

Essence Festival Sponsorship Package

Festival and Special Event Management IEG Sponsorship Sourcebook Sponsoring the Arts Festival Management & Event Tourism Managing Festivals and Tourism Events The Official ... International Directory of Special Events & Festivals IEG Directory of Sponsorship Marketing The Official Directory of Festivals, Sports & Special Events Practicing Responsible Tourism Best Cases on Tourism and Cultural Festivals in APEC Member Economies Atlantic Stern's Performing Arts Directory The 2009 entertainment, media & advertising market research handbook Event Management & Event Tourism Film Music and Musicians Wine East Musician Migizi Express Black Enterprise *Johnny Allen Mary Allen Philip J. Alexander Lynn C. Harrison Kelli D. Washington Donald Getz*

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festivals and special events have grown into a massive industry worldwide generating billions of dollars for regional centers states and countries festival and special event management provides a comprehensive overview of the theory and procedures essential to managing festivals and special events australian authors

this book of tourism case studies addresses 20 important themes in tourism at the local regional and national levels topics include community tourism tourism impacts and travel and transportation

this handbook combines current market statistics with trend analysis and marketing strategies covering such key topics as television radio newspapers consumer magazines filmed entertainment news media cable and satellite media advertising branded entertainment outdoor advertising recorded music concerts and events online advertising

online video mobile marketing and behavioral targeting

this book provides both an overview of event studies and a foundation for professional event management

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