



Ireland & United Kingdom Program

May 9-20, 2018

East Carolina University



**Program Proudly Provided by Sports Travel Academy**

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Students learn to play Gaelic Football & Hurling with Coach Cormac Ó Donnchú (green and white shirt on left)

# Introduction

From an academic perspective Ireland & the U.K offer fantastic opportunities for students to visit and study European Sport, Health, History & Culture. The origins of many of the world's most popular sports today lay in the codification of traditional British games. Ireland provides a great contrast to the U.K in that they play traditional Gaelic Games such as Gaelic football & Hurling as well as non-traditional games exported from Britain such as soccer & rugby. This program will take students inside the European Model of Club Sports where they will receive firsthand experience at various facilities, clubs, universities and other sporting organizations and businesses.

Unlike major team sports in North America, where franchises are awarded to nominated cities, most European teams have grown from small clubs formed by groups of individuals before growing rapidly. Churches and work places have often been the most fertile birth place of many of Europe's major sports clubs. The most common sport in Europe is undoubtedly Association football (soccer). European club teams are the strongest (and highest paid) in the world led by the Union of European Football Association (UEFA). Their Champions League and the European Cup are the sport's most prestigious tournaments. The European national teams which compete in the UEFA Champions League often dominate in FIFA World Cup play. The most popular and successful football leagues are the Spanish "La Liga", the English "Premier League", the Italian "Serie A", the French "Ligue 1" and the German "Bundesliga". This program will visit with Chelsea FC, the current European Champions!!

Individual sports are also very prevalent. Europe was the birthplace of the Olympic Movement that has become so central to modern individual sport, with Greece being the first country to hold the Olympics in 1896. The most prestigious and lucrative athletics and aquatics meets in the world are still today conducted in Europe, as are several major golf tournaments. Europe also competes as a single team in the Ryder Cup. Tennis is popular in most of Europe and 2 of the 4 major Grand Slam events are held in France and the UK. This program visits Wimbledon!

## Ireland

A wide variety of sports are played in Ireland with the most popular being the Gaelic games (such as Gaelic football, hurling and camogie) as well as soccer, rugby union, boxing and horse racing. By attendance figures, Gaelic football and hurling are by far the most popular sports however soccer has the most participants of all sports. The Gaelic Athletic Association (GAA) is an amateur organization focused primarily on promoting Gaelic games (listed above) as well as Irish music, language & dance. It is the largest organization in Ireland with some 800,000 members from the island's population of just six million. Gaelic football and hurling are the most popular activities promoted by the organization.

Gaelic football commonly referred to as "Football", "Gaelic" or "Gah" is a form of football played mainly in Ireland and is considered the national sport of Ireland. It is the most popular sport in Ireland in terms of match attendance. In the senior football championship in the summer attendance is upwards of 80,000 for some of the more prestigious fixtures and players are amateurs who are not paid a wage to play. The enormous amounts of money raised are spent by the GAA to achieve its stated goals & objectives and to subsidize junior sports. In 2011 for example, 34% of all attendances to sports events in Ireland were to Gaelic football matches. Hurling is the closest rival with 23%.

