

## FEATURE SYNOPSIS

### APRIL 2009: Issue 144

#### Career Development

Surviving the recession: The impact of recession is, inevitably, being felt across the sports sector as clubs, leagues and sponsors look to contain or cut staff costs. In this feature we map the changed career landscape in sports through the eyes of employers and expert recruitment consultants and ask what skills and personal qualities remain in demand in difficult financial times.

#### Education and Training

Home or Away: As technology advances, professional development training is no longer tied to a classroom environment. The use of digital training packages allows courses to be delivered at the workplace and at home. We talk to the heads of the sports business departments at leading universities as well as the independent developers of distance learning programmes about key developments in continuous learning and assess their suitability and benefits.

#### Law

From labour agreements determining player's wages to the protection of rights and sponsor's assets, the global sports sector has been shaped by landmark judgements across most areas of the business and in many territories. This feature identifies the key issues and invites leading commentators to reflect on their significance and identify issues likely to change the legal environment in the years to come.

#### Sponsorship & related services

Making it happen: Effective sponsorship has always depended upon a combination of creativity and rigorous objective setting and measurement. But as the discipline has become more complex, sponsors and their agents are drawing on a broader range of technologies, services and facilities than ever before. In this feature, SportBusiness writers look at the services which support sponsorship today, from market and consumer research to computerised evaluation systems, media and photographic services, signage and structures for events and much more.

#### Rights focus: Cricket

Over the years few sports have demonstrated such an appetite for change as cricket. The advent of the big money Indian Premier League has, some believe, changed the face of the sport forever while others remain convinced of the sanctity of the five day Test Match. This is, perhaps, the most exciting period in the history of this most traditional of sports and in this feature we examine the way that the game is developing globally under the auspices of the International Cricket Council, and in each of its key territories. We look at the game's commercial potential and examine the political tensions which inevitably arise during a period of rapid change.

## **Most influential.....Sponsors**

SportBusiness identifies the individuals whose brains and brands have shaped and continue to influence the future direction of sports sponsorship world-wide

## **International Focus: Spain**

A comprehensive analysis of the key issues and opportunities facing the sport business in Spain including:

### **Media**

A focus on the changing playing field for Spanish football rights and how sports viewing patterns of Spanish television are changing?

### **Sports Marketing**

A look at how Spanish sport is being supported by an increasingly more professional sports marketing sector and how innovation is being used to help the sector fight the onset of the global economic crisis

### **Sponsorship**

The biggest deals, biggest spenders and key trends in the Spanish sports sponsorship market

### **Tourism**

Spain as a sports tourism destination - What can the worlds second biggest tourist market offer to the sports tourist?

### **Events**

How has Valencia's hosting of the America's Cup impacted Spain's appetite for hosting major events? How is Madrid gearing up for the October vote to host the 2016 Olympics, and what is Barcelona doing to keep ahead of the field?