

Events Management

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Events Management - Peter Robinson 2010
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.

Events Management - Razaq Raj 2017-10
An introductory overview of the fundamentals in managing events, preparing students for a future career in events management and hospitality.

Event Management for the Tourism and Hospitality Industries - Bonita M. Kolb
2021-06-30

Event Management for the Tourism and Hospitality Industries provides a theoretical and practical approach to teach students of Tourism and Hospitality the basics of planning, managing and evaluating all types of events. Chapters cover skills such as visitor segmentation,

product analysis, developing a budget, promotion and after-event assessment. Special emphasis is placed on critical issues now facing event managers such as environmental sustainability and awareness of cultural diversity, technology and community engagement. The reader will learn the necessity of connecting events with the community heritage and culture to provide the local, personalized experienced desired by visitors. Each chapter covers a unique step in the planning process and corresponds to a section of a detailed event plan outline found at the end of the book that can be submitted as a semester-long assignment. Making use of international case studies in every chapter, this book provides real-world examples to contextualize the information given. This will be essential reading for all Tourism and Hospitality students with an interest in Events Management and Design, and for practitioners employed in tour companies, cruise ships, destination management organizations and cultural festivals.

Event Management and Sustainability - Razaq Raj 2009

Sustainable management is an important consideration for businesses and organisations, and the enormous number of tourism events taking place requiring facilities, power, transport, people and much more makes sustainable event planning a considerable priority. By looking at mega events, sports events, conferences and festivals, this book uses best practice case studies to illustrate

sustainable management issues and practical considerations that managers need to apply, providing an essential reference for researchers and students in leisure and tourism.

Strategic Sports Event Management - Guy Masterman 2014-05-16

The hosting of sports events - whether large international events, or smaller niche events - can have a significant and long-lasting impact on the local environment, economy and society. Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. Combining a unique conceptual framework with a practical, step-by-step guide to planning, organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and long-term. This fully revised and updated third edition uses international case studies in every chapter, from the NBA and NFL to Formula One and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of the London Olympic Games, the ultimate sporting event and an important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including sports organizations, such as the IOC, FIFA and IAAF, and their interactions with event partners, the media and promoters short-term and long-term benefits of the planning process event impact and legacy operational functions including finance, ticketing, transport, venues, IT, human resources, and security marketing and communications, including social networking and new media the bidding process research and evaluation. Strategic Sports Event Management is the leading sports event management textbook and is now accompanied by a companion website containing a range of additional teaching and learning features. The book is important reading for all students of sport management or event management, and all practising event managers looking to develop their professional skills..

Events Management - Dimitri Tassiopoulos 2010
Managing events is both an art and a science. Events managers need to understand and fully embrace the multi-dimensional nature of events management, and cultivate the leadership skills and attitudes in themselves and those they manage. The importance of successfully staging events has increased around the world, as more government agencies begin to realise the potential benefit of using events as strategic development tools. This third edition provides a definitive grounding in the development and management of small to large scale events. The book provides an introduction to events management, then goes on to examine the design, administration and marketing of events, as well as the operational and risk management aspects. It also deals with applied events management through a number of event genre types.

Risk Management for Meetings and Events - Julia Rutherford Silvers 2008

Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities — legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures the hosting organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. Risk Management for Meetings and Events examines the practices, procedures, and safeguards associated with the identification, analysis, response planning, and control of the risks surrounding events of all types. Written by an experienced author it: *

- * Provides a solid, easy-to-read conceptual foundation based on proven risk management techniques
- * Includes ready-to-use templates designed specifically as learning exercises for students and professionals
- * Comprehensively discusses effective strategies for managing the risks associated with design, planning and production of public and private events

Risk Management for Meetings and Events is a comprehensive and practical guide which supports academic and professional development programs that prepare individuals

for entering or advancement in the meeting and event management industry. * Provides a solid, easy-to-read conceptual foundation based on proven risk management techniques * Includes ready-to-use templates designed specifically as learning exercises for students and professionals * Comprehensively discusses effective strategies for managing the risks associated with the design, planning, and production of public and private events

Event Planning: Management and Marketing for Successful Events - Alex Genadinik 2015-11-07

Become an event planning pro & create a successful event series

A Research Agenda for Event Management - John Armbrrecht 2019-10-04

This book explores and expands upon the core topics in the current academic debate within event management research. Emerging areas and innovative methodologies are organised into three themes: Events in Society, Event Consumers, and the Event Organization.

