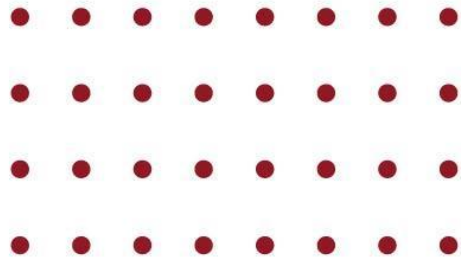


# MIM115 Global Sports Business and Industry



## News Palco 23

**UFC & WWE made 1.7 billion in revenue this year 13% +, 2024 2.6 Billion**

<https://www.palco23.com/competiciones/la-ufc-aumenta-sus-ingresos-un-13-mientras-tko-ya-ve-beneficios-tras-la-fusion-con-wwe>

**KINGS GP new competition format at Kosmos**

<https://www.palco23.com/competiciones/la-kings-league-se-pasa-a-las-cuatro-ruedas-con-una-prueba-de-karts>



# Class 14: Sport Volunteering, its Cultural and Socioeconomical Impact

- Global Sport Volunteering Among Different Cultures and Nations

# Effective Volunteer Management



- What was your main drive to volunteer for a sports event?

# Global Sport Volunteering Among Different Cultures and Nations



Their contribution not only enhances the event experience for participants and spectators but also promotes a sense of community and global unity.

# Volunteer motivations



- Feeling part of the event and having access to certain areas
- Professional development
- Build networks

# Impact of volunteering on individuals and communities



- Skill development
- Social responsibility

# Effective Volunteer Management



- Providing inclusive and culturally sensitive training
- Clear communication considering language barriers
- Creating roles that leverage skills and backgrounds of volunteers



# Effective Volunteer Management



- Two-week period, Keystone Sports organized soccer showcases in Spain, Germany, Scandinavia, and the UK.
- 575 players participated, and a total of 141 college soccer coaches
- Live streamed and in person coaches

# Virtual Volunteering

- 163 coaches from NCAA and NAIA
- 581 soccer profiles
- One on one meetings with coaches
- Match streaming
- q&a questions
- Workshops



# Activity

- How would you create online volunteering for Keystone Sports? Present three potential options and action plan.



# Global Sport Volunteering Among Different Cultures and Nations

Table 1. Volunteers in the Summer Olympic Games 1984–2012\*

Summer Games	Number of volunteers
Los Angeles 1984	28,742
Seoul 1988	27,221
Barcelona 1992	34,548
Atlanta 1996	60,422
Sydney 2000	46,967
Athens 2004	45,000
Beijing 2008	70,000
London 2012	70,000

\*Reference: Zhuang et al (2012) and Moragas et al. (1999)

## Activity (15 minutes)

- Create a simulated international sports event and address the areas of sports volunteering
- Explain how you would handle volunteer recruitment, training, integration of diverse cultures, measurements to measure impact of the event..





**Thank You**