

Msc International Sport & Event Management 2023-2024 - Season N°31 [1993-2022]

Lionel Maltese

Maître de Conférences Aix Marseille University – CERGAM Laboratory- #OIMS Laval University Canada

Associate Professor Sport Business Management Kedge Business School

Senior consulting sport business management ATP Marseille – Lyon – Metz – Montpellier – FIBA 3*3 World Tour Marseille

Twitter : @lionelmaltese

**Learn – Prepare & Manage your « grit » and your « weak ties »
This is ISEM !**



Resources & Competencies to make a sustainable brand

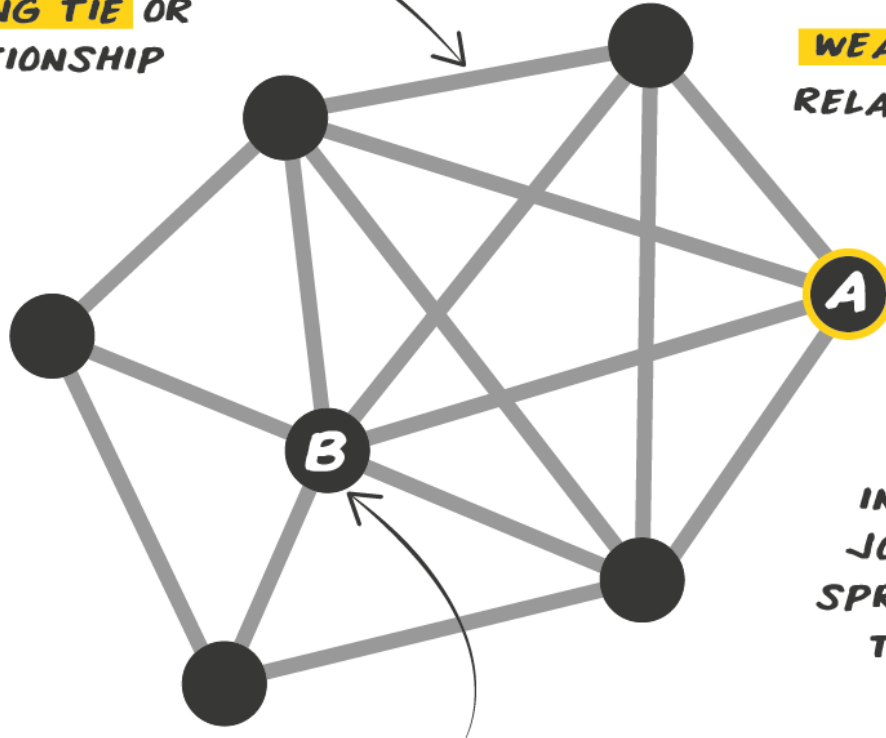
- ∞ Unique staff key expertise : academic / teaching / professional actors
- ∞ Collective teaching experience in Msc ISEM : more than 10 or 15 years
- ∞ International and professional diversity (US, Canada, Australia, UK, Italy, France...)
- ∞ Strategic action to improve your sport business labor market penetration : **brand activations & business marketing culture**



GRANOVETTER'S STRENGTH OF WEAK TIES

IT'S VALUABLE TO HAVE A COMBINATION OF STRONG AND WEAK TIES

STRONG TIE OR RELATIONSHIP



WEAK TIE OR RELATIONSHIP



INFORMATION SUCH AS JOB OPPORTUNITIES ARE SPREAD BETWEEN GROUPS THROUGH WEAK TIES.

EVEN THOUGH B HAS MORE TIES THAN A, ALL THOSE TIES LIKELY HAVE THE SAME INFORMATION BECAUSE THEY ALL KNOW EACH OTHER WELL

FOR EXAMPLE, A CAN SHARE INFORMATION WITH C THAT C WOULDN'T GET FROM ANYONE ELSE IN THEIR GROUP, AND VICE VERSA.

