

Events Management An Introduction

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Events Management Glenn Bowdin 2012-05-23 Events Management is the must-have introductory text providing a complete A-Z of the principles and practices of planning, managing and staging events. The book: introduces the concepts of event planning and management presents the study of events management within an academic environment discusses the key components for staging an event, covering the whole process from creation to evaluation examines the events industry within its broader business context, covering impacts and event tourism provides an effective guide for producers of events contains learning objectives and review questions to consolidate learning Each chapter features a real-life case study to illustrate key concepts and place theory in a practical context, as well as preparing students to tackle any challenges they may face in managing events. Examples include the Beijing Olympic Games, Google Zeitgeist Conference, International Confex, Edinburgh International Festival, Ideal Home Show and Glastonbury Festival. Carefully constructed to maximise learning, the text provides the reader with: a systematic guide to organizing successful events, examining areas such as staging, logistics, marketing, human resource management, control and budgeting, risk management, impacts, evaluation and reporting fully revised and updated content including new chapters on sustainable development and events, perspectives on events, and expanded content on marketing, legal issues, risk and health and safety management a companion website: www.elsevierdirect.com/9781856178181 with additional materials and links to websites and other resources for both students and lecturers

International Best Practice in Event Management David W G Hind 2019-09-02 If you want to uplift your career as an event manager in the global events industry, this book will be a trusted friend and a powerful tool in helping your work to meet the international best practice standard. Written as a practical book on event management with a writing style that is as reader-friendly as possible, this book covers all aspects of staging an event - preparing, planning, developing a business plan, designing the concept, selecting the venue, managing health, safety, security and emergencies at the event, managing people at the event, and evaluating the success of the event. The contents of this book have been aligned to the national occupational standards for the United Kingdom's events industry. Thus, this book offers the reader not only a relevant best practice book, but also the current one for their professional reference.

Sport Facility and Event Management Thomas J. Aicher 2015-02-10 Sport Facility and Event Management focuses on the major components of both facility and event management: planning, financing, marketing, implementation, and evaluation. It integrates timely theoretical foundations with real world practicality and application to provide the reader with a strong foundation in facility and event management. The authors focus on a broad range of facilities and events to demonstrate the diversity of the industry, which encompass recreation, leisure, health and fitness, in addition to the more commonly discussed sport facilities and events. The text's robust pedagogy includes chapter learning objectives, industry expert spotlights, vignettes, case studies, discussion questions, and tip points, as well as actual examples from the industries covered throughout the book.

Risk Management for Events Julia Rutherford Silvers 2020-12-28 Risk Management for Events is a comprehensive and practical guide that supports academic and professional development programs to prepare individuals for entering or advancement in the international events industry. Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities — legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures that the hosting organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. This new edition has been revised and updated to include: New case studies and examples from a wide range of international destinations and different types of events. Updated statistics and data throughout. New content on emergent risk, on-site decision-making, terrorism, and public health, including the COVID-19 pandemic, and corruption within events. Updated online material, including a case study archive and weblinks to useful resources. This will be an invaluable resource for all those studying events management.

Events and the Social Sciences Hazel Andrews 2013 This book is the first dedicated to the intersections between the social sciences and the emerging field of events management. It applies and specifically contextualises social science theories within the discourse of events to provide a greater understanding of the significance of events in contemporary society. It first outlines the value of approaching the study of events from a social science perspective, and then moves on to an in-depth exploration of relevant theories exploring topics such as identity, culture, consumerism, representation and place. It concludes with a summary of each chapter and a discussion of ways in which events can be further explored through the lens of the social sciences.

