

Event Management Book Of Knowledge

Provides an in-depth understanding of the challenging nature of events, where knowledge needs to be created and shared both pre-event and during the event, as well as stored effectively post-event. Generic KM frameworks and models are introduced, applied and adapted in order for event organisers to avoid 'reinventing the wheel' each year.

Conferences, symposiums, and other large events that take place at far away hotels require many hours of preparation to plan and need a capable event staff to market. Without the innovative technologies that have changed the face of the tourism industry, many destinations would be unequipped to handle such a task. Impact of ICTs on Event Management and Marketing is a collection of innovative research on the methods and applications of information and communications technologies on almost all facets of hospitality and tourism-related businesses including hotels, restaurants, and other tourism areas. While highlighting topics including digital marketing, artificial intelligence, and event tourism, this book is ideally designed for business managers, event planners, and marketing professionals.

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.

THE WILEY EVENT MANAGEMENT SERIES The essential guide to making your events extraordinary Practical strategies for designing and decorating special events Event planners need professional-caliber information that explains how to decorate a venue for a special event—from assessing the client's decor needs and objectives to staying within a budget. *Art of the Event* serves as the ultimate guide to designing and decorating events and celebrations, from eight to 8,000 guests. Written by James C. Monroe, a Certified Meeting Professional (CMP) and Certified Special Events

Professional (CSEP) with decades of experience in special event design and decoration, *Art of the Event* is divided into three comprehensive parts to help readers redefine the modern profession of event design: Principles, Processes, and Practices: examines aesthetics, the design process, and professional practices The Decorative Elements: describes the various decorative elements that are used in special events and discusses how to use them in practical and specific ways The Universe of Special Events: describes various types of events that the designer is asked to create and discusses the different requirements of each, including nonprofit events, corporate events, social events, weddings, fairs, and parades

THE WILEY EVENT MANAGEMENT SERIES—Series Editor, Dr. Joe Goldblatt, CSEP **THE WILEY EVENT MANAGEMENT SERIES** provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

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.

"Planning and Promoting Events in Health Sciences Libraries: Success Stories and Best Practices presents a simple blueprint for planning and promoting library events and programs written with medical librarians in mind"--

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 is a short, accessible and practical guide to running venues which are in the business of hosting events. Using honest guidance peppered with the author's real-life situational anecdotes to contextualise the topics, the book is logically structured around

the key stages of event management: pre-event, onsite and post-event. Topics covered include developing the client relationship, marketing, financial accountability, risk, interdepartmental communication, onsite procedures and post-event evaluation. This is a fundamental resource for all event management and hospitality students. It is also a book for anybody who manages a venue or is a venue event manager. The Practical Guide to Managing Event Venues makes the business of venue management appealing, understandable and achievable.

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.

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.

"Rojek's argument is a psychological one, although his message is political: global events build on people's needs to feel empowered and jointly engaged in the pursuit of a higher purpose; they allow a break from daily routines, provide an illusion of intimacy and social membership, and create a sense of self-validation and personal gratification. In short, participation in such events makes us feel good. At the same time, the real effect of global events seems to be the maintenance of global inequality and social injustice, as well as huge profits for the organizations involved in planning, commercializing and securing these happenings. In sketching out this palliative function of global events from the perspective of people's needs on the one hand, and unveiling their puppet masters backstage on the other, Rojek's book presents a compelling account of the role of organized events in modern society." - Organization Studies

Events dominate our screens, our lives, and increasingly global geopolitics. Analysis of events and their management has remained rooted in leisure and management studies - until now. This break-through book provides an introduction to event management, while also situating events in questions of power and social control. Rojek powerfully argues that events are essential elements in corporate-state partnerships of 'invisible government' that have revived the romance of charity as to form illusory communities, while cloaking power imbalances and social inequalities. Events are moving politics from the old idea of 'the personal is political' to the new, more seductive notion that 'representation is resistance'. Wielding rich case studies from the World Cup and the Olympics to Live Aid, Burning Man and Mardi Gras, Rojek presents a dazzlingly original account of communication power, social ordering and control. It is essential reading in media & communication studies and across the social sciences.

