

Events Management

The book explores the key elements of Event management, beginning with an overview of event management operations, the book discusses in detail management of event planning, key concepts of event, advantages and disadvantages, elements and design, event infrastructure, objectives of the event, Event Feasibility, Legal Compliance, marketing, promotion, financial management, staffing, Operations, Logistics, Safety, Security Management and careers in event management.

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 Management, specifically written for the Diploma of Event Management and Advanced Diploma of Event Management, is a comprehensive resource for anyone wanting to build their expertise in professional event management. This edition adopts a scaffold learning pedagogy, helping students move through the material logically and efficiently while building on their understanding of tourism, cultural, business and sporting events.

Events Management provides an introductory overview of the fundamentals in managing events from conception to delivery, highlighting both the theoretical and operational aspects, to prepare students for a career in events management and hospitality. Now in its Third Edition, the authors have included new chapters on Crowd Control and Crowd Dynamic; Expos, Conferences and Conventions; Brand Co-creation and Social Media, and have added new content on contemporary trends like the environmental and social impact of large scale events such as the Olympics. International case studies covering all manner of events are used throughout and include: - The impact of the London 2012 and Rio 2016 Olympic Games - Van Gogh Augmented Reality in Nuenen - Sands EXPO and Convention Center, Las Vegas - Glastonbury Music Festival - Lame Horse Night Club, Russia - The Leeds Caribbean Festival PowerPoint slides and an Instructor Manual can be found online. Suitable for Events Management students at Undergraduate and Postgraduate level.

Managing and Leveraging Events

Event Studies

Management of Event Operations

A Text Book To Event Planning, Fundraising And Safety Management

Event Planning: Management and Marketing For Successful Events

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.

Exclusion of Barbados 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.

The Management of Events: 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.

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.

Sustainable Event Management

Risk Management for Events

Simplified Events Management

Event Management For Dummies

Managing International Events

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.

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 practical aspects of successful event management. Purposely 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/rja

Events Management second edition provides an introduction to the principles and practices associated with planning, managing and staging events. The book:
• Introduces the key concepts of event planning and management
• Discusses the key components for staging an event, and covers the whole process from creation to evaluation
• Examines the events industry within its broader business context
• Provides an effective guide for producers of events
•

Contains learning objectives and review questions to consolidate learning
Now in its second edition, this successful text has been fully revised and updated to include new case studies and chapters on event tourism, project management of events, strategic marketing, and issues and trends. It is full of real-life case studies which illustrate key concepts and place theory in a practical context. Examples include the Edinburgh International Festival.

Glastonbury Festival, Vodafone Ball, MTV Awards, Notting Hill Carnival, T in the Park and the Daily Mail Ideal Home Show. Events Management is the must-have introductory text providing a complete A-Z of the principles and practices associated with planning, managing and staging events. Events Management is supported by a website (http://em.worldofevents.net) which includes updates, downloadable figures from the book and an online 'history of events', together with links to other resources for both students and lecturers.

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.

Emerging Research and Opportunities

Become an Event Planning Pro and Create a Successful Event Series

Event Management for the Tourism and Hospitality Industries

Event Management and Sustainability

The Caribbean Experience

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.

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. On research and find: Planning, budgeting 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 book is the essential text for all Events Management students. It is constructed around the authors' 6E's Event, Venue and Experience (EVE) Management Framework. It contains 87 key models (within the 6E's Framework) that all Events Management students will need to be successful in their studies, setting them up for a fantastic career in the fast-growing events industry. It broadens the definition of Events Managers, which the authors - in the new events paradigm - re-frame as Event, Venue and Experience (EVE) Managers. Finally, it is authored by academics (Chris Edger and Richard Oddy) who, between them, have nearly fifty years' experience operating, teaching and writing within the leisure/events domain.

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.

Events Project Management

Planning and Managing Smaller Events

Legal, Safety, and Environmental Challenges for Event Management: Emerging Research and Opportunities

Events Management

A Developmental and Managerial Approach

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 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.

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.

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.

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.

Festival and Events Management

Theory, research and policy for planned events

Event Management for Tourism, Cultural, Business and Sporting Events

Principles and Practice

Events Design and Experience

*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.*

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 experience 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.

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.

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/coordinateurs, security staff, managers, marketers, researchers, academicians, students, and industry professionals seeking current research on events, tourism, hospitality, and leisure management.

Downsizing the Urban Spectacle

Event Management: For Tourism, Cultural, Business and Sporting Events

Strategic Sports Event Management

Events Marketing Management

Event Studies is the only book devoted to developing knowledge and theory about planned events. It focusses 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.

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

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 the Premier League cricket.

It also covers an analysis of previous literature, and draws upon real life events such as Wembley plc, Leapfrog Corporate events and the British Cycling federation
' What is an event experience? An explanation of the nature and stages of experience, and the emergence of the experience industry itself. Cases such as the Proms, London Fashion week ands the Nike Fun run are used to illustrate.
• Designing Experiences. Considers how design itself can impact upon the experience, in some cases fundamentally changing the nature of experience. It asks the question of how experiences are designed and what do they signify to the customer once complete.
• Analysing Event Experiences. Considers how experiences can be analysed and evaluated looking at the artificiality of the event and how this reflects in the experience of consumers.
•

An Introduction

Routeledge Handbook of Sports Event Management

Third edition

Business and Social Dimensions

Risk Management for Meetings and Events

This book explores and advances the latest concepts and developments in event management theory and practice. Drawing on the ever-growing event management literature – and supported by theories and concepts from parent disciplines – the book examines challenges and opportunities related to maximising business and social benefits for those working in different event management positions in a variety of contexts. Written by an international team of five management scholars, the book investigates event ma and leverage from various angles, including international business, event business studies, sport management, community development, and business strategy. It does so by offering a combination of theoretical approaches as well as contemporary cases from around the world. This book will be of interest to undergraduate and postgraduate students of event management, as well as scholars researching in social and business-related areas of event management and leverage.

It also examines the impact of events 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 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, incl 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.

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 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 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 advancing in the meeting and event management industry.

An International Approach

Theoretical and Practical Dimensions

Event Management in Sport, Recreation and Tourism

Event Management

Sports Event Management

From the Olympic Games to community-level competitions, sports events can be complex and pose a particular set of managerial challenges. The Routeledge 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 Routeledge 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 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. 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

Across the world each year many 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, this book is the essential course text for any events management programme. It also covers an analysis of previous literature, and draws upon real life events such as Wembley plc, Leapfrog Corporate events and the British Cycling federation
' What is an event experience? An explanation of the nature and stages of experience, and the emergence of the experience industry itself. Cases such as the Proms, London Fashion week ands the Nike Fun run are used to illustrate.
• Designing Experiences. Considers how design itself can impact upon the experience, in some cases fundamentally changing the nature of experience. It asks the question of how experiences are designed and what do they signify to the customer once complete.
• Analysing Event Experiences. Considers how experiences can be analysed and evaluated looking at the artificiality of the event and how this reflects in the experience of consumers.
•

How to be a Successful Event Planner and Organiser

A Practical Guide

A consumer perspective

The Business of Events Management

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.