Wedding Planning and Management Maggie Daniels 2013-11-12 Wedding Planning and Management: Consultancy for Diverse Clients, 2nd Edition provides students, consultants, vendors, scholars and engaged couples with a comprehensive introduction to the business of weddings. Looking through an event management lens, this is the only book to thoroughly explore the fundamentals of weddings, including historical and cultural foundations, practice, and the business of wedding planning in one volume. An emphasis on diversity, traditions from cultures around the globe are integrated throughout with over 80 international case studies that inspire and set standards for best practice. Since the first edition, there have been many changes in the business of weddings and this second edition has been updated in the following ways: Updated content to reflect recent issues and trends in areas such as family dynamics, media influences, impacts of technology, legislation and the global economy. Every chapter is updated with the most recent research, statistics, vendor information and consultant guidelines. New international case studies explore current research, cultural traditions, vendor relations and consulting best practice. New companion website for instructors that includes PowerPoint slides, case study solutions, additional discussion ideas and assignments. The book is illustrated in full color and contains over 150 images by top wedding photojournalist Rodney Bailey end-of-chapter checklists, practical scenarios and review questions to test readers' knowledge as they progress. Maggie Daniels and Carrie Loveless bring a combination of over 40 years of industry practice and teaching experience, and have written a book that is the ideal guide to successful wedding planning and management.

Events Management Charles Bladen 2022-06-29 Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multidisciplinary nature of events management and provides the student with all the practical skills and professional knowledge they need to succeed in the events industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources, in a vast array of different event settings from sport to political events. This new edition has been updated to include: - New and updated content on technological developments in events such as: virtual/hybrid events, artificial intelligence, virtual/augmented reality, holograms in music events, software for event planning, and projection mapping - New content on: eSports, the sustainability sector, employability skills, policy changes, diversity & inclusion, ethics and responsibility in events, and contemporary event safety and security issues including the threat of terrorism. - New and updated case studies that cover a wider range of regions. - A fully updated and extended companion website that includes web and video links, quizzes and a case study archive for students as well as PPT slides for instructors and a brand-new instructor manual full of teaching strategy ideas. Every topic is brought to life through vivid case studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience of working in the events industry, Events Management: An Introduction is the essential course text for any events management programme

Event Portfolio Management Vladimir Antchak 2019-09-01 A concise introduction to portfolio theory and methods for use in event management and event tourism. Divided into 2 parts of 'Theory' and 'Practice' it explains why it is important in event studies and management, and then shows how related methods can be used and adapted using real world international case studies.

Event Impact Assessment Donald Getz 2018-11-30 Impact assessment can be highly technical and complex, requiring a broad knowledge base and diverse skills, but like evaluation, it is a process fraught with philosophical, technical and political perils. Why is it done, by whom, and how, must be carefully planned. Impacts cannot always be 'proven', so the nature of evidence becomes critical. Accordingly, a strong theoretical base is needed by all IA practitioners. Whilst economic impacts have received a great deal of attention, with sufficient material available to guide all applications, for social, cultural and environmental IA the theory and practice has lagged. In the context of Triple Bottom Line, social responsibility and sustainability approaches most of the available literature is on normative goals (such as going green, meeting sustainability standards), the nature of positive and negative impacts (a descriptive approach or based on public input), or theory about how impacts occur: very little theory development or praxis has been directed at impact assessment for these applied fields. In response to this lack of information, Event Impact Assessment is the first text to: * Develop professionalism for IA and evaluation in these applied management fields. * Position impact assessment within sustainability and responsibility paradigms. * Recommend goals, methods and measures for planning, evaluation and impact assessment pertaining to events and tourism. * Encourage the adoption of standard methods and key performance indicators in evaluation and impact assessment in order to facilitate valid comparisons, benchmarking, reliable forecasts, transparency and accountability. * Provide concepts and models that can be adapted to diverse situations. * Connect readers to the research literature through use of Research Notes and provision of additional readings. This text also works well as a companion text to Event Evaluation: Theory and methods for event management and tourism. The Events Management Theory and Methods Series examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. Each compact volume contains overviews of mainstream management theories and methods, examples from the events literature, case studies, and guidance on all aspects of planned-event management. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. Series editor: Donald Getz. With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources.

