

Deane Swanson
M.Ed., Springfield College 1975
Lecturer

Research Interests

Effective Sports Industry strategies relating to media (recognizing trends, managing image), guest services (enhancing the fan experience), and event operations (instituting standards & practices, collaborating with cross functional teams)

Undergraduate Courses Taught

KIN 352K Sport, Fitness and Mass Media
KIN 355 Media and Public Relations in Sport

Graduate Courses – Guest Speaker

KIN 395 Facility and Event Management

Student Mentoring

Support and Assist Students in gaining experience in the Sports Industry

Professional Outreach

Dell Technologies Match Play, Program Coordinator, 2019-2021
Circuit of the Americas, Guest Services, Manager, F1, Moto GP, 2016-2017
Lollapalooza, Crowd Services, Volunteer Director, 2017

Presentations

Employee Case Study, Red Bull Energy Drink, 2019; Organizing Large Scale Events, Johnson & Wales University, Denver, CO & Western New England University, Springfield, MA, 2014-2015;
Panelist, Women in Sports and Events (WISE) Symposium, Syracuse University, Falk College, Syracuse, NY, 2014

Selected Awards, Honors, Distinctions

ESPN X Games – Sports Emmy Award 2014, Sports Travel Award 2014, Gala Award 2005