

Key Concepts In Event Management

International Best Practice in Event Management
Event Management
Events Management
Event Planning
Events Management
Key Concepts in Event Management
Event Management
Event Management
Event Management: How to Apply Best Practices to Small Scale Events
Event Management
Successful Event Management
Event Planning and Management
Event Management in Sport, Recreation and Tourism
Special Events
Event Management For Dummies
Festival and Events Management
Events Management
People and Work in Events and Conventions
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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

the book provides a proven and effective system that is not only accountable and responsible but also fosters the creativity so essential to an industry called events there are two trends in the modern event industry the first is the drive for professionalism in response to internal and external forces which shows in compressed form the historical process that is occurring in events the other trend is convergence that is the convergence of corporate and public events this book not only describes the best practices in corporate event project management it also allows you to prepare for the coming changes in the corporate event industry it introduces the basic event project management process it also explores the importances of the venue or event site the simple language of this book will be very helpful for the students

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 planning is an exciting option for individuals looking for a new and different career there is an increasing demand for trained event managers to work in a wide variety of organizations and as freelance entrepreneurs their task is to take on the responsibility for planning and organizing events yes it is hard work but it can also be quite enjoyable especially when you see the results of your efforts cumulating in the successful staging of an event event planning is a good option for an entrepreneur looking to earn extra money the opportunities are there for an event manager to undertake varying assignments exposing themselves to different types of events that require a wide variety of skills this text attempts to help readers to develop an understanding of how events should be researched developed planned and managed leading up to the day of the event it also examines the process of evaluation that takes place after the event has occurred its aim is to help the reader build their practical skills in event management key areas that are addressed in this text include initial selection of an event feasibility study and business planning for an event the key

processes that are involved in the planning and staging of an event promotional management for an event and the production of promotional materials methods of evaluation for an event after reading this text readers should have a greater understanding of what it takes to successfully plan and manage an event and this should encourage them to put what they have learned into practice laurence carter

contemporary events management is a diverse and challenging field this major new introductory textbook is the first to fully explore the multi disciplinary nature of events management and to provide all the practical skills and professional knowledge students need to succeed in the events industry the book covers every type of event studied on an events management course including sports music the arts corporate events tourism and the public and voluntary sectors it introduces the key issues facing the contemporary events industry from health safety and risk management to sustainability to developing a market oriented business with every topic brought to life through case studies personal biographies and examples of best practice written by a team of authors with many years of industry experience it introduces the practical skills required in every core area of events management including marketing finance project management strategy operations event design and human resources a companion website for the book includes a dazzling array of additional features including self test questions audio interviews with key industry figures additional case studies and powerpoint slides for each chapter events management an introduction is the essential course text for any events management program

this second edition combines a detailed application of theory with practical examples and terminology to provide students with the relevant skills and knowledge essential for a career in events management

i found this text to be exactly what we were looking for to give our students a good understanding of the contemporary issues that affect the events industry i have recommended this as essential reading it is well written and the format makes it an easy read raising key issues and challenging theory tanya bellingham school of tourism hospitality university of plymouth an essential events management reference handbook which addresses a number of key issues within the industry a very interesting read thomas fletcher liverpool john moores university in recent years we have seen an enormous growth of festivals and event activity and the literature within the field is consequently huge in order to make sense of this rapid and dynamic development students are dependent on a book that can lead them through the myriad of theoretical frameworks offered this book naturally situates itself in the middle of this need offering a comprehensive and illuminating account of the festival

and event field written with academic rigour yet accessible at the same time quinn proves herself to be an outstanding communicator and stimulator of knowledge international in content and timely in its up to date coverage of key topics this will be an invaluable reference source for students from of event management hospitality management tourism management and sport and leisure management

event management with its true to life examples of events across the nation illustrates the skills needed to become a successful event manager it details how to design plan market and stage an event in addition students will learn how to manage staff and staffing problems and ensure safety topics discuss financial control and much more

event management for tourism cultural business and sporting events

event management is a ubiquitous word in modern society the word is used for small business breakfasts large corporate shows and also for big international sport events such as the olympic games we all have an idea of what management is but what is an event this question and the theories behind the dynamic event industry are summarized in this book ultimately the book combines a range of differing views about best practice and recommended behaviours it identifies and recommends an event management model that potentially enables small scale event managers to fully develop the potential of such events the book reduces the gap between theory and practice and the framework of best practices can be applied to significantly improve the quality of managing similar events in the future