Event planning never stops. This industry goes 24/7, 365 days a year. Planners work evenings, weekends, and holidays, often far away from their home base, organizing and running events that simply must go on, and go smoothly. Missing a critical deadline is not an option in the event planning field. Time management errors can cost a company a potential sale, lose them an existing customer, and damage their professional reputation. Burnout and chaos are real risks in this hectic world of deadlines and multiple projects. Planners often find themselves working down to the wire against crushing deadlines and a mountain of obstacles that impede their progress. Too frequently, there is not enough time to get the job done properly, let alone to spend on personal or professional pursuits. And for many involved in the event planning field, there is the extra dimension of travel to factor in, juggling multiple projects on a daily basis across a multitude of time zones. For smooth event implementation, and for business success, it is essential that planners know how to manage their own time as well as they manage an event. *Time Management for Event Planners* teaches readers how to successfully manage their workload, and do what matters most, when it matters most: Analyze and prioritize tasks. Structure your workload and your day for maximum performance. Identify red-flag activities that hinder productivity. Reduce stress-producing time crunches. Identify when extra help is needed, as well as how to delegate, outsource, and even partner with suppliers in crunch periods. Work with rather than against deadlines. Save time using technology. Manage multiple projects, even in multiple time zones. Balance your personal and professional life. Whether you are an event planner, a hospitality professional, in public relations or other related fields, *Time Management for Event Planners* offers time-saving tips, techniques, examples, and expert insight that will help you get time on your side.

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.

Inhaltsangabe: Abstract: 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? An event is often described as something that happens, and therefore, in that sense, we could use the term event management to describe the organisation of everything that happens. Getz defines an event as an occurrence at a given place; a special set of circumstances; a noteworthy occurrence, and this definition embraces a wide range of possibilities with one important thing in common: they can only occur once. As such, one key characteristic of events is that they are not continuous, for they each have a beginning and an

end, and every event is different from the last one. No matter how hard one tries, it is literally impossible to replicate an event ; thus, when watching the Olympic Games, we do not see the same picture repeating itself every four years, for the event changes and evolves over time. Consequently, to fully understand how things happen within any given event, it is necessary to get involved in the planning and execution of an event. Malhotra writes that events are an important aspect of human life and that our understanding of them is poorly developed. He thinks that there is a need to enhance the understanding of the subject , and this opinion is supported by the relative youth of academic study into the topic. In their book, *Festival & Special Event Management* , Allen, O Toole, Harris and McDonnell (2008) date the birth of the industry to the 1980s, where several seminal events set the pattern for the contemporary event industry as we know it today . Thus, especially compared with other disciplines in the field of social science, event management is a young discipline, and there is not yet a huge base of research to work with. In addition, rather than academically rigorous research conducted by professional researchers, much of the knowledge in the field has been generated by practising event managers who have written books about their own experiences, knowledge, and skills. It is of no surprise that these practitioners, and the events they discuss, tend to reflect the planning of the biggest events the earth has seen, such as the Olympic Games and US presidential inaugurations. These authors possess a great deal of experience, and [...]

The Routledge Handbook of Events explores and critically evaluates the debates and controversies associated with this rapidly expanding discipline. It brings together leading specialists from range of disciplinary backgrounds and geographical regions, to provide state-of-the-art theoretical reflection and empirical research on the evolution of the subject. It is the

first major study to examine what events is as a discipline in the twenty-first century, its significance in contemporary society and growth as a mainstream subject area. The book is divided in to five inter-related sections. Section one evaluates the evolution of events as a discipline and defines what events studies is. Section two critically reviews the relationship between events and other disciplines such as tourism and sport. Section three focuses on the management of events, section four evaluates the impacts of events from varying political, social and environmental perspectives and section five examines the future direction of growth in event-related education and research. It offers the reader a comprehensive synthesis of this field, conveying the latest thinking and research. The text will provide an invaluable resource for all those with an interest in Events Studies, encouraging dialogue across disciplinary boundaries and areas of study.

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.

Events are an essential element of society. Advancing digital technologies and the ongoing globalization has put forward a variety of different business, leisure, or scientific events that need to be managed in order to take place. As a result of the proliferation of digital technology, IT systems are an indispensable part of this management process. Amid this pandemic crisis, these systems have become increasingly important due to the relocation of events into the virtual sphere. Since every event entails different requirements, event management systems need to be very flexible. In contrast to other application systems, this flexibility is needed during use as the requirements of future events are not known during the initial selection and roll-out

of the software. This calls for an intensified dialogue between the business and IT to match technical possibilities with practical requirements. Currently, adequate means to support this dialogue are lacking. To this end, this dissertation presents a reference model that encompasses the essential processes and data structures in the domain. In 36 application cases, the reference model is instantiated and evaluated. Practitioners and researchers are the intended audiences of this work. Researchers may use it as a foundation to design novel IT artifacts in the domain. Practitioners benefit from the first comprehensive tool to support the design and use of digital technology in event management.