An Introduction to the Event-Related Potential Technique, second edition Steven J. Luck 2014-05-30 An essential guide to designing, conducting, and analyzing event-related potential (ERP) experiments, completely updated for this edition. The event-related potential (ERP) technique, in which neural responses to specific events are extracted from the EEG, provides a powerful noninvasive tool for exploring the human brain. This volume describes practical methods for ERP research along with the underlying theoretical rationale. It offers researchers and students an essential guide to designing, conducting, and analyzing ERP experiments. This second edition has been completely updated, with additional material, new chapters, and more accessible explanations. Freely available supplementary material, including several online-only chapters, offer expanded or advanced treatment of selected topics. The first half of the book presents essential background information, describing the origins of ERPs, the nature of ERP components, and the design of ERP experiments. The second half of the book offers a detailed treatment of the main steps involved in conducting ERP experiments, covering such topics as recording the EEG, filtering the EEG and ERP waveforms, and quantifying amplitudes and latencies. Throughout, the emphasis is on rigorous experimental design and relatively simple analyses. New material in the second edition includes entire chapters devoted to components, artifacts, measuring amplitudes and latencies, and statistical analysis; updated coverage of recording technologies; concrete examples of experimental design; and many more figures. Online chapters cover such topics as overlap, localization, writing and reviewing ERP papers, and setting up and running an ERP lab.

Special Event Production Doug Matthews 2008 A companion to "Special Events Production: The Resources," this text analyzes the process of event planning to provide a unique guide to producing events. It explains budgeting and resource concerns, planning and cost projections, and the role of the well-crafted proposal.

Event Management For Dummies Laura Capell 2013-08-02 Whether you want to break into this burgeoning industry, or you simply need to plan an event and don't know where to start, there's something for all would-be event planners in Event Management For Dummies. Packed with tips, hints and checklists, it covers all aspects of planning and running an event - from budgeting, scheduling and promotion, to finding the location, sorting security, health and safety, and much more. Open the book and find: Planning, budgeting and strategy Guests and target audience Promoting and marketing events Location, venue and travel logistics Food, drink, entertainment and themes Security, health and safety, permissions, insurance and the like Tips for building a career in event management

Events Management Charles Bladen 2017-10-24 Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multi-disciplinary nature of events management and provides the student with all the practical skills and professional knowledge they need to succeed in the events industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources in a vast array of different event settings from sport to political events. This new edition has been updated to include: - New content on events feasibility, event technology, event bidding, stage management of events and measurement and evaluation of events. - New and updated case studies that include emerging economies - New industry voices by international practitioners Every topic is brought to life through vivid case-studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience working in the events industry, Events Management: An Introduction is the essential course text for any events management programme.

Sustainable Event Management Meegan Lesley Jones 2017-12-06 Across the world each year events of every shape and size are held: from community events, school fairs and local business functions through to the world's largest festivals, music events, conferences and sporting events. As well as causing celebration and giving voice to issues, these public parties use up resources, send out emissions and generate mountains of waste. Events also have the power to show sustainability in action and every sustainably produced event can inspire and motivate others to action. Written by a leader in event sustainability management, this book is a practical, step-by-step guide taking readers through the key aspects of how to identify, evaluate and manage event sustainability issues and impacts and to use the event for good - it's for events of any style and scale, anywhere in the world. Now in its third edition, this is the indispensable one-stop guide for event professionals and event management students who want to adjust their thinking and planning decisions towards sustainability, and who need a powerful, easy-to-use collection of tools to deliver events sustainably.

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Management of Event Operations Julia Tum 2006-08-11 The Management of Event Operations: project management, planning and customer satisfaction provides an introduction to the management of operations for the event planner and venue provider. Taking an holistic view of an event enterprise, it links the traditional topics within operations management to present a coherent and hands-on approach specifically for the events manager. The approach is pragmatic and is dictated by practical consequences and considerations, which are so important to an event manager who balances many views and needs from diverse stakeholders.

