

Essence Festival Sponsorship Package

Events Management Event Marketing Festival and Special Event Management Introduction to Business Sponsoring the Arts Festival Management & Event Tourism IEG Sponsorship Sourcebook Managing Festivals and Tourism Events The Official ... International Directory of Special Events & Festivals IEG Directory of Sponsorship Marketing Practicing Responsible Tourism The Official Directory of Festivals, Sports & Special Events Best Cases on Tourism and Cultural Festivals in APEC Member Economies The 2009 entertainment, media & advertising market research handbook Atlantic Event Management & Event Tourism Migizi Express Hispanic Media & Market Source Wine East Stern's Performing Arts Directory Glenn Bowdin Bianca Harrington Johnny Allen Heidi M. Neck Mary Allen Philip J. Alexander Lynn C. Harrison Kelli D. Washington Donald Getz

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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

expands on the coverage and discussion of event management issues and strategies introduced in the first and second editions

introduction to business for a sustainable and entrepreneurial future engages and prepares students for their professional journeys regardless of their career aspirations best selling authors heidi m neck christopher p neck and emma l murray encourage readers to see themselves in the world of business and develop the mindset and skill set they need to succeed the updated second edition features a diverse set of examples and cases from inspiring startups and small businesses to corporations illustrating how businesses can prosper and create positive impact this text is offered in sage vantage an intuitive learning platform that integrates quality sage textbook content with assignable multimedia activities and auto graded assessments to drive student engagement and ensure accountability unparalleled in its ease of use and built for dynamic teaching and learning vantage offers customizable lms integration and best in class support instructors see how vantage works take a brief self guided tour with our interactive demo simulation based learning available only in sage vantage assignable simulation activities offer students an engaging hands on way to deepen their understanding of core concepts and sharpen their decision making skills using workplace scenarios aligned with learning objectives and tailored to each chapter these activities provide students with immediate feedback to enhance their learning and build their confidence

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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