



## THE ASMA CONFERENCE



### KYAMBOGO UNIVERSITY

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AFRICAN SPORT  
MANAGEMENT  
ASSOCIATION

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13/11/2011

## CONFERENCE INFORMATION

### INVITATION TO THE INTERNATIONAL CONFERENCE OF THE AFRICAN SPORT MANAGEMENT ASSOCIATION (ASMA)

On behalf of the Organizing Committee of the International Conference of the African Sport Management Association, I hereby write to cordially invite you to the conference scheduled to take place in Kampala (Uganda) between 2<sup>nd</sup> and 4<sup>th</sup> December, 2011. The venue of the conference will be Sports View Hotel, along Jinja Road, Kampala

As you are already aware, the conference will bring together renowned scholars, professionals and practitioners in the fields of sports and recreation to share knowledge, research findings and professional experiences. There is no doubt that the conference will be a beneficial and enriching experience to you as one of the players in the fields of sport/recreation, and that the delegates will benefit from your knowledge and experience in these fields.

The Conference theme is: **Current Status; Challenges and Future Directions in Sports Management**. The sub-themes of the conference are:

1. **Sports leadership**
2. **Legal and Ethical Issues in Sports**
3. **Sports marketing**
4. **Sports and politics**
5. **Management of sports organizations and athletes**
6. **Conflict resolution in sports organizations**
7. **Sports events management**
8. **Sports funding**
9. **Sports tourism**

Key note speakers who have confirmed coming will include:

1. **Prof. Dana D. Brooks** - Dean, College of Physical Activity and Sport Sciences, West Virginia University
2. **Prof. Walter King Ho** - University of Macau
3. **Vice Chancellors** from prominent Universities in the East African region

Kindly spare a moment and check details from ASMA Website [www.asma-online.org](http://www.asma-online.org). Any local Inquiries should be addressed to:

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Looking forward for kind your response,

Yours sincerely,



Dr. Soita Paschal.

**ASSISTANT SECRETARY GENERAL ASMA**

**Conference Management Committee (CMC), Uganda**