Events Management Dimitri Tassiopoulos 2010 Managing events is both an art and a science. Events managers need to understand and fully embrace the multi-dimensional nature of events management, and cultivate the leadership skills and attitudes in themselves and those they manage. The importance of successfully staging events has increased around the world, as more government agencies begin to realise the potential benefit of using events as strategic development tools. This third edition provides a definitive grounding in the development and management of small to large scale events. The book provides an introduction to events management, then goes on to examine the design, administration and marketing of events, as well as the operational and risk management aspects. It also deals with applied events management through a number of event genre types.

Travel Marketing, Tourism Economics and the Airline Product Mark Anthony Camilleri 2017-10-03 This book provides a comprehensive introduction to travel marketing, tourism economics and the airline product. At the same time, it provides an overview on the political, socio-economic, environmental and technological impacts of tourism and its related sectors. This publication covers both theory and practice in an engaging style, that will spark the readers' curiosity. Yet, it presents tourism and airline issues in a concise, yet accessible manner. This will allow prospective tourism practitioners to critically analyze future situations, and to make appropriate decisions in their workplace environments. Moreover, the book prepares undergraduate students and aspiring managers alike with a thorough exposure to the latest industry developments. Dr. Camilleri provides tourism students and practitioners with a clear and comprehensive picture of the main institutions, operations and activities of the travel industry. Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, Evanston/Chicago, IL, USA "This book is the first of its kind to provide an insightful and well-structured application of travel and tourism marketing and economics to the airline industry. Student readers will find this systematic approach invaluable when placing aviation within the wider tourism context, drawing upon the disciplines of economics and marketing." Brian King, Professor of Tourism and Associate Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong "The remarkable growth in international tourism over the last century has been directly influenced by technological, and operational innovations in the airline sector which continue to define the nature, scale and direction of tourist flows and consequential tourism development. Key factors in this relationship between tourism and the airline sector are marketing and economics, both of which are fundamental to the success of tourism in general and airlines in particular, not least given the increasing significance of low-cost airline operations. Hence, uniquely drawing together these three themes, this book provides a valuable introduction to the marketing and economics of tourism with a specific focus on airline operations, and should be considered essential reading for future managers in the tourism sector." Richard Sharpley, Professor of Tourism, School of Management, University of Central Lancashire, UK "The book's unique positioning in terms of the importance of and the relationships between tourism marketing, tourism economics and airline product will create a distinct niche for the book in the travel literature." C. Michael Hall, Professor of Tourism, Department of Management, Marketing and Entrepreneurship, University of Canterbury, Christchurch, New Zealand "A very unique textbook that offers integrated lessons on marketing, economics, and airline services. College students of travel and tourism in many parts of the world will benefit from the author's thoughtful writing style of simplicity and clarity." Liping A. Cai, Professor and Director, Purdue Tourism & Hospitality Research Center, Purdue University, West Lafayette, IN, USA "An interesting volume that provides a good coverage of airline transportation matters not always well considered in tourism books. Traditional strategic and operational issues, as well as the most recent developments and emerging trends are dealt with in a concise yet clear and rational way. Summaries, questions and topics for discussion in each chapter make it a useful basis for both taught courses or self-education." Rodolfo Baggio, Professor of Tourism and Social Dynamics, Bocconi University, Milan, Italy "This is a very useful introductory book that summarises a wealth of knowledge in an accessible format. It explains the relation between marketing and economics, and applies it to the business of airline management as well as the tourism industry overall." Xavier Font, Professor of Sustainability Marketing, School of Hospitality and Tourism Management, University of Surrey, UK and Visiting Professor, Hospitality Academy, NHTV Breda, Netherlands "This book addresses the key principles of tourism marketing, economics and the airline industry. It covers a wide range of theory at the same time as offering real-life case studies, and offers readers a comprehensive understanding of how these important industries work, and the underpinning challenges that will shape their future. It is suitable for undergraduate students as well as travel professionals, and I would highly recommend it." Clare Weeden, Principal Lecturer in Tourism and Marketing at the School of Sport and Service Management, University of Brighton, UK "In the current environment a grasp of the basics of marketing to diverse consumers is very important. Customers are possessed of sophisticated knowledge driven by innovations in business as well from highly developed technological advances. This text will inform and update students and those planning a career in travel and tourism. Mark Camilleri has produced an accessible book, which identifies ways to accumulate and use new knowledge to be at the vanguard of marketing, which is both essential and timely." Peter Wiltshier, Senior Lecturer & Programme Leader for Travel & Tourism, College of Business, Law and Social Sciences, University of Derby, UK "This contemporary text provides an authoritative read on the dynamics, interactions and complexities of the modern travel and tourism industries with a necessary, and much welcomed, mixture of theory and practice suitable for undergraduate, graduate and professional markets." Alan Fyall, Orange County Endowed Professor of Tourism Marketing, University of Central Florida, FL, USA