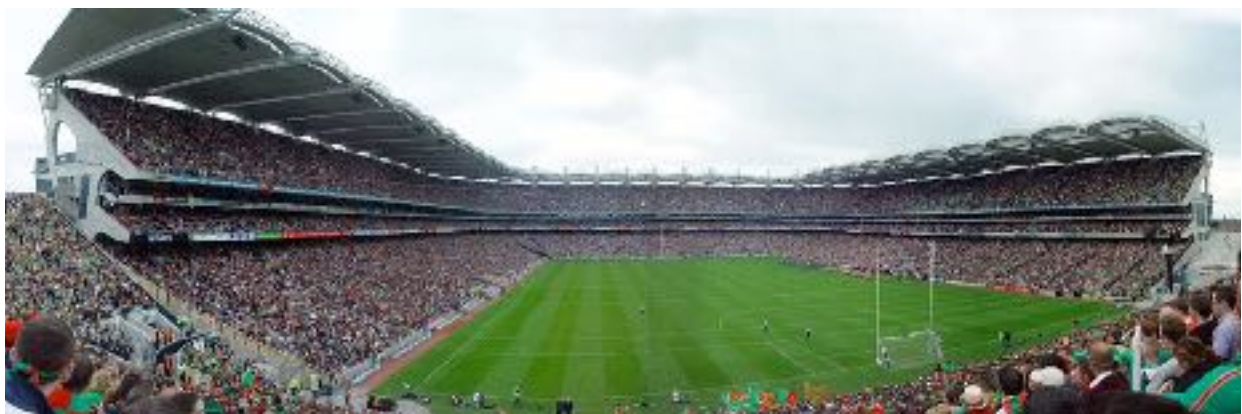


Gaelic Football & Hurling



Gaelic Football is played by teams of 15 on a rectangular grass pitch with H-shaped goals at each end. The primary object is to score by kicking or striking the ball with the hand and getting it through the goals. Players advance the ball up the field with a combination of carrying, soloing (dropping and then toe-kicking the ball upward into the hands), kicking, and hand-passing to their team-mates.

Hurling is a team sport of ancient Gaelic origin, played with sticks called hurleys and a ball called a sliotar. The game has prehistoric origins and is thought to be the world's fastest field team sport in terms of game play. Hurling shares a number of features with Gaelic football, such as the field size and goals, number of players, and much terminology. There is a similar game for women called camogie. The object of the game is for players to use their hurley to hit the sliotar between the opponents' goal posts either over the crossbar for one point, or under the crossbar into a net guarded by a goalkeeper for one goal, which is equivalent to three points. The sliotar can be caught in the hand and carried for not more than four steps, struck in the air, or struck on the ground with the hurl. It can be kicked or slapped with an open hand (the hand pass) for short-range passing. A player who wants to carry the ball for more than three steps has to bounce or balance the sliotar on the end of the stick and the ball can only be handled twice while in his possession. Side to side shouldering is allowed although body-checking or shoulder-charging is illegal. No protective padding is worn by players, and although a plastic protective helmet with faceguard is recommended and worn by the vast majority of players.



Croke Park - Home of the Gaelic Athletic Association

## **England, U.K.**

Sport plays a prominent role in English life. Popular team sports in England are association football (soccer), cricket & rugby union. Major individual sports include athletics, tennis, golf, motor sport and horse racing. A number of modern sports were codified in England during the nineteenth century including cricket, rugby union, rugby league, association football, tennis and badminton.

The 2012 Summer Olympic Games, officially known as the Games of the XXX Olympiad took place in London from 27 July to 12 August 2012. London is the first city to host the modern Olympic Games three times having previously done so in 1908 and in 1948. This program will include 2012 Olympic content including facility tours, a guided bicycle tour of the main olympic precinct and surrounding neighborhood and of course evaluation presentations discussing the legacy of the games, although in some cases it will be a little early to truly evaluate legacy there will be some content on this important area.

The modern global game of association football was first codified in 1863 in London. There is evidence that football games were being played in English schools since at least 1581 and in the wider community as early as 1314. England is home to the oldest football clubs in the world (dating from at least 1857), the world's oldest competition (the FA cup founded in 1871) and the first ever football league (1888). The modern passing game of football was developed in London in the early 1870s. Football is the highest profile sport in England by a very wide margin! This has been the case for generations, but the gap is widely perceived to have increased since the early 1990s and football's dominance is often seen as a threat to other sports. English football has a league system which incorporates thousands of clubs, and is topped by four fully professional divisions. The elite Premier League has 20 teams and is the richest football league in the world. The other three fully professional divisions currently incorporate 72 clubs. Annual promotion and relegation operates between these four divisions. There are a small number of fully professional clubs outside the top four divisions, and many more semi-professional clubs. Thus England has over a hundred professional clubs in total, which is considerably more than any other country in Europe. The two main cup competitions in England are the FA Cup

(the world's oldest football competition), which is open to every men's football team in England, though only professional clubs ever reach the last few rounds; and the League Cup (currently known as the Carling Cup), which is for the 92 professional clubs in the four main professional divisions only.

