

Essence Festival Sponsorship Package

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

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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 elsevierdirect.com/9781856178181 with additional materials and links to websites and other resources for both students and lecturers

event marketing provides a comprehensive guide to leveraging event experiences for business growth it emphasizes that events are not isolated occurrences but integral components of a broader marketing strategy aimed at boosting brand awareness lead generation and customer acquisition the book delves into strategic event planning engagement driven execution and post event roi analysis highlighting the importance of data driven approaches in today's competitive landscape it also uncovers the evolution of event marketing from basic demos to integrated campaigns providing context for current best practices and future trends this book stands out by emphasizing the creation of engaging memorable experiences it guides readers through the entire event marketing process from defining target audiences and setting objectives to pre event promotion on site engagement and post event follow up furthermore it offers a framework for calculating event roi using data analytics and continuously improving event marketing strategies

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

black enterprise is the ultimate source for wealth creation for african american professionals entrepreneurs and corporate executives every month black enterprise delivers timely useful information on careers small business and personal finance

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

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

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