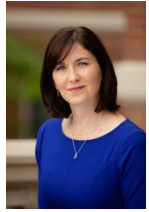


ISEM "TRAINING" TEAM & CONTENTS

	SEMINARS	FULL INTERNATIONAL	MIX INTERNATIONAL FRENCH
	Commercial business strategy in sport organisations	<i>BOUVRANDE Thomas 6H / WEISZ Michael 9H / MALTESE Lionel 15H</i>	<i>BOUVRANDE Thomas 6H / WEISZ Michael 9H / MALTESE Lionel 15H</i>
	Commercial & social Sponsorship and Operational Activations	<i>DANGLADE Jean-Philippe 15H / AL NIMER Mohammad 15H</i>	<i>CARILLAT François 15H / GUILLET Marie-Amélie 9H / CHANTREAU Alizée (6H)</i>
S1	Sport Media Consulting and Event Communication Operational Strategy	<i>ROUGER David / FERSING Aurélie 15H</i>	<i>ROUGER David (15H) / FERSING Aurélie 15H</i>
	Event, Experiential, Social and Cultural Marketing for sport & e-sport	<i>VACHIER Sylvain & Romain SOMBRET 15H / FUSCHILLO Gregorio 15H</i>	<i>VACHIER Sylvain & Romain SOMBRET 15H / FUSCHILLO Gregorio 15H</i>
	Sport Career Services and labor market opportunities	<i>Damien INNOCENTI 30H</i>	<i>GHIBAUDDO Alain 30H</i>
	Sport business consulting projects	<i>MALTESE Lionel 15 / VIGNAIS Lucas 15H</i>	
	Droit des compétitions Sportives et de ses acteurs		<i>RIZZO Fabrice 30H</i>
	Strategic Management and sales & Digital marketing in Sports Organizations	<i>MALTESE Lionel 15H / LADIK Daniel 15H</i>	<i>MALTESE Lionel 15H / LADIK Daniel 15H</i>
	Economics and Finance of professional team sports	<i>SIMMONS Rob 30H</i>	<i>DURAND Christophe 30H</i>
S2	Fan experience & stadium strategic management	<i>REQUENA Alejandro 9H / KUDAWOO Joakim 9H / LEPRON Julien 12H</i>	<i>REQUENA Alejandro 9H / KUDAWOO Joakim / LEPRON Julien 12H</i>
	Brand Management in sports organizations	<i>PONS Frank 12H / Marina CAIAZZO 9H / Charlotte VEYRON-Tea TEFANI (9H)</i>	<i>PONS Frank 12H / Marina CAIAZZO 9H / Charlotte VEYRON-Tea STEFANI (9H)</i>
	Corporate social responsibility in sports and Destination Marketing	<i>KUNKEL Thilo 15H / BEE Colleen 15H</i>	<i>FRANCOIS Aurélien 15H / Julien BERENGER 9H / LLORENS Emilie 6H</i>
	Celebrity & Talent Marketing Management	<i>DANGLADE Jean-Philippe 18H / GEOFFROY Kevin 12H</i>	
	Organisation contractuelle du spectacle sportif		<i>MARMAYOU Jean-Michel 30H</i>

Conferences/ Challenge : OM / DELTATRE (NBA-NFL-MLS-JUVE-ATP...) / PARIS 2024 ...

Academics (7)



Colleen Bee



François Carrillat



Aurélien François



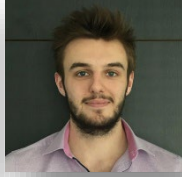
Christophe Durand



Gregorio Fuschillo



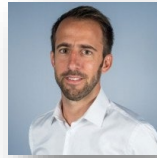
Robert Simmons



Werner Boucher

39 weak ties

Professionals (8)



Sylvain Vachier



Thomas Bouvrande



Marie-Amélie Guillet



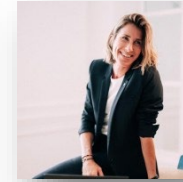
David Rouger



Julien Berenger



Alain Ghibaudo



Marina Caiazza

Academic + Professional + Alumni



Jean-Philippe Danglade

Academic + professional (consulting+executive)



Lionel Maltese

Academics + Professionals (5)