Applies generally accepted project management tools to corporate event planning. Offers unique, focused coverage dedicated completely to corporate events. Includes case studies from North and South America, Europe, and the Asian-Pacific area. Features an accompanying Web site with value-added tools, forms, and checklists.

* Thoroughly explains generic knowledge management frameworks and their application and relevance to planned events and event tourism* International case studies contributed by practitioners and other experts in the field at the end of chapters used to illustrate methods and applications. * Online lecturer resources to accompany in the form of teaching ppt slides, end of chapter multiple choice questions and sample questions.Provides an in-depth understanding of the challenging nature of events, where knowledge needs to be created and shared quickly and efficiently (pre- and during the event), as well as stored effectively post-event before the event organising team disperses. Generic Knowledge Management frameworks and models are introduced, applied and adapted to fit this challenging environment in order for event organisers to avoid 'reinventing the wheel' each year. Knowledge Management in Event

Organisations is the first book to:*

- * Encourage the adoption of standard knowledge management frameworks and methods in the field of event management;
- * Provide concepts and frameworks that can be adapted to a range of different events and different stakeholders;
- * Introduce the reader to alternative approaches to knowledge management, such as communities-of-practice, power/knowledge and Appreciative Sharing of Knowledge;
- * Recommend best practices for event organisers to develop a collaborative 'knowledge culture' through, e.g. trust and mutual understanding, and hence develop professionalisation of the field;
- * Develop a better understanding of how effective Knowledge Management can provide a competitive advantage for event organisations through, e.g. Efficiency, Innovation and Organisational Learning.

Part of the Event Management Theory and Methods Series. This series examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources. Series editor: Donald Getz PhD., Professor Emeritus, University of Calgary, Canada.

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.

Although there is significant research on large events that take place within athletics, small-scale events are largely ignored, in part due to the lack of press that they generate. However, these events require planning and preparation in the same way that larger sporting events do. This disparity between the effort that goes into the event and the attention the event draws allows for a gap in strategy or information available to those planning smaller scale athletic events. *Principles and Practices of Small-Scale Sport Event Management* is a cutting-edge reference publication that examines the successful organization and planning of small-scale sporting events. Featuring a wide range of topics such as community engagement, event planning, and sports management, this book is ideal for event planners, sports managers, marketers, academicians, practitioners, industry professionals, researchers, event organizers/coordinators, and students.

"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. Many books exist on various aspects of event management, reflecting growing academic and professional interest, but there has not been a book written on Event Studies until now. As the event management field expands, there is a growth in demand for advanced texts, particularly with a multidisciplinary research and theoretical orientation. Event Studies is the first text to embrace this new direction in the field of event management providing:

- * Students and practitioners with an explanation of why planned events are important from a social/cultural, economic and environmental perspective.
- * Readers with an understanding of how various disciplines and other professional fields view planned events, and the contributions they make to understanding events.
- * Research students with a detailed evaluation of research issues

and challenges, and of methodologies and theories applicable to event studies. The bibliography is extensive and numerous research examples are provided. * Professionals with a tool to expand their knowledge well beyond the art and science of producing events to include the philosophical and scientific foundations of event studies. For the event management student, and for professionals, Event Studies provides the necessary body of knowledge and theoretical /methodological underpinnings on the subject of planned events. The growing complexity and importance of sports and event marketing has pushed scholars and practitioners to apply sophisticated marketing thinking and applications to these topics. This book deals with the professional development in the sense that sports marketing can be viewed as an application of consumer behavior research. Readers will learn about new opportunities in using consumer behavior knowledge effectively in the areas of: influencing behaviors in society and sports; building relationships with consumers through sports and events; and providing services to consumers through sport and event sponsorships. This book, by a superb group of authors, includes comprehensive reviews, innovative conceptual pieces, empirical research and rigorous attention to data.

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.

The importance of Sport Tourism as a developing science and Sport Events specifically is on the increase. This is especially true when experts say that sport tourism is big business. South Africa, like most other countries, hosts thousands of sport events each year. Therefore, destinations compete fiercely not only to host these events but also to offer quality events. All this is happening despite the fact that there is a lack of properly trained sport and event managers. Therefore, the purpose of this book is to equip the reader with specific knowledge and skills about the sport and events tourism phenomenon. The book deals with a wide variety of topics, stretching from the history of sport tourism to new and globally important issues such as the greening of sport events. The book is a useful tool for both students and practitioners alike, since it also provides guidelines and case studies.