Managing Sport Business David Hassan 2018-05-11 Contemporary sport is both a sophisticated and complex international business and a mass participatory practice run largely by volunteers and community organisations. Now in a fully revised and expanded second edition, this authoritative and comprehensive introduction to the theory and practice of sports management helps to explain the modern commercial environment that shapes sport at all levels and gives clear and sensible guidance on best practice in sports management, from elite sport to the local level. The first section examines the global context for contemporary sports management. The second explores the key functional areas of management, from organisation and strategy to finance and marketing, and explains how successful managerial techniques can be applied in a sporting context. The final section surveys a wide range of important issues in contemporary sports management, from corporate social responsibility to the use of information and communication technologies. Together, these sections provide a complete package of theory, applied practical skills and a state-of-the-art review of modern sport business. Complemented by a companion website full of additional resources, this book is essential reading for all students of sport management and sport business.

Events Management Charles Bladen 2022 Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multidisciplinary nature of events management and provides the student with all the practical skills and professional knowledge they need to succeed in the events industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources, in a vast array of different event settings from sport to political events. This new edition has been updated to include: New and updated content on technological developments in events such as: virtual/hybrid events, artificial intelligence, virtual/augmented reality, holograms in music events, software for event planning, and projection mapping. New content on: eSports, the sustainability sector, employability skills, policy changes, diversity & inclusion, ethics and responsibility in events, and contemporary event safety and security issues including the threat of terrorism. New and updated case studies that cover a wider range of regions. A fully updated and extended companion website that includes web and video links, quizzes and a case study archive for students as well as PPT slides for instructors and a brand-new instructor manual full of teaching strategy ideas. Every topic is brought to life through vivid case studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience of working in the events industry, Events Management: An Introduction is the essential course text for any events management programme.

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Events Marketing Management Vna Reic 2016-09-19 This textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events. In order to market events effectively, it is vital to consider marketing of events from the organiser's perspective and to link it to that of the consumers attending events. As such, this is the first book on the topic which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin - the supply and the demand - in the specific context of events. The book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events. The use of technology, importance of sponsorship and PR are also considered. International case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book, spur critical thinking and further students' knowledge. This accessible and comprehensive account of Events Marketing and Management is essential reading for all students and future managers.

The 21st Century Meeting and Event Technology Seungwon "Shawn" Lee 2017-03-03 Here is the first book to specifically and comprehensively address the rapid changes and advances in technology in the planning, management, and marketing of meetings and events. The multigenerational trio of authors, including Joe Goldblatt and two of his former students, Seungwon "Shawn" Lee and Dessislava Boshnakova, cover the most important aspects of using technology for today's meetings and events, such as How to harness the power of social media How to use crowdsourcing effectively How to choose appropriate room layout design software How to manage and use guest-generated content How to measure and evaluate your success How to choose meeting registration software How to promote your meeting with blogs, websites, podcasts, and more How to hold virtual meetings and events How to use search engine optimization to advantage The area of meeting and event technology is a fast-growing component of the meetings, incentives, conventions and exhibition (MICE) industry. With a foreword by Corbin Ball, an internationally renowned speaker, consultant and writer in the meetings and events technology field, The 21st Century Meeting and Event Technologies will be an essential resource for hospitality students and business professionals. Faculty may request an examination copy from info@appleacademicpress.com. Please provide your name and title, course start date, current text, number of students, and your institution address.