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

now in its fourth edition this tried and tested guide for both students and practitioners combines a rigorous theoretical grounding with practical insights into every aspect of the organizing and running of events presented in two engaging parts part 1 provides a comprehensive overview of the events business including market demand for events the role of suppliers and the social and economic impact of the event business part 2 focuses on aspects of event organization including planning an event financial management logistics legal aspects marketing public relations and legacies the text considers event management

from an international perspective with a particular focus on europe but also encompassing the middle east and africa successful event management is essential reading for all undergraduate and post graduate event management students and is also an ideal resource for active practitioners looking for both a practical guide and a rigorous overview of the subject

the events industry is an exciting innovative diverse and highly challenging environment in which to work event planning and management offers a structured practical approach to all types of events from the initial planning to final evaluating stages it introduces the key models and theories but focuses on the practical side of building and working with a team choosing a location creating a programme dealing with stakeholders and sponsors promoting the event essential financial and procurement considerations and finally evaluating the event each stage of the process is fully supported with online resources including templates and discussion questions to make up a complete event planner s toolkit balancing coverage of the key theory and models with essential practical guidance tools and case studies from organizations such as london 2012 and the prince s trust event planning and management is an ideal handbook for students and practitioners alike about the pr in practice series published in collaboration with the chartered institute of public relations cipr the pr in practice series comprises accessible practical introductions to day to day issues of public relations practice and management the series action oriented approach keeps knowledge and skills up to date

now in a fully revised and updated third edition event management in sport recreation and tourism provides a comprehensive theoretical and practical framework for planning and managing events focusing on the role of event managers and their diverse responsibilities through each phase of the event planning process this is still the only textbook to define the concept of knowledge in the context of event management placing it at the centre of professional practice designed to encourage critical thinking on the part of the student this book helps them develop the skills that they will need to become effective and reflective practitioners in the events industry containing a rich array of international real world case studies data and practical examples from sport recreation and tourism contexts this third edition is also enhanced by two completely new chapters on contemporary management issues and ethics in event management event management in sport recreation and tourism is essential reading for any student or practitioner working in event management sport management leisure management outdoor recreation or tourism

this unique text offers a comprehensive study of the special events field which is burgeoning over into many management sub fields widely varied types of events are spawning a demand for new and innovative thinking and definitive management styles and

goldblatt paints a clear perspective on how the industry has developed and keeps an ear to the ground as to the future picture real life case studies war stories carefully interwoven into the text to strengthen and expand concepts are followed by a concise author's comment called lesson learned the progression of each chapter is guided by highlighted boxes clearly illustrated figures and color photographs lending clarity and inspiration in a field where presentation is key a summary section at the end of each chapter reemphasizes critical points and provides the reader with an invaluable big picture perspective

your straightforward guide for planning and running an event 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

this title explores the central role of events management in the cultural tourism and arts industries it includes international case studies of arts and leisure events together with case studies from europe new zealand australia and the usa

event management theory and practice is print only event management theory and practice is a new text that provides coverage of the most important competency units of certificate iii and diploma of events in the sit12 tourism travel and hospitality training package this book takes students through the complete process of event management starting with developing a concept planning organising and managing an event event management theory and practice provides detailed content not featured in other event texts including the process of securing visas for international artists or profile speakers comprehensive review of emerging areas such as environmental sustainability and extensive legal considerations including artist and venue agreements the glossary review questions and accompanying workbook available separately provide ample opportunities for students to reinforce the presented theory this book also includes information on jobs in event management to give a complete understanding of the industry scope event management theory and practice is written for students of certificate iii and diploma of events in the sit12 tourism travel and hospitality training package

now in its fourth edition this bestselling key text has been fully revised and updated and includes two new chapters on evaluation and impact of events and the future of the events industry packed with case studies both in text and online events management principles and practice takes the reader through the whole process of events management looking at the following key areas concepts and management including entrepreneurship and human resource issues finance and law including costing project management and risk management marketing and media including social media multimedia technology sponsorship and preparation and operation including logistics design crowd control and conventions events and beyond including sustainability impacts legacies and issues for the future of event each of the five parts take the reader through a complete journey looking at key theories current issues and concerns and uses international case studies to consolidate the learning a must have text for all students of events management

the part of the tourism industry which covers events conventions and meetings is a substantial part of the global economy this book examines the role of people who work in events meetings and conventions by looking at the context in which they work and presenting theories perspectives underlying trends of employment in this sector

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