The book *Medical Books in Print* contains a bibliography of the relevant medical books out there. The Medical Section at the library is #610-619 of the Dewy Decimal System, R in the Library of Congress system. 610. Medical Sciences. 611. Human anatomy. 612. Human physiology. 613. Hygiene, fitness, diet. 614. Public health. 615. Therapeutics and pharmacology. 616. Medicine, diseases. 617. Surgery. 618. Specialized medicine, women, childbirth, children. 619. Comparative and experimental medicine. R, Medicine. RB, Pathology.

RK, Dentistry. RT, Nursing. At #613, you'll find hundreds of books dealing with current health topics on everything from women's issues to nutrition, exercise, fitness, recreation, yoga, etc. For general medical textbooks that cover everything, popular medicine as they call it, go to #616.00 or RC81 at the library. There are a lot of healthcare books at #361-362.

The one-stop-source powering Event Management success, jam-packed with ready to use insights for success, loaded with all the data you need to decide how to gain and move ahead. An one-of-a-kind book, based on extensive research, this reveals the best practices of the most successful Event Management knowledge mavens, those who are adept at continually innovating and seeing opportunity where others do not. This is the first place to go for Event Management innovation, in today's knowledge-driven business environment, professionals face particular challenges as their purpose is to discover or develop new concepts, products, or processes; the pressure to perform is intense. This title is the entryway to a single source for innovation. **BONUS:** Included with the book come numerous real-world Event Management blueprints, presentations and templates ready for you to download and use. This book addresses the crucial issue of Event Management adoption by presenting the facts to move beyond general observation. The model underpinning this book has been used as a predictive decision tool, tracking thousands of innovations for over more than a decade. And...this all-encompassing analysis focuses on key areas of future Event Management growth. Combining the practical and academic aspects of event management this text presents an industry perspective, with real-life event examples and contemporary and relevant case studies. It provides lecturers with a useful platform to integrate key event topics into the learning environment. The book discusses the management process throughout the 'event

cycle', from the pre-event planning stage; on-site delivery to the post event stage. The book is divided into 4 distinct phases, which are: The Event cycle; Before the event; Throughout the event and Beyond the event. Within each of these 4 sections, there are 2 or 3 separate chapters, each with their own objectives. The book discusses practical and operational elements, such as project management, marketing, sponsorship deals and risk assessment, that need to be put in place both before and during the event. The final section: Beyond the event, examines current and future event trends and issues, and discusses the various career paths that exist and the skills and qualifications required to gain employment and start a successful career in events. Each chapter profiles someone currently working within the events industry, and presents a scenario of a real event challenge they have faced in their work role, relevant to the chapter. Further viewpoints from a second event practitioner and academic are included, before the final outcome is presented, showing us in each case, how real life situations develop and are resolved in practice within the events industry. The feature Event Ethics explores a topical issue that should encourage lively discussion and the Did you know? section reveals an interesting and chapter-specific event fact. At the end of every chapter students can revise and extend their event knowledge with the list of Chapter Summary Questions, which help consolidate the learning outcomes. Additionally the Key Terms section explains any terminology used within the chapter. Each chapter concludes with a section called For the Classroom, featuring discussion points and activities based around the chapter content, as well as reference sources and suggested reading. Some of the forms and inserts used to contextualise the learning, will appear as weblinks for the students to download and use throughout.

Sport Facility and Event Management focuses on the major components of both facility and event management: planning, financing, marketing, implementation, and evaluation. It integrates timely theoretical foundations with real world practicality and application to provide the reader with a strong foundation in facility and event management. The authors focus on a broad range of facilities and events to demonstrate the diversity of the industry, which encompass recreation, leisure, health and fitness, in addition to the more commonly discussed sport facilities and events. The text's robust pedagogy includes chapter learning objectives, industry expert spotlights, vignettes, case studies, discussion questions, and tip points, as well as actual examples from the industries covered throughout the book.

Events and Tourism Essentials allows for completion of dual qualifications in Certificate III in Tourism and Certificate III in Events. The contents directly relate to competency units with industry examples providing application to match examination requirements as well as competency units. This resource is accompanied by a Teacher's Resource Kit containing worksheets with multiple choice, short answer, worksheets, extension activities, assessment tasks, solutions, chapter review answers, mind map summaries and solutions.