Sports Event Management Ben Tyson 2016-04-01 Exploring sports event management from a Caribbean, small island developing state perspective, this volume uses the events of the recently held Cricket World Cup 2007 (CWC 2007) as a launching pad for identifying best practices and the way forward. The CWC 2007 was the first time in any sport, a World Cup was staged in nine independent countries. None of the Caribbean territories hosting a match has a population larger than Jamaica's 3.4 million; most have less than a quarter of a million people; economies are small and infrastructure limited. The hosting of this event produced significant lessons that the region and the world can learn from concerning sports event management.

Event Management for the Tourism and Hospitality Industries Bonita M. Kolb 2021-06-30 Event Management for the Tourism and Hospitality Industries provides a theoretical and practical approach to teach students of Tourism and Hospitality the basics of planning, managing and evaluating all types of events. Chapters cover skills such as visitor segmentation, product analysis, developing a budget, promotion and after-event assessment. Special emphasis is placed on critical issues now facing event managers such as environmental sustainability and awareness of cultural diversity, technology and community engagement. The reader will learn the necessity of connecting events with the community heritage and culture to provide the local, personalized experience desired by visitors. Each chapter covers a unique step in the planning process and corresponds to a section of a detailed event plan outline found at the end of the book that can be submitted as a semester-long assignment. Making use of international case studies in every chapter, this book provides real-world examples to contextualize the information given. This will be essential reading for all Tourism and Hospitality students with an interest in Events Management and Design, and for practitioners employed in tour companies, cruise ships, destination management organizations and cultural festivals.

Event Planning and Management Ruth Dowson 2018-11-03 Event Planning and Management, second edition, is an ideal resource for those seeking a step by step formula to plan and deliver a successful event. With the vital balance of professional experience behind them, the authors teach the next generation of event planners with unrivalled knowledge, ensuring an effective event process from start to finish. This book delivers practical understanding of the theory and practice needed to activate each stage of planning, from initial venue selection, budgeting and programme content, to managing stakeholders and sponsors, promotion, risk assessment, safety and post-event evaluation. Fully revised, the second edition of Event Planning and Management expands on managing events on the day, and explores the PR and experiential marketing boom for live brand experiences. Including updated real-world case studies from around the globe, it also features an invaluable toolkit of templates, planning checklists and budget sheets. Accompanied by a host of downloadable resources, this book is the ideal end to end resource for both event planning modules and certifications, plus busy marketing and PR professionals facing the new wave of live brand and customer experiences.

Event Management Greg Damster 2005 Dealing with event management in developing countries, specifically South Africa, this textbook confronts the specific challenges of creating well-run events in places where world-class catering and party supplies are not as readily available as in developed nations. Complete with advice about all aspects of managing an event, the second edition incorporates additional graphs, tables, and photographs, as well as new material about the legal aspects of event planning.

Knowledge Management in Event Organisations Raphaela Staedler 2021-03-31 Provides an in-depth understanding of the challenging nature of events, where knowledge needs to be created and shared both pre-event and during the event, as well as stored effectively post-event. Generic KM frameworks and models are introduced, applied and adapted in order for event organisers to avoid reinventing the wheel each year.

Events Management Peter Robinson 2010 Event management studies are fast growing in popularity, covering a diverse range of activities such as music and film festivals, concerts, sporting events and conferences. This textbook gives a broad and practical coverage of the major themes in events. Outlining both the historical developments and current state of the industry, whilst also taking into account wider political and cultural issues, the book covers the different elements of planning, project management, health and safety, funding, operations, human resources, marketing and logistics that are vital for successful management. Critical issues such as impacts, sustainability and legacy of events are also discussed. Supported by international case studies and review questions, Events Management provides a current and up-to-date view of the industry in this field.