Another enormously popular sport is Cricket which was invented in England. It is England's most popular summer game, and has been successfully exported to many current (or former) British colonies. It is widely covered in the media, and the fortunes of the English team are closely followed. There are thousands of teams but just eighteen professional county clubs, seventeen of them in England and one in Wales. Each summer the county clubs compete in the first class County Championship, which consists of two leagues of nine teams. Outside of England, International Cricket is played by over 100 countries with only 10 countries at the top fully professional level including: England, Australia, South Africa, New Zealand, West Indies, India, Pakistan, Sri Lanka, Bangladesh and Zimbabwe. There are an additional 95 countries who are members of the International Cricket Council (ICC) that play the game at a semi-pro or in most cases an amateur level.



Professional Rugby in London

## ECU Faculty Leader



Dr. Stacy Warner  
Associate Professor of Sport Management  
[WarnerS@ECU.EDU](mailto:WarnerS@ECU.EDU)

Dr. Stacy Warner is an Associate Professor of Sport Management at East Carolina University. Dr. Warner earned her Master's degree from the University of North Carolina at Chapel Hill, and her Ph.D. at the University of Texas at Austin. Her research interests are primarily focused on the roles that sport and sport culture play in the lives of individuals through families, communities, work environments, and social networks. In addition to her academic background, Dr. Warner has acquired work experience in many facets of the sports industry, including positions within the United States Olympic Committee, NCAA headquarters, NCAA (Divisions I, II, and III) athletics departments, campus recreation programs, Upward Sports Christian youth leagues, and various large-scale sporting events, such as the NCAA Final Four and the Special Olympic World Games. She often utilizes these first-hand experiences to challenge students to critically examine sport and consider the positive impact it can have on the quality of life for a variety of individuals if it is appropriately managed.

This Ireland & U.K. class will be Dr. Warner's sixth trip with Sports Travel Academy. "Sports Travel Academy has provided many students with a great opportunity to learn and grow. I'm always impressed with how much students can gain by traveling abroad. The world is truly a classroom, and students take more away from a study abroad trip than just an understanding of another culture. Not only are they better prepared to compete and succeed in a global economy, but they walk away with wonderful memories, greater self-awareness, and friendships that will serve them well beyond graduation." - Dr. Stacy Warner



## Program Director



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Craig is Australian born and lived in Australia for most of his life until relocating to the USA in 2002. Currently residing in Cary, North Carolina, Craig has been involved with the operation and planning of over 100 study abroad programs to Australia, The United Kingdom, Western Europe, South Africa & The Caribbean.

Craig completed his education in 1995 at the University of Western Sydney (Sport Studies) with majors in sport management, sport marketing, sport psychology & communication.

Craig says, "I love traveling with students! I am here to ensure this is both a smooth and enjoyable trip for everyone before, during and if needed even after the study abroad program is completed. Please feel free to contact me anytime with questions. I do hope that you are able to participate and look forward to showing you some awesome parts of the world!! I can guarantee that this will be both a rewarding academic experience and will provide a heap of fun lifelong memories".

Craig is married to Amanda and has two young children, Jake and Claire.

## Program Details & Cost

**Duration:** May 9-20, 2018 (10 nights)

**Tour Areas:** 5 nights in Dublin & 5 nights in London

**Cost:** \$3,995.00 per student includes 6 credits (in or out of state credits), international health insurance, accommodation, ground transport, 11 meals, academic & tourism site visits

### Undergraduate Courses:

KINE 4003 Special Topics: European Sport Organizations and Culture (3 credits)

KINE 4301 Comparative Sport: International Aspects (3 credits - WI: Writing Intensive)

### For more information and to apply visit:

<http://piratesabroad.ecu.edu/?go=WarnerUK>

### Payments Due:

- Continuing Studies Application Fee \$75 (Due once you have been accepted into the program)
  - First payment \$500 (due upon acceptance)
  - December 11, 2017: \$1,710.00 payment due
  - March 31, 2018: \$1,710.00 final payment due
- TOTAL: \$3,995.00

### Refund Policy:

- Continuing Studies Application Fee is non-refundable

For withdrawals between:

- a) December 11, 2017 – February 1, 2018: \$200 non-refundable and the remaining is refunded
- b) February 2 - March 31, 2018: \$500 non-refundable and the remaining is refunded
- c) April 1 - Departure: ZERO REFUNDABLE \*\*

\*\* In some instances, travel insurance will likely cover students in the event of an unavoidable withdrawal from the program. Travel insurance IS NOT included in the package.

