

Leveraging the cancellation of the in-person Illinois Marathon for sense of community

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Research objective

The current study explored how the cancellation of an in-person sport event was leveraged (i.e., strategically planned) for sense of community among event participants.



Virtual challenge

A 25-week virtual sport event in 2020 and 2021



A small-scale in-person race

A small-scale in-person race titled "Run to Remember" on Sep 11, 2021

Research highlight: The cancellation of in-person events was leverageable. To create sense of community among participants, event managers had to intentionally add more educational and interactive components to the sport and event program when in-person events were canceled.

Reference: Chen, G., Welty Peachey, J., & Stodolska, M. (2nd Review). Leveraging the cancellation of in-person sport events for sense of community: The case of the Illinois Marathon. *Event Management*.