Legal, Safety, and Environmental Challenges for Event Management: Emerging Research and Opportunities - Nadda, Vipin 2020-04-17

Every corporate or special event requires a governing entity to provide proper handling for any kind of situation. A proper understanding of various laws and legislation may not only help with identifying possible challenges, but it may also assist in mitigating situations when they do occur. *Legal, Safety, and Environmental Challenges for Event Management: Emerging Research and Opportunities* is an essential reference source that provides an in-depth understanding of various dimensions of events management practice, legal issues, and risk management, which can include environmental legislation and impacts, health and safety frameworks, consumer laws, licensing, contracts, and legal technologies. Featuring coverage on a broad range of topics such as crowd management, workplace hazards, and emergency preparedness, this book is ideally designed for event planners, event organizers/coordinators, security staff, managers, marketers, researchers, academicians, students, and industry professionals seeking current research on events, tourism, hospitality, and leisure

management.

Event Management - Lynn Van der Wagen 2005 '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 Planning and Management - Ruth Dowson 2018-11-28

Plan successful events with this practical toolkit of essential theory and practice, including risk assessment, legal applications, promotion and budgeting, plus updates on experiential and managing events on the day.

Events Management - Nicole Ferdinand 2022-01-14

Taking an explicit international approach to the subject, *Events Management* combines theory and practice to address the challenges and opportunities of working in a global world to help prepare students for the realities of the events management sector. Written by a high profile international team of editors and contributors, the text features cases spanning Europe, Africa, Asia, Australia and North America, and covers key topics and issues such as fundraising, sponsorship, globalization and sustainability. It also aims to bolster student employability through the inclusion of features such as practical asides and case studies to give students a window into the real life of a practitioner. Brand new to the third edition: - An in-depth examination of the implications of Covid-19 for international events, including sponsorship arrangements, risk management and future job prospects for events management graduates - Two brand new chapters covering developments in digital marketing and accessible events management - Case studies featuring India, Australia, Peru, Europe, UK and USA and covering events such as music festivals, Holi, Mardi Gras as well as mega events such as the Olympics - Updated theory about the critical global issues affecting events and the main drivers of change in the industry - A companion website featuring links to interactive learning resources, an Instructors manual for lecturers, events-related videos for fun additional

educational viewing, and author-selected SAGE journal articles for advanced learning. Suitable for courses in Events Management and International Events Management.

Management of Event Operations - Julia Tum 2006-08-11

The Management of Event Operations: project management, planning and customer satisfaction provides an introduction to the management of operations for the event planner and venue provider. Taking an holistic view of an event enterprise, it links the traditional topics within operations management to present a coherent and hands-on approach specifically for the events manager. The approach is pragmatic and is dictated by practical consequences and considerations, which are so important to an event manager who balances many views and needs from diverse stakeholders.

Events Project Management - Hanya Pielichaty 2016-11-10

This book provides events management students with an accessible and essential introduction to project management. Written by both academics and industry experts, *Events Project Management* offers a unique blend of theory and practice to encourage and contextualise project management requirements within events settings. Key questions include: What is project management? How does it connect to events management? What is effective project management within the events sector? How does academic theory connect to practice? The book is coherently structured into 12 chapters covering crucial event management topics such as stakeholders, supply chain management, project management tools and techniques, and financial and legal issues. Guides, templates, case study examples, industry tips and activity tasks are integrated in the text and online to show practice and aid knowledge. Written in an engaging style, this text offers the reader a thorough understanding of how to successfully project manage an event from the creative idea to the concrete product. It is essential reading for all events management students.

