



Olympic Games Ceremonies. an Event Management Perspective

John Jossifakis

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Master's Thesis from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 7.5, Leeds Metropolitan University (Carnegie), course: Masters in Event Management, language: English, abstract: The major purpose of this study is to analyse the major impact that an Olympic Games ceremony has on the branding of a city and of a nation, looking to take the current level of research and improving on this with an enhanced analysis of the subject using a case study approach. The study has focused on one main research question. What is the impact of an Olympic Ceremony on the image of a host city? This question was further explored with three core components which were analysed and which included the discovery of the extent to which an Olympic Games ceremony could help to create an image of a specific city / country, the importance ascribed to Olympic Games ceremonies and how they are deemed to be vital in leading to rising tourist numbers as well as a consideration of the major short and long-term socio-economic impacts of an Olympic Games ceremony on a host city.

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