

Event Portfolio Planning And Management A Holistic Approach Routledge Advances In Event Research Series

The Routledge Handbook of Tourism Cities presents an up-to-date, critical and comprehensive overview of established and emerging themes in urban tourism and tourist cities. Offering socio-cultural perspectives and multidisciplinary insights from leading scholars, the book explores contemporary issues, challenges and trends. Organised into four parts, the handbook begins with an introductory section that explores contemporary issues, challenges and trends that tourism cities face today. A range of topics are explored, including sustainable urban tourism, overtourism and urbanisation, the impact of terrorism, visitor–host interactions, as well as reflections on present and future challenges for tourism cities. In Part II the marketing, branding and markets for tourism cities are considered, exploring topics such as destination marketing and branding, business travellers and exhibition hosting. This section combines academic scholarship with real-life practice and case studies from cities. Part III discusses product and technology developments for tourism cities, examining their supply

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and impact on different travellers, from open-air markets to creative waterfronts, from social media to smart cities. The final Part offers examples of how urban tourism is developing in different parts of the world and how worldwide tourism cities are adapting to the challenges ahead. It also explores emerging forms of specialist tourism, including geology and ecology-based tourism, socialist heritage and post-communist destination tourism. This handbook fills a notable gap by offering a critical and detailed understanding of the diverse elements of the tourist experience today. It contains useful suggestions for practitioners, as well as examples for theoretical frameworks to students in the fields of urban tourism and tourism cities. The handbook will be of interest to scholars and students working in urban tourism, heritage studies, human geography, urban studies and urban planning, sociology, psychology and business studies. This book provides a management perspective on the full historical, contemporary, and geographic landscape of hospitality and tourism (H&T) in Africa. In so doing, it critically assesses and challenges the applicability of Western theories within the African context and draws attention to the insights offered by African management concepts. A variety of key topics are examined, including, for example, H&T management practices and management innovation in Africa, the drivers of and variation in uptake of Western management

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practices, policies and strategies to promote the development of H&T organizations, the influence of management practices on the competitiveness of African countries as tourism destinations, and areas for improvement of H&T organizations in Africa in the digital age. The approach is multidisciplinary. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, with inclusion of intra- and inter-country comparisons. This book will be essential reading for scholars, students, businesses, and policy makers with an interest in H&T in Africa.

This book comprehensively describes, explains, critiques and refines our current perspectives of event leveraging and, in so doing, provides an analytic account of the subject area as a whole, as it concerns the strategic pursuit of attaining and magnifying benefits that derive from events. Encompassing all events including sport, cultural and business, it also covers all kinds of benefits that can be leveraged and lead to sustainability through triple-bottom-line assessment. The book takes an interdisciplinary approach to cross boundaries and creates linkages among the parent disciplines (sport management; events, hospitality and tourism; leisure studies, parks and recreation) and general disciplines (management, marketing, sociology, anthropology, urban and regional planning). Building a truly global and transdisciplinary framework, the author provides

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direction and possibilities that can lead to new forms of leveraging, making this an excellent resource for researchers, practitioners and students interested in event management and policy, sport management, recreation and leisure, and hospitality, tourism and festival management.

The Encyclopedia of Tourism Management and Marketing is, quite simply, the definitive reference work in the field. This is the largest tourism management and marketing ontology that has ever been put together and offers a holistic examination of this interdisciplinary field. Bringing together a wealth of expertise, a team of international authors from all parts of the world shed light on the current state of tourism research and practice around the globe and provide unique insights into the field. Carefully curated by leading tourism scholar Dimitrios Buhalis, the Encyclopedia is an invaluable resource for academics, students and practitioners and provides the ideal starting point for any research journey. The concise entries present an accessible and condensed overview of each topic and the selected references that follow each entry suggest directions for further detailed exploration. Key Features: - Over 1000 