**Pre-enrolment activity.**

Prior to September it is useful to read around some key issues (as you see them) in Sport Management. Whilst Sky Sports News and BBC Sport headlines might be dominated by ‘results’ in competitions, or big money football transfers, spend time reading around broader issues that take your interest. This might be in sport in general or in your favorite sport.

Try to think about these not just through the ‘lens’ of a sports fan or spectator, but as a sports manager. Think about how different media channels report key issues. What are the differences between tabloid (The Sun, Mirror, Daily Mail) and broadsheet newspapers (The Guardian, The Times) and other forms of TV and social media?

**Case-study: Birmingham 2022** **Commonwealth Games.** <https://www.birmingham2022.com/>

Consider this event through the eye of an event manager and explore some of the questions below.

* How long ago was Birmingham selected to host the event?
* Who are the key national and international partners who have contributed to staging the event?
* How is the event funded?
* How is the event being promoted?
* How are tickets being sold?
* Are all events well attended?
* How much TV coverage is there?
* How are issues of inclusion and equality communicated through the event?
* Look out for highlights and controversies, how are these managed from a public relations perspective?
* How might the event benefit the city of Birmingham?
* How are the Commonwealth countries performing?
* Find out how athletes are funded in different commonwealth countries.

Whilst researching make some notes on key issues and organize your thoughts by writing about some of the things you find out. We won’t expect you to submit this work, but it may prompt some interesting discussions in the future.