Knowledge Production in Material Spaces is a curation of the interventions that the authors undertook at a range of academic conferences since 2016. It problematizes disciplined practices and expectations governing academic conference spaces and generates new ways of thinking and doing conferences otherwise. The authors use posthuman, feminist materialist and post-qualitative theories to disrupt knowledge production in neoliberal and bureaucratic conference spaces. The analysis they offer, and the rhizomatic writing and presentational styles they use, promote a form of educational activism through theory. They interrogate the

conference space as a regulated, normalized and standardized mode of academic knowledge production – which they call the ‘AcademicConferenceMachine’ – and playfully subvert the dominant meanings and modes of conferences and workshops to show how we can better interact and produce research, with and for each other. The authors indicate how creative conference practices promote playful possibilities to imagine and produce knowledge differently. This book will appeal to audiences ranging from established professionals to early career scholars, doctoral and master’s students in Education and the social sciences.

Managing Major Sports Events: Theory and Practice is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability. Now in a fully-revised and updated new edition, the book draws on the latest research from across multiple disciplines; explores real-world situations, and emphasises practical problem-solving skills. It covers every key area in the event management process, including:

- Bidding, leadership, and planning
- Marketing and human resource management
- Venues and ceremonies
- Communications and technology (including social media)
- Functional area considerations (including sport, protocol, and event services)
- Security and risk management
- Games-time considerations
- Event wrap-up and evaluation
- Legacy and sustainability

This revised edition includes expanded coverage of cutting-edge topics such as digital media, culture, human resources, the volunteer workforce, readiness, security, and managing Games-time. Each chapter combines theory, practical decision-making exercises and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. Also new to this edition is an ‘Outlook, Trends and

Innovations' section in each chapter, plus 'tips' by leading events professionals. Managing Major Sports Events: Theory and Practice is an essential textbook for any course on sports event management or international sports management, and an invaluable resource for all sport management researchers, practitioners and policy-makers. Online resources include PowerPoint slides, multiple choice questions, essay questions and decision-making exercises. 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.

THE WILEY EVENT MANAGEMENT SERIES The complete guide to event risk management, safety, and security Practical strategies and resources for any size event! With any event

comes risk-from rowdy guests at a festival or convention to a life-threatening riot at a sports event. Event Risk Management and Safety provides a comprehensive resource for managing event risk and limiting liability for modest and grand events. Presenting theory and practical applications, this book covers topics such as measuring risk, alcoholism and drugs, crowd control, fire safety and emergency medical services, food and water safety, outdoor events, and much more. Other features include: * Case studies examining problems and solutions to real-world situations * Key terms and risk-management exercises * New techniques to forecast and manage the global challenges of the twenty-first century * Comprehensive appendices containing additional resources, alcohol and beverage commission contact information, and practical forms

Many books exist on various aspects of event management, reflecting growing academic and professional interest, but there has not been a book written on Event Studies until now. As the event management field expands, there is a growth in demand for advanced texts, particularly with a multidisciplinary research and theoretical orientation. Event Studies is the first text to embrace this new direction in the field of event management providing: students and practitioners with an explanation of why planned events are important from a social/cultural, economic and environmental perspective. readers with an understanding of how various disciplines and other professional fields view planned events, and the contributions they make to understanding events. research students with a detailed evaluation of research issues and challenges, and of methodologies and theories applicable to event studies. The bibliography is extensive and numerous research examples are provided. professionals with a tool to expand their knowledge well beyond the art and science of producing events to include the

philosophical and scientific foundations of event studies. For the event management student, and for professionals, Event Studies provides the necessary body of knowledge and theoretical /methodological underpinnings on the subject of planned events.

Event Management in Leisure and Tourism is the first text available to fully cover the event industry in one volume. It has been written by an experienced practitioner and author, and provides a comprehensive overview of event management and organisation. Practical real life examples are used throughout to demonstrate theory in practice and case studies of major projects in action are used as examples of good practice. Students are encouraged to test their knowledge and comprehension through end-of-chapter revision questions.

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.

Knowledge Management in Event Organisations
Theory and Methods for Event Management and Tourism

The world of event management is incredibly diverse. It can be confusing for students and new entrants to the industry to identify which sector best fits with their skills, interests and personality. 'Bite size chunks' started life as a broad guide to the event management industry and developed into a series of chapters that describe the key building blocks a successful event manager needs to understand and follow. The authors describe how creating an event is a journey beginning at purpose and objectives and ending at measurement and evaluation. On route the journey takes in creativity and production. The book is designed as an event management practitioners guide, a reference toolkit that can be picked up and put down as and when needed. Will the experienced event manager find it a bit basic? Possibly, but just because you think you know something doesn't mean that you practice what you know.

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.

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