

Major Sport Events as Opportunity for Development: The International Promotion of the Cities

Call for Papers

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Diego Torres
Noos Institute

VALENCIA SUMMIT SCIENTIFIC COMMITTEE

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Foreword

Valencia Summit is an international meeting bringing together leading academic, business and political figures. Designed as an environment to foster thinking and co-operation, it features debates about major sports events as opportunities for the development of the cities and the regions which play host to them.

The mission of Valencia Summit is to enhance the potential of major sport events and make the most of them for the development of host cities, regions and countries. Valencia provides an ideal setting since the city will host the 32nd edition of the America's Cup in 2007.

The 2006 edition, featuring *Major Sport Events as Opportunity for Development: The International Promotion of the City*, is part of a long-term project for the integrated development of knowledge about the issue of holding major sports events. This project began in 2004 by looking at the question of *The Necessary Involvement of the City for the Success of a Major Sport Event* and continued in 2005 with *New Trends in Management of Major Sport Events*. In 2007 it will analyze *The Legacy* of this type of event.

Valencia Summit 2006 will build a platform that focuses on the discussion of Valencia Summit Major Sport Events as Opportunity for Development: The International Promotion of the City. We aim at engaging academic, business and political figures in this discussion within the scope of keynote speeches, paper sessions and case studies. For detailed information, please visit: www.valenciasummit.org

Pre-Conference Academic Seminar

A *Pre-Conference Academic Seminar* will be held next October 17, previous to the opening of Valencia Summit 2006. This seminar will gather researchers from business schools and universities and will offer them the opportunity to present their researches related to Valencia Summit's core theme in 2006, *Major Sport Events as Opportunity for Development: The International Promotion of the City*.

Publications

We are seeking contributions from researchers on the topic *Major Sport Events as Opportunity for Development: The International Promotion of the City*. Contributions might be conceptual papers, reports on empirical investigations, case studies, executive insights, new or revised managerial tools, best practices tools and book reviews.

We will invite authors of selected papers to present their contributions in the *Pre-Conference Academic Seminar*. Moreover, some of the selected papers will be published through:

- **The Selected Readings Book**

Some accepted articles to the conference will be part of a **Selected Readings Book** to be published before Valencia Summit 2006. For further information, please visit: <http://www.noos.es/eng/publicacion.html>

- **The Conference Proceedings Book**

A compendium-book of the Valencia Summit, which reproduces all the lectures, interventions and discussions, as well as the summit conclusions.

- **The Strategy and Sponsorship Review Journal**

A selection of the best conference papers will be published in the **Strategy and Sponsorship Review** journal.

The mission of the *Strategy and Sponsorship Review* is to bring together academics, executives and public officials around the world in one forum with the intent of advancing the understanding of sponsorship from a strategic management point of view.

For further information, please visit: <http://www.strategyandsponsorship.org>

Awards

At the end of Valencia Summit'06, the Nóos Institute Awards will be granted in the categories of Best Paper (€ 2500) and Best Case Study (€ 2500).

Conference Submission Guidelines

As general guidelines, manuscripts should be typed on standard paper (A4 or 8.5x11 inch) and indicate the title and the full address for each author. Papers and case studies may be submitted in English, Spanish or French.

Submissions should be sent as e-mails. To do so simply attach a copy of a Microsoft Word File to the e-mail: szaragoza@noos.es. Please include "Valencia Summit 2006 Submission" in the subject line of the e-mail. The Microsoft World File must contain all components of the manuscript (Title, abstract, endnotes, references, appendices, tables and figures).

Decisions regarding acceptance of all submitted manuscripts reflect the recommendations of members of the Valencia Summit Scientific Committee who will judge primarily on the substantive content and that papers conform to the subject of Valencia Summit 2006.

All submissions must be received by August 1st, 2006

Acceptance decisions will be announced at the Valencia Summit website at www.valenciasummit.org before September 1st 2006

Important Dates

Submission deadline: *August 1st, 2006*
Notice on acceptance: *September 1st, 2006*
Conference in Valencia: *October 17-19, 2006*

Hosting Organization

Nóos Institute of Strategic Sponsorship and Patronage Studies (<http://www.noos.es>) carries out investigations of general interest into the processes of formulation and implementation of sponsorship, patronage and corporate social responsibility strategies, as well as into the importance of market intelligence systems in order to measure their efficacy. The Institute aims to be a Think Tank; a place where outstanding people from the business sector, the Academy, and Public Authorities can meet and reflect.

The Nóos Institute counts on the counselling of a Scientific Committee, composed by well-known academics and researchers from the most prestigious Business Schools and Universities. The Scientific Committee of the Nóos Institute is a network of experts which generates knowledge, and disseminates it through publications, journals and presentations.

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