**Note:** Price is subject to change up until March 1, 2018. All payments are refundable in the event of withdrawal due to price increase.

**Students are responsible for:**

- a) Airfares departing their home airport for Dublin and then from London back home. The one-way flight from Dublin to London is included.
- b) Ensuring that they have a passport that is valid for at least 6 months after the first day that they enter Ireland
- c) Paying for meals that are not included in the program price. For example there are 11 Meals included (min. of 8 breakfasts & 3 dinners). Therefore students are required to buy breakfast on early flight days, lunch everyday and 7 dinners. We suggest budgeting approximately \$300 for meals.

**Information on International Airfares:**

Students are required to book and pay for their own international airfares from their home airport to Dublin and then from London home. The one-way flight from Dublin to London is included.

**DO NOT BOOK FLIGHTS UNTIL YOU ARE ADVISED TO DO SO BY  
DR. WARNER**

## **The Program Package Includes**

- All Academic Site Visits (see itinerary on pages 13-28 for details)
- 10 nights' hotel accommodation (minimum 3 Star properties in prime/central locations)
- 11 Meal Package (min. of 8 breakfasts & 3 dinners are included)
- Sports Travel Academy Program Director will travel with your group 24/7 to take care of all travel logistics and ensure you get from point A to B safely and on time
- Admission to 1 or 2 sporting events, schedules not yet available but likely Rugby, Championship Soccer and/or Gaelic Games

### **In Ireland:**

- Ground Transportation: Your group will be using Charter Coach Services
- Irish Nights Dinner & Traditional Dance Show: This is a unique opportunity to experience traditional Irish music, dance and food for which Ireland is famous the world over. This spectacular show will give you a flavor of the different styles of Irish Dance and features a cast of dancers whose credits include world famous shows such as Riverdance
- Guided Historical Walking Tour of Dublin: Your Guide for this two hour experience has a PhD in Irish History and will provide a colorful and informative introduction to Dublin including stops at Trinity College, Old Parliament House, Dublin Castle & Christ Church Cathedral
- Experience Gaelic Games: Students will participate in Hurling, Gaelic Football & Handball practice sessions & enjoy fun games with other members of their class - [For a 4 minute movie click here](#)
- Irish Dance Experience: Dance lessons will be arranged at a local Sports Club. This is always a really fun experience for students!
- Visit to Dublin's Croke Park for a Guided Facility Tour and visit to the Gaelic Sports Museum. Croke Park is the headquarters of the Gaelic Athletic Association (GAA) and the fourth largest stadium in Europe [For a 90 second movie click here](#)
- Visit & Guided Tour of Aviva Stadium - the home of Irish Soccer & Rugby
- Tickets to the Dublin Hop On/Hop Off Bus Tour: This Tour has been designed to give you the freedom to explore and experience the history and culture of Dublin at their leisure. With 23 stops visiting all the main Dublin attractions including Trinity College the home of the Book of Kells



- Cliffs of Moher Day Tour: Ireland's #1 tourist attraction with stunning views from 720 feet above the Atlantic Ocean where you will get to walk along the Cliffs which is Ireland's most famous landmark. Then we will make our way down to the limestone/karst region of Ireland; the so called "Burren"- where you will get to stroll through the klints and grikes and see the amazing flora and fauna that grows in this special ecosystem