Fabrice Rizzo



Daniel Ladik



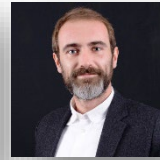
Frank Pons



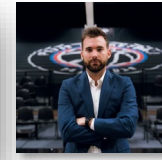
Michael Weisz



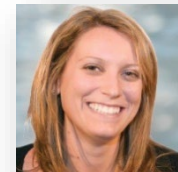
Aurélie Fersing



Damien Innocenti



Alejandro Requena



Emilie Llorens



Amélie Bouan



Benjamine Causse



Ilyes Chaibdra



Tea Stefani

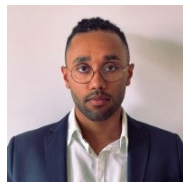
Professionals + Alumni (19) → 49 % in 2023-24



Jean-Michel Marmayou



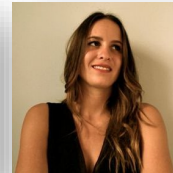
Thilo Kunkel



Joakim Kudawoo



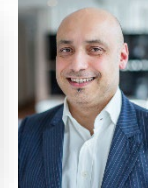
Julien Lepron



Alizée Chantreau



Kevin Geoffroy



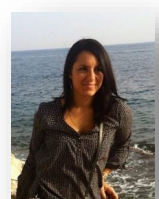
Vincent Chaudel



Romain Sombret



Mohammad Al Nimer

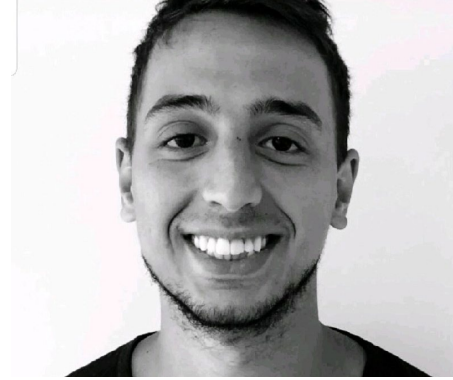


Charlotte Veyron



Lucas Vignais







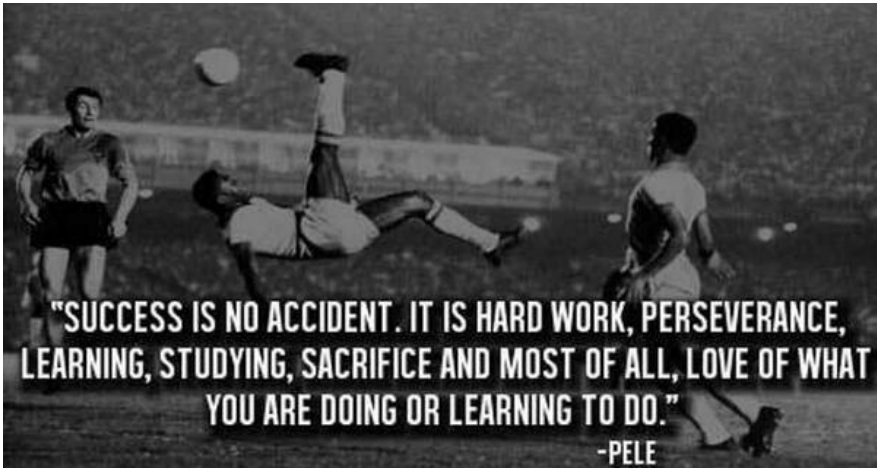
We teach what we are doing in sport business



We are « hardworkers »

“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.”