Event Management For Dummies - Laura Capell 2013-08-02

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

Routledge Handbook of Sports Event

Management - Milena M. Parent 2017-07-14

From the Olympic Games to community-level competitions, sports events can be complex and pose a particular set of managerial challenges. The *Routledge Handbook of Sports Event Management* surveys the management of sports events around the world of every size and scale, from small to mega-events, including one-off and recurring events, and single-sport and multi-sport events. The book adopts a unique stakeholder perspective, structured around the groups and individuals who have an interest in and co-create sports events, including organising committees, promoters, sport organisations, spectators, community groups, sponsors, host governments, the media and NGOs. Each chapter addresses a specific stakeholder, defines that stakeholder and its relationships with sports events, describes the managerial requirements for a successful event, assesses current research and directions for future research, and outlines the normative dimensions of stakeholder engagement (such as sustainability and legacy). No other book takes such a broad view of sports event management, surveying key theory, current research, best practice, and moral and ethical considerations in one volume. With contributions from leading sport and event scholars from around the world, the *Routledge Handbook of Sports Event Management* is essential reading for any advanced student, researcher or professional with an interest in sport management, sport development, sport policy or events.

Events Management - Razaq Raj 2013-02-28

Electronic Inspection Copy available to instructors here Praise for the previous edition:

'This is an excellent publication that correctly reviews the external environment associated with events, both in the context of the theoretical and operational' - Neil Robinson, Salford Business School, University of Salford, UK The new edition of this popular accessible text gives students a thorough and contemporary grounding in both the fundamentals and strategic responsibilities of successful event management. Purposefully broad in scope, the text combines theory with practical knowledge and terminology, ensuring readers develop a flexible and commercially-acute skill set. Topics covered range from law, marketing and finance to introductory guides to sound, lighting and multimedia equipment, providing students with the practical knowledge they need for a career in Events Management. Theory is brought to life in a range of case studies and examples throughout the text. As well as updated examples and legislation, this edition introduces new chapters on: Event entrepreneurship Project management and financing New Multimedia technology for events organisers Sustainable festivals and events Long term legacy and impacts The future of the industry An accompanying Companion Website provides students with discussion questions and video links. The website also provides an Instructor's Manual and PowerPoint slides for lecturers. This text is an ideal resource for undergraduate students who are studying Events Management for the first time. Visit the Companion Website at www.sagepub.co.uk/raj

The Business of Events Management - John Beech 2014-04-18
Events Management 1e John Beech, Sebastian Kaiser and Robert Kaspar The Business of Events Management provides an accessible and lively introduction to the practice of managing an event, festival, conference or congress. Written by a team of international experts, the book incorporates the latest thinking in events management and highlights key theories, concepts and models by using a range of case studies and examples. This book will enable you to: Manage the financial aspects of events management Understand the impact of events on built and natural environments Explain the role of volunteers in an event and understand the challenges that managing them involves

Understand the key issues in planning and designing a venue 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. Case studies include the Edinburgh International Festival, the 2010 Winter Olympics and Indian Premier League Cricket.

Events Management - Nicole Ferdinand
2012-03-23

Electronic Inspection Copy available for instructors here Written by a team of twenty-five high profile, international authors, this exciting new text successfully combines theory and practice, making it a must-have for all students of Events Management. Events Management: An International Approach provides comprehensive coverage of all the most common types of events, preparing students for a future career in Events Management. Covering key issues such as fundraising, sponsorship, globalization and sustainability, this text addresses the challenges and examines the realities of events management in an international context. A wide range of case studies and examples look at sporting, music, catering and fundraising events across Europe, Africa, Asia, Australia and North America. Key features include: • An international approach, drawing on a wide range of cases from around the world • Extensive pedagogical features such as Diary of an Event Manager and Exercises in Critical Thinking • A companion website offering a full Instructor's Manual, PowerPoint slides, additional case studies and links to SAGE journal articles This book is essential reading for all undergraduate and postgraduate students studying Events Management. Visit the Companion Website at www.sagepub.co.uk/ferdinand Nicole Ferdinand is Senior Lecturer in Events Management at the London Metropolitan Business School. Paul J. Kitchin is Lecturer in Sports Management at the University of Ulster.