### **In London**

- Ground Transportation: Your group will be using the London Tube. Students will be issued an unlimited Zones 1-6 Oyster Travel Card on arrival in London
- Tickets to the London Hop On/Hop Off Bus Tour, River Cruise & Guided Walks: The Big Bus Open Top Sightseeing Tour is the best way to discover London. Your ticket combines open top bus tours, walking tours and river cruising for a day full of history, amazing facts and, above all, lots of fun. You'll discover the wondrous history of London as you learn and laugh with live commentary provided by professional guides. The tour takes in all the key sights of central London including but not limited to: Buckingham Palace, Westminster Abbey, St. Paul's Cathedral, Big Ben, Hyde Park, Notting Hill and The Tower of London are just some of the fabulous attractions
- Visit to Wimbledon for a facility tour and entry to the Tennis Museum. Wimbledon is the oldest tennis tournament in the world and is considered the most prestigious. It has been held at the All England Club in the London suburb of Wimbledon since 1877. It is one of the four Grand Slam tennis tournaments, and the only one still played on the game's original surface, grass, which gave the game of lawn tennis its name
- Visit to Lords Cricket Arena and the home of the Marylebone Cricket Club (MCC). Founded in 1787 the MCC is the world's most famous cricket club and today the MCC's role remains as relevant as ever from guarding the game's laws to safeguarding its spirit and promoting cricket to young people. This visit will include a behind the scenes guided tour of Lords
- Marylebone Cricket Club (MCC) Academy: Students will participate in Cricket practice sessions and enjoy fun games with other members of their class

- Olympic Site visit includes; Guided Tour of the Main Arena, Guided Walking Tour of the Olympic Precinct as well as visits to the Orbitz Tower & Aquatic Center
- Visit to Fulham FC's famous home ground known as Craven Cottage. This visit will include lectures and a facility tour
- Visit & facility tour of Stamford Bridge Stadium, home field for Chelsea FC. This tour program caters to students interested in the business side of Chelsea FC. The visit provides insight into match day and non-match day operations in merchandise, marketing, finance & staffing



James Madison University on an Irish Day Tour

# Sample Daily Itinerary

PLEASE NOTE: This is a Sample itinerary based on previous content that we have provided. Some of the academic visits listed below may need to be substituted due to speaker/venue availability.

## **Wednesday May 9, 2018**

ECU students are to arrange their own flights. Please do not book any flights until Dr. Warner advises you to do so.

## **Day 1: Thursday May 10, 2018**

8:00am: (approx) Arrive Dublin (DUB) and clear Customs

9:00am: Depart for accommodation (20-30 minute ride). On arrival store bags until check-in time (free wi-fi available)

10:00am: Free Time for a coffee, snack or to get online

### **10:30am: Historical Guided Walking Tour of Dublin**

Your Guide for this two hour experience is a History Graduate of an Irish University and will provide a colorful and informative introduction to Dublin including stops at Trinity College, Old Parliament House, Dublin Castle & Christ Church Cathedral. You'll get the story of the city, from its Viking origins to present day and hear about the Irish struggle with Britain

12:30pm: Lunch Break (own cost)

### **2:00pm: Croke Park Stadium Tour & Gaelic Sports Museum**

Croke Park is the home of the Gaelic Games, headquarters of the Gaelic Athletic Association, and with a capacity for 82,300 people is the 4<sup>th</sup> largest stadium in Europe

3:30pm: Depart for accommodation/free time



## **Day 2: Friday May 11, 2018**

Breakfast (included)

**8:00am: Depart for University College Dublin (UCD)**

9:00am: Arrive UCD & Short Campus Tour

9:30am: Presentation: Dr. James Mathews

**Topic: Sport in Ireland: An overview of the Irish Sports Council, Sport Governance & Sports Clubs**

10:30am: Presentation: Dr. Paul Rouse

**Topic: The Gaelic Athletic Association (GAA)**

11:30am: Presentation: Dr. Mike Cronin

**Topic: Sport & Politics: Sport in Northern and Southern Ireland**

12:30pm: Lunch Break in Cafeteria

1:30pm: Presentation: Dr. Alvy Styles

**Topic: European Club Sport Management**

Club Sport is the lifeblood of European Sport & Community. It is important that students understand how the Club is Managed, Financed & Operated on a daily basis

