

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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