Event Studies Donald Getz 2016-02-22 Event Studies is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them. This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture. New to this edition: New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field Extended coverage of philosophy and research methods and how they can best be used in event studies: social media as a marketing tool; and the class and cultural influences of events New and additional case studies throughout the book from a wide range of international events Companion website to include PowerPoint slides and updated Instructor's Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.

The Business of Events Management John Beech 2014-04-18 Events Management 1e John Beech, Sebastian Kaiser and Robert Kaspar The Business of Events Management provides an accessible and lively introduction to the practice of managing an event, festival, conference or congress. Written by a team of international experts, the book incorporates the latest thinking in events management and highlights key theories, concepts and models by using a range of case studies and examples. This book will enable you to: Manage the financial aspects of events management Understand the impact of events on built and natural environments Explain the role of volunteers in an event and understand the challenges that managing them involves Understand the key issues in planning and designing a venue Each chapter features a real-life case study to illustrate key concepts and place theory in a practical context, as well as preparing students to tackle any challenges they may face in managing events. Case studies include the Edinburgh International Festival, the 2010 Winter Olympics and Indian Premier League Cricket.

The Routledge Handbook of Festivals Judith Mair 2018-09-03 In recent times, festivals around the world have grown in number due to the increased recognition of their importance for tourism, branding and economic development. Festivals hold multifaceted roles in society and can be staged to bring positive economic impact, for the competitive advantage they lend a destination or to address social objectives. Studies on festivals have appeared in a wide range of disciplines, and consequently, much of the research available is highly fragmented. This handbook brings this knowledge together in one volume, offering a comprehensive evaluation of the most current research, debates and controversies surrounding festivals. It is divided into nine sections that cover a wide range of theories, concepts and contexts, such as sustainability, festival marketing and management, the strategic use of festivals and their future. Featuring a variety of disciplinary, cultural and national perspectives from an international team of authors, this book will be an invaluable resource for students and researchers of event management and will be of interest to scholars in the fields of anthropology, sociology, geography, marketing, management, psychology and economics.

Event Stakeholders Donald Getz 2019-02-11 Focuses on stakeholder theory applied to event management and goes beyond traditional approaches by treating event management as an applied field. It looks at issues such as stakeholder relationships and the management functions of planning, organizing, staffing, directing and controlling in the events sector.

Tourism Management Clare Inkson 2022-09-14 This introductory text provides readers with a robust understanding of tourism and its industries, including how destinations are developed, marketed and managed, and how tourism impacts communities, environments and economies. The authors discuss the critical issues affecting 21st century tourism, such as sustainability, the climate crisis, globalisation, community, technology, the environment and the sharing economy. The text has been fully updated in light of the Covid-19 pandemic and its notable, and in some cases lasting, impacts on the tourism industry. The text features new mini-case studies (snapshots) and international case studies from countries around the globe including USA, Saudi Arabia, India, China, New Zealand, Australia, Namibia and the UK. It discusses the latest trends in transport, hospitality, attractions and the travel trade and includes examples from major tourism companies including Trip.com, TUI and Airbnb. The book is suitable for students who are starting their tourism studies as part of their college or university education. Clare Inkson is a Senior Lecturer in Tourism and Course Leader of BA Tourism with Business at the University of Westminster, London. Lynn Minnaert is the Academic Director and Clinical Associate Professor at New York University's Jonathan M. Tisch Center for Hospitality and Tourism.

Events Project ManagementHanya Pielichaty 2016-11-10 This book provides events management students with an accessible and essential introduction to project management. Written by both academics and industry experts, Events Project Management offers a unique blend of theory and practice to encourage and contextualise project management requirements within events settings. Key questions include: What is project management? How does it connect to events management? What is effective project management within the events sector? How does academic theory connect to practice? The book is coherently structured into 12 chapters covering crucial event management topics such as stakeholders, supply chain management, project management tools and techniques, and financial and legal issues. Guides, templates, case study examples, industry tips and activity tasks are integrated in the text and online to show practice and aid knowledge. Written in an engaging style, this text offers the reader a thorough understanding of how to successfully project manage an event from the creative idea to the concrete product. It is essential reading for all events management students.