2:30pm: Depart for Leinster Professional Rugby Club

**3:00pm: Arrive Leinster Professional Rugby Club**

Presentation:

**Topics: a) Leinster Rugby Club in the Community  
b) Social Media Management**





### **Day 3: Saturday May 12, 2018**

Breakfast (included)

8:15am: Depart for Irish Sports Campus (ISC)

**9:00am: Guided Walking Tour of the Irish Sport Campus** (60 minutes)

This facility is shared by both Elite Athletes and people in the local community who are members of the NAC

10:00am: Presentation: Mr. Dave Fitzsimons (Head of Events & Service Delivery at The National Sports Campus)

**Topic: Discussion on day-to-day Service & Event Management of an international Sports Venue**

11:00am: Depart for Dublin City Center for lunch break

**12:50pm: Arrive at Aviva Stadium - Home of Irish Rugby & Soccer**

1:00pm: Presentation: Miss Silva Dorang (PA to the CEO)

**Topic: Q&A Session** (20-25 minutes only)

**1:30pm: Aviva Stadium Guided Tour** (60 minutes)

Aviva Stadium is the Home of Irish Rugby & Soccer

2:40pm: Depart for NaFianna GAA Club



Downtown Dublin

### **3:00pm - 5:00pm: Experience Gaelic Games**

Students will participate in Hurling, Gaelic Football & Handball practice sessions and enjoy fun games with classmates. In addition there will also be Irish Dance lessons at the completion of the sport program

5:15pm: Presentation: Club President or another Committee Member

### **Topic: Club Volunteer Recruiting, Training & Retaining**

6:00pm: Depart for accommodation, arrive around 6:30pm





## **Day 4: Sunday May 13, 2018**

Continental Breakfast (included)

**Hop On/Off Dublin Bus Tour** (Tickets valid from 9am-5:00pm)

This Dublin Tour has been designed to give you the freedom to explore and experience the history and culture of Dublin at your leisure. With 23 stops visiting all the main Dublin attractions including Trinity College the home of the Book of Kells

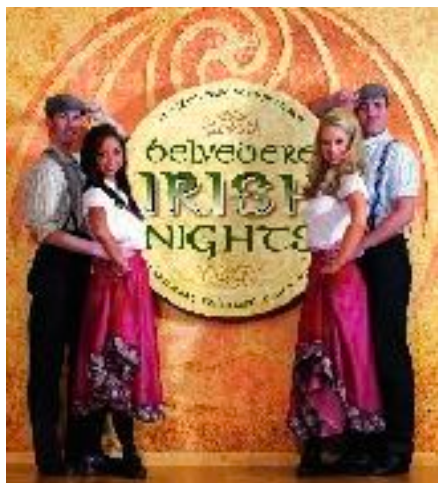


6:15pm: Depart for dinner (included)

### **7:00pm - 9:45pm: Irish Nights Dinner & Traditional Dance Show**

This is a unique opportunity to experience traditional Irish music, dance and food for which Ireland is famous the world over. This spectacular show will give you a flavor of the different styles of Irish Dance and features a cast of dancers whose credits include world famous shows such as Riverdance and Lord of the Dance. The show features amazing dancing accompanied by live music performed by a group of talented Irish Musicians

9:45pm: Depart for accommodation, arrive around 10:15pm



Always fun student interaction for our groups at the Irish Nights Dinner,  
Dance & Music Show

## **Day 5: Monday May 14, 2018**

Breakfast (included)

### **7:00am - 7:00pm: The Cliffs of Moher Day Tour**

Ireland's #1 tourist attraction with stunning views from 720 feet above the Atlantic Ocean where you will get to walk along the Cliffs which is Ireland's most famous landmark. Then we will make our way down to the limestone/ karst region of Ireland; the so called "Burren"- where you will get to stroll through the klints and grikes and see the amazing flora and fauna that grows in this special ecosystem



Cliffs of Moher



## **Day 6: Tuesday May 15, 2017**

Breakfast at airport (own cost)

