

Dear EASM Conference delegate,

The 17th EASM Conference which takes place in Amsterdam in September 2009 has the theme '**Best Practice in Sport Facility and Event Management**'. We (President of EASM and President of the *Organizing Committee*) wish to assure you that the Conference covers many other research areas.

As in previous years, the conference will focus on the following sub themes:

Sport Marketing	Organizational Theory	Management of Change
Sport and Law	Sport Politics	Sport Economics
Quality Management	Sport Tourism	Sport and Local Authorities
Leadership	Sport Management Education (curricula, developments etc)	Ethics in Sport

This year, there is a special workshop on Sport Management Cultures; go to www.EASM2009.com where you will find more information about this special workshop which will give inputs to a special issue of the EASM Journal - European Sport Management Quarterly (ESMQ).

In addition, there is a Case Study Competition: *Best Practice in Sport Facility and Event Management* initiated by the Dutch Ministry of Health, Welfare and Sport (VWS). There are both academic and practitioner sessions and workshops.

We are looking forward to meeting you in Amsterdam in September!

Berit Skirstad

EASM President

Berend Rubingh

**President of the Conference
Organizing Committee**