Strategic Sports Event ManagementGuy Masterman 2014-05-16 The hosting of sports events – whether large international events, or smaller niche events – can have a significant and long-lasting impact on the local environment, economy and society. Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. Combining a unique conceptual framework with a practical, step-by-step guide to planning, organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and long-term. This fully revised and updated third edition uses international case studies in every chapter, from the NBA and NFL to Formula One and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of the London Olympic Games, the ultimate sporting event and an important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including sports organizations, such as the IOC, FIFA and IAAF, and their interactions with event partners, the media and promoters short-term and long-term benefits of the planning process event impact and legacy operational functions including finance, ticketing, transport, venues, IT, human resources, and security marketing and communications, including social networking and new media the bidding process research and evaluation. Strategic Sports Event Management is the leading sports event management textbook and is now accompanied by a companion website containing a range of additional teaching and learning features. The book is important reading for all students of sport management or event management, and all practising event managers looking to develop their professional skills.

Festival and Events ManagementIan Yeoman 2012-06-14 Festival and Events Management: an international perspective is a unique text looking at the central role of events management in the cultural, tourism and arts industries. With international contributions from industry and academia, the text looks at the following: * Events & cultural environments * Managing the arts & leisure experience * Marketing, policies and strategies of art and leisure management Chapters include exercises, and additional teaching materials and solutions to questions are provided as part of an accompanying online resource.

Successful Event ManagementAnton Shone 2004

Events ManagementRazaq Raj 2013-02-28 Electronic Inspection Copy available to instructors here Praise for the previous edition: ?This is an excellent publication that correctly reviews the external environment associated with events, both in the context of the theoretical and operational? - Neil Robinson, Salford Business School, University of Salford, UK The new edition of this popular accessible text gives students a thorough and contemporary grounding in both the fundamentals and strategic responsibilities of successful event management. Purposefully broad in scope, the text combines theory with practical knowledge and terminology, ensuring readers develop a flexible and commercially-acute skill set. Topics covered range from law, marketing and finance to introductory guides to sound, lighting and multimedia equipment, providing students with the practical knowledge they need for a career in Events Management. Theory is brought to life in a range of case studies and examples throughout the text. As well as updated examples and legislation, this edition introduces new chapters on: Event entrepreneurship Project management and financing New Multimedia technology for events organisers Sustainable festivals and events Long term legacy and impacts The future of the industry An accompanying Companion Website provides students with discussion questions and video links. The website also provides an Instructor?s Manual and PowerPoint slides for lecturers. This text is an ideal resource for undergraduate students who are studying Events Management for the first time. Visit the Companion Website at www.sagepub.co.uk/raj

Events ManagementNicole Ferdinand 2012-03-23 Electronic Inspection Copy available for instructors here Written by a team of twenty-five high profile, international authors, this exciting new text successfully combines theory and practice, making it a must-have for all students of Events Management. Events Management: An International Approach provides comprehensive coverage of all the most common types of events, preparing students for a future career in Events Management. Covering key issues such as fundraising, sponsorship, globalization and sustainability, this text addresses the challenges and examines the realities of events management in an international context. A wide range of case studies and examples look at sporting, music, catering and fundraising events across Europe, Africa, Asia, Australia and North America. Key features include: • An international approach, drawing on a wide range of cases from around the world • Extensive pedagogical features such as Diary of an Event Manager and Exercises in Critical Thinking • A companion website offering a full Instructor's Manual, PowerPoint slides, additional case studies and links to SAGE journal articles This book is essential reading for all undergraduate and postgraduate students studying Events Management. Visit the Companion Website at www.sagepub.co.uk/ferdinand Nicole Ferdinand is Senior Lecturer in Events Management at the London Metropolitan Business School. Paul J. Kitchin is Lecturer in Sports Management at the University of Ulster.

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