- Vince Lombardi

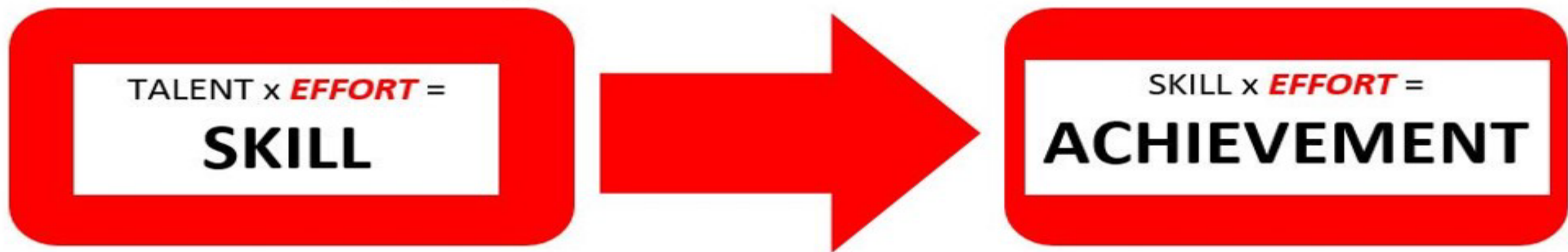


Read more at: GetLighthouse.com/Blog	Not at all like me	Not much like me	Somewhat like me	Mostly like me	Very much like me
New ideas and projects sometimes distract me from previous ones.	5	4	3	2	1
Setbacks don't discourage me. I don't give up easily.	1	2	3	4	5
I often set a goal but later choose to pursue a different one.	5	4	3	2	1
I am a hard worker.	1	2	3	4	5
I have a difficulty maintaining my focus on projects that take more than a few months to complete.	5	4	3	2	1
I finish whatever I begin.	1	2	3	4	5
My interests change from year to year.	5	4	3	2	1
I am diligent. I never give up.	1	2	3	4	5
I have been obsessed with a certain idea or project for a short time but later lost interest.	5	4	3	2	1
I have overcome setbacks to conquer an important challenge.	1	2	3	4	5

We will try to make « grit students » to become « grit & great » sport business women and men

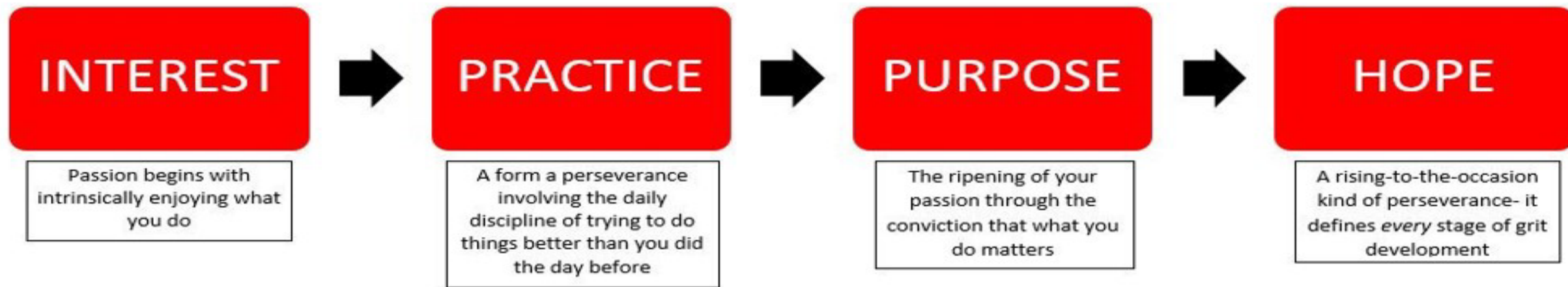


How do you get from talent to achievement?



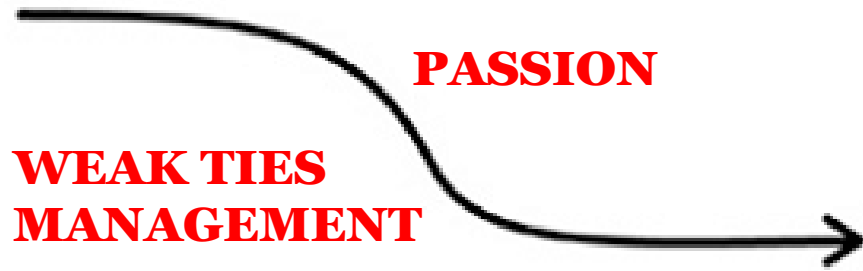
EFFORT requires “GRIT”...

We develop *GRIT* by:





talent x effort = skill



PASSION

**WEAK TIES
MANAGEMENT**

skill x effort = achievement





