, there is limited research on how these legacies should be defined, monitored and measured. This pilot research aims to evaluate the most effective approach to effectively follow up such legacies over time.

11:40-12:40

Client: International Olympic Committee (IOC)

Topic: Olympic Games Legacy Capture Project: A Cross-Case Analysis & Evolution Study

This project conducts a cross-case analysis of Olympic Games legacies and is an opportunity to explore and use extensive data captured to determine trends of the Games' legacies throughout time that could offer new possibilities to proactively foster and shape legacies for future editions of the Olympic Games.

TUESDAY 30TH JUNE

13:45-14:45

Client: World Athletics

Topic: A Re-conceptualisation of World Athletics Event Delivery Guidelines

This project presents a draft World Athletics event manual which amends the best practices for each event delivery functional area in hosting a World Athletics Series (WAS) event. These amendments allow organising committees (OCs) to better evaluate the processes involved and manage WAS Events functional areas across the bidding, planning, operation and delivery phases. The main objective of the project was to make World Athletics and the respective OCs more closely aligned in order to make WAS Event delivery more effective, efficient and sustainable in the long run.

15:05-16:05

Client: Populous

Topic: Social media and the business of global live events: How are organisers and attendees using Social Media in relation to live events and how do they interact with each other?

Populous engaged the AISTS team to consider the rise of global live events (social, economic), and the main trends behind it. The project looks at the hypothesis that this has coincided and is tied to the rise and growth of digital and social media. The team will undertake a series of case studies to investigate this hypothesis.



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Lausanne 2020 Youth Olympic Games Impact & Legacy.

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Client: Elite Event Management (World Fit Games)

The World Fit Games – A Strategic Concept Proposal



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ABOUT THE TEAM PROJECTS

The annual AISTS Team Projects provide clients with a high-quality, practical, and trustworthy resource to complete research projects for their organisation. For eight months, groups of 3 – 5 AISTS Sports Management Master Program participants work with with you to tackle a real-life topic, and offer practical solutions to your brief. The Team Projects cover a wide range of subjects, from marketing, communications, digital media, business strategy, development, event management, sustainability, technology, economic impacts, spectator experience and more.

To request more information email info@aists.org.

ATTEND THE 2020 PRESENTATIONS

The presentations will be live streamed and are open to the public.

- Facebook facebook.com/AISTSSport
- YouTube youtube.com/AISTSMasteringSport

There is no need to register, you can simply visit these pages during the event to view the live streaming of each presentation.

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