7:30am: Depart on EI 154 for London Heathrow (LHR)

Flight details are TBA (this is the flight we will try to book your group on)

9:05am: Arrive London/Tube to accommodation (50 min. ride)

9:30am: Tube to accommodation (50 min. ride)

**11:00am: Orientation Walk** (in the neighborhood surrounding the hotel)

11:45am: Lunch Break

1:00pm: Depart by Tube for Westminster (15 minute ride)

**1:15pm: Arrive Westminster & Big Ben** (free time to explore)

As we exit the underground Tube we will pop up in the postcard location right downtown with Big Ben, Parliament & the London Eye all close by

2:15pm: Depart for Piccadilly Circus (11 minute tube ride)

**2:30pm: (approx) Free Time to Explore Piccadilly Circus**

Piccadilly Circus is a busy square in the heart of London. It is famous for the fountain that was installed here at the end of the nineteenth century and for the neon advertising that turned the square into London's version of Times Square in NYC

4:00pm: Depart for hotel, arrive around 4:30pm



Welcome to London for Drexel University students

## **Day 7: Wednesday May 16, 2017**

Full English Breakfast (included)

9:00am: Depart for Foundation of International Education College (15 min ride)

9:30am: Presentation:

**Topics: a) The British Sport Industry  
b) British History & its Relationship  
to the Global Development of Sport**

10:30am: Presentation:

**Topic: English & European Football & its' Dominance of the  
European Sport Marketplace**

11:30am: Presentation:

**Topic: International Cricket & Rugby Explained**

12:15pm - 1:00pm: Lunch Break



Neumann University at Foundation of International Education

**1:45pm - 3:15pm: London Olympic Site Visitation**

Walking Tour Presentation:

- Topics:** a) **Hosting the 2012 Olympics**  
b) **Sustainable Olympic Games?**  
c) **Re-Branding East London & Managing Urban Change**  
d) **2012 Olympics; A Lasting Legacy?**



3:15pm: Visit the Orbitz Tower for a Birds Eye View on the London 2012 Olympic Precinct

**3:30pm: Guided Tour of the London 2012 Olympic Main Arena**

5:00pm: Visit to the London 2012 Aquatic Center (10-15 minutes only)

5:20pm: Depart for hotel, arrive around 6:00pm



Drexel students on the London 2012 Olympic Precinct

## **Day 8: Thursday May 17, 2018**

Full English Breakfast (included)

8:10am: Depart by Tube (30 min ride), then walk 800 yards



### **9:00am - 10:00am: Guided Behind the Scenes Tour of the Lord's Cricket Arena**

Founded in 1787 Lords is the world's most famous cricket field. Today the MCC's role remains as relevant as ever from guarding the game's Laws to safeguarding its Spirit, promoting cricket to young people and acting as the caretaker of the Lords Cricket Arena

### **10:00am - 11:00am: Marylebone Cricket Club (MCC) Academy**

Presentation: (Experiential Learning)

### **Topic: Cricket Coaching Session & Fun Games against Classmates**

11:00am: Presentation: Mr. Davin Turnbull

### **Topic: Technology and its Role in Athlete Development**

12:00pm: Lunch Break



Marylebone Cricket Academy Coaching Session & Fun Games with Miami University



## **2:30pm: Arrive Wimbledon**

Presentation:

**Topic: Balancing Tradition & the Business of Wimbledon**

## **3:15pm: Guided Wimbledon Tour**

You'll visit Wimbledon for a facility tour and entrance to the Tennis Museum. Wimbledon is the oldest tennis tournament in the world and is considered the most prestigious. It has been held at the All England Club in the London suburb of Wimbledon since 1877. It is one of the four Grand Slam tennis tournaments, and the only one still played on grass

4:30pm: Depart for accommodation, arrive around 5:30pm



Baldwin-Wallace University at Wimbledon



Texas A&M University at Wimbledon

## **Day 9: Friday May 18, 2018**

Full English Breakfast (included)