Events Management - Charles Bladen
2017-10-30

Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multidisciplinary nature of events management and provides the student with all the practical skills and professional

knowledge they need in order to succeed in the events industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources, in a vast array of different event settings from sport to political events. This new edition has been updated to include: • New and updated content on developments in technology, risk management and event volunteering. • New and updated case studies that include emerging economies. • New industry voices by international practitioners. Every topic is brought to life through vivid case studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience of working in the events industry, *Events Management: An Introduction* is the essential course text for any events management programme.

Managing International Events - W. Gerard Ryan 2020-09-30

This book provides a comprehensive overview and examination of the international aspect of Events Management and the many challenges and complications that arise in the planning and delivery specifically of cross-border and cross-cultural events. Authored by a current academic and ex-practitioner in the field, this book boasts an excellent balance of theory with practical advice and guidance. Chapters cover all the key concepts needed to manage and deliver an international event and fully reflect the current trends and issues facing the sector today. These include: sustainability, digital communication, social media, Big Data, corporate social responsibility, accessibility, security issues, and managing volunteers among many others. International case studies are included in each chapter accompanied by study questions and useful weblinks for further reading and research. This will be of great interest not only to students and researchers of International Events Management, Tourism and Hospitality, but also to current practitioners in the Events sector.

Events Design and Experience - Graham Berridge 2007

Drawing together the relationship between event design and the experience of consumers

and participants, this book explores and analyses the event experience of the individual and how this can be controlled by design. It also includes many chapter summaries, review exercises and topics for discussion to consolidate understanding.

Events Management - Glenn Bowdin 2012-05-23

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:

www.elsevierdirect.com/9781856178181 with additional materials and links to websites and other resources for both students and lecturers
Event Planning and Management - Ruth Dowson 2015-09-03

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.

Sports Event Management - Ben Tyson
2016-04-01

Exploring sports event management from a Caribbean, small island developing state perspective, this volume uses the events of the recently held Cricket World Cup 2007 (CWC 2007) as a launching pad for identifying best practices and the way forward. The CWC 2007 was the first time in any sport, a World Cup was staged in nine independent countries. None of the Caribbean territories hosting a match has a population larger than Jamaica's 3.4 million; most have less than a quarter of a million people; economies are small and infrastructure limited. The hosting of this event produced significant lessons that the region and the world can learn from concerning sports event management.

Event Studies - Donald Getz 2016-02-22
Event Studies is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why

people attend them. This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture. New to this edition: New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field Extended coverage of philosophy and research methods and how they can best be used in event studies; social media as a marketing tool; and the class and cultural influences of events New and additional case studies throughout the book from a wide range of international events Companion website to include PowerPoint slides and updated Instructor's Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.

Event Management Blueprint - Heather Lawrence 2015-08-25

Event Management: How to Apply Best Practices to Small Scale Events - Sven Damm 2011-11

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.

Events Management - Debra Wale 2010
The book examines the different aspects of events management. It is divided into three

parts. The first part provides an introductory outline of the historical developments and current state of the industry, while also taking into account wider political and cultural issues. The second part of the book concentrates on practical operations management, including planning, project management, marketing, human resource management, health and safety, logistics and funding. Finally, the third part covers critical issues such as impacts, sustainability and legacy of events. Each chapter contains case studies from around the world and review questions, ensuring that the book is a useful learning tool and provides a current and up-to-date view of the industry in this increasingly popular field of study. The publication is designed for students and practitioners in the event sector and has been developed so that readers are able to understand theory and concepts presented through applied examples.

Events Marketing Management - Ivna Reic
2016-09-19

This textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events. In order to market events effectively, it is vital to consider marketing of events from the organiser's perspective and to link it to that of the consumers attending events. As such, this is the first book on the topic which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin - the supply and the demand - in the specific context of events. The book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events. The use of technology, importance of sponsorship and PR are also considered. International case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book, spur critical thinking and further students' knowledge. This accessible and comprehensive account of Events Marketing and Management is

essential reading for all students and future managers.

