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Events Management



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Description : Description du produit'Events Management' provides an introduction to the principles and practices associated with planning, managing and staging special events. It looks at the concepts involved with event planning such as management, stage and logistic management, marketing and promotion, event evaluation and reporting.

Prsentation de l'diteurEvents 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 managementpresents the study of events management within an academic environmentdiscusses the key components for staging an event, covering the whole process from creation to evaluationexamines the events industry within its broader business context, covering impacts and event tourismprovides an effective guide for producers of eventscontains learning objectives and review questions to consolidate learningEach 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:asystematic 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 companion website:

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Events Management is the must-have introductory text providing a complete A-Z of the principles and practices of planning, managing and staging events. The book: introduces the concepts of event planning and management presents the study of events management within an academic environment discusses the key components for staging an event, covering the whole process from creation to evaluation examines the events industry within its broader business context, covering impacts and event tourism provides an effective guide for producers of events contains learning objectives and review questions to consolidate learning Each chapter features a real-life case study to illustrate key concepts and place theory in a practical context, as well as preparing students to tackle any challenges they may face in managing events. Examples include the Beijing Olympic Games, Google Zeitgeist Conference, International Confex, Edinburgh International Festival, Ideal Home Show and Glastonbury Festival. Carefully constructed to maximise learning, the text provides the reader with: a systematic guide to organizing successful events, examining areas such as staging, logistics, marketing, human resource management, control and budgeting, risk management, impacts, evaluation and reporting fully revised and updated content including new chapters on sustainable development and events, perspectives on events, and expanded content on marketing, legal issues, risk and health and safety management companion website: www.elsevierdirect.com/9781856178181 with additional materials and links to websites and other resources for both students and lecturers

Publisher comments 'Events Management':

- * Introduces the concepts of special event planning and management
- * Discusses the key areas required for staging an event
- * Covers the whole process from creation to evaluation
- * Examines the event industry within its broader business context
- * Provides a guide for effective event management for producers of special event
- * Each chapter contains learning objectives and review questions to consolidate learning

Case studies of real life events are used to illustrate key concepts and these include: The Edinburgh Festival, Glastonbury, Notting Hill Carnival, Open Golf Championship and the Cheltenham Festival. Each chapter also contains learning objectives and review questions to consolidate learning.