### **9:00am: Business of Chelsea FC Guided Tour (60 minutes)**

This tour program caters to students interested in the business side of Chelsea FC. The visit provides insight into match day and non-match day operations in merchandise, marketing, finance & staffing



Manchester University at Stamford Bridge - Home of Chelsea FC

### **11:00am: Arrive Fulham FC**

- Guided Tour of Craven Cottage (45-60 minutes)

12:00pm: Presentation:

### **Topic: Marketing, Sales and Business of Football Overseas**

- Peter is an American who works in the Fulham FC Front Office and has great insight into the differences in working in American and Overseas Sport

1:00pm: Lunch Break

### **2:30pm: Arrive at Octagon Sports Agency**

Octagon is the global sports, entertainment, lifestyle marketing and talent representation agency of the Interpublic Group. Founded in 1983 they develop innovative marketing strategies to keep their clients one step ahead of the ever-changing consumer and industry landscape

Presentation:

### **Topics:**

a) **Octagon & their Role in Global Sport & Entertainment**

b) **Athlete & Athlete Personality Management**



octagon



Culver-Stockton College at Fulham FC

#### **4:00pm: Arrive Sports Business International (SBI)**

Presentation:

#### **Topics: SBI's Role in the Global Sport Industry**

Kevin has a unique and highly informed perspective on the sports industry, having worked at a leading agency from the early 1990s before the launch of SportBusiness International in 1996. Kevin has interviewed almost every significant leader of world sport - from Blatter and Rogge to Ecclestone and Goodell - for the magazine and on stage at conferences worldwide. His writing frequently reflects his overriding concern for the preservation of the integrity of sport, without which the industry is dead in the water.

5:30pm: Depart for hotel, arrive around 6:00pm



Manchester University at Sports Business International (SBI)



## **Day 10: Saturday May 19, 2018**

Full English Breakfast (included)

### **9:00am - 6:00pm: Tickets for Hop On/Off Bus which includes Cruise & Guided Walking Tours**

Discover the wondrous history of London as you learn and laugh with live commentary provided by live guides. The tour takes in all the key sights of central London including but not limited to: Buckingham Palace, Westminster Abbey, St. Paul's Cathedral, Big Ben, Hyde Park, Notting Hill and The Tower of London. Also included is a Thames River Cruise and you can also have three walks to choose from, enabling you to discover even more of London and hear from a local guide along the way (tips required for walks)

NOTE: Today really is perfect! It is ideal that on Day 2 we take the Hop On/Off Bus as it is a perfect opportunity to orientate oneself with this fabulous city! After today students will have a really good feel for London and this will help them to better take advantage of their free time throughout the week





## **Day 11: Sunday May 20, 2018**

Full English Breakfast (included)

\*Note: Depending on flight times you may miss breakfast this morning?

You will arrive home early to late evening on Saturday May 19

**We hope you enjoyed your Study Abroad Experience! At Sports Travel Academy the World is Your Classroom!**



Miami University by Westminster/Big Ben with London Eye in Backdrop



## Who is the Sports Travel Academy?

Sports Travel Academy specialize in Faculty Led Study Abroad Programs catering to students interested in the Global Sport & Health Industry. Join us and gain an international perspective on Global Sport, see some amazing parts of the world and have a bunch of fun doing it!

University groups that we have worked with in the last 4 years alone include: Syracuse University, Texas A&M University, University of Florida, Drexel University, University of Cincinnati, Miami University, Neumann University, Baldwin-Wallace University, George Mason University, Flagler College, Wingate University, Saint Leo University, East Carolina University, James Madison University, Kansas State University, Nebraska Wesleyan University, Old Dominion University, California University, University of Indianapolis, University of Memphis, UMASS, Belmont University, Liberty University, Dubuque University, Wilmington College, Culver-Stockton College, University of South Dakota, Franklin College, Marietta College, Manchester University, University College Dublin & UNIBE in the Dominican Republic.

More information at: <http://www.sportstravelacademy.com/about.html>

Testimonials at: <http://www.sportstravelacademy.com/testimonials.html>

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**At Sports Travel Academy the World is Your Classroom!**