Events Management - Charles Bladen
2017-10-24

Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multi-disciplinary nature of events management and provides the student with all the practical skills and professional knowledge they need to succeed in the events industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources in a vast array of different event settings from sport to political events. This new edition has been updated to include: - New content on events feasibility, event technology, event bidding, stage management of events and measurement and evaluation of events. - New and updated case studies that include emerging economies - New industry voices by international practitioners Every topic is brought to life through vivid case-studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience working in the events industry, *Events Management: An Introduction* is the essential course text for any events management program.

Sustainable Event Management - Meegan Lesley Jones
2017-12-06

Across the world each year events of every shape and size are held: from community events, school fairs and local business functions through to the world's largest festivals, music events, conferences and sporting events. As well as causing celebration and giving voice to issues, these public parties use up resources, send out emissions and generate mountains of waste. Events also have the power to show sustainability in action and every sustainably produced event can inspire and motivate others to action. Written by a leader in event sustainability management, this book is a practical, step-by-step guide taking readers through the key aspects of how to identify, evaluate and manage event sustainability issues and impacts and to use the event for good - it's for events of any style and scale, anywhere in the world. Now in its third edition, this is the

indispensable one-stop guide for event professionals and event management students who want to adjust their thinking and planning decisions towards sustainability, and who need a powerful, easy-to-use collection of tools to deliver events sustainably.

Planning and Managing Smaller Events - Stefano Di Vita 2020-09-25

Planning and Managing Smaller Events: Downsizing the Urban Spectacle explores the role of smaller scale events in contributing to the renewal and development of urban societies. This book adopts a case study approach to examine a diverse range of events taking place in towns and cities in Europe, Asia and North America. This volume begins by defining and classifying these kinds of events and then verifying if and how they can provide opportunities for cities and towns without the disadvantages of world-famous large events. It concludes by discussing the growing regional scale of urban phenomena and their transition in post-metropolitan spaces. **Planning and Managing Smaller Events: Downsizing the Urban Spectacle** will be of interest to government officials and policy makers involved in economic development, urban planning, parks, arts/culture as well as students and researchers interested in urbanism, event management, tourism and recreation.

Events Management - G. A. J. Bowdin 2010
Exploring the concepts involved in planning events, this study is designed to develop an understanding of the key issues which include: management, logistics, staging, marketing, promotion and post-event evaluation.

Key Concepts in Event Management - Bernadette Quinn 2013-03-25

Electronic Inspection Copy available for instructors here
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 Event Management, Tourism and Leisure studies. It will also be of great use for students from Business Studies, Marketing, Cultural Studies and Geography.

Successful Event Management, 5th Edition - Cengage Learning 2019-02-28

Risk Management for Events - Julia Rutherford Silvers 2020-12-28

Risk Management for Events is a comprehensive and practical guide that supports academic and professional development programs to prepare individuals for entering or advancement in the international events industry. Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities — legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures that the hosting organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. This new edition has been revised and updated to include: New case studies and examples from a wide range of international destinations and different types of events. Updated statistics and data throughout. New content on emergent risk, on-site decision-making, terrorism, and public health, including the COVID-19 pandemic, and corruption within events. Updated online material, including a case study archive and weblinks to useful resources. This will be an invaluable resource for all those studying events management.

Festival and Events Management - Ian Yeoman 2012-06-14

Festival and Events Management: an international perspective is a unique text looking at the central role of events management in the cultural, tourism and arts industries. With international contributions from industry and academia, the text looks at the following: * Events & cultural environments * Managing the arts & leisure experience * Marketing, policies

and strategies of art and leisure management
Chapters include exercises, and additional
teaching materials and solutions to questions are
provided as part of an accompanying online
resource.

Event Management - Lynn Van der Wagen
2010-11-11

Events Management: for tourism, cultural,
business and sporting events, 4e is a holistic text

designed for the Diploma in Events Management
and Advanced Diploma in Events Management
and is the essential text for anyone wishing to
work in the field of event management. The new
edition covers all the skills and knowledge
students need to become successful event
managers. Learn how to design, plan, market
and stage an event, how to manage staff and
staffing problems, and how to ensure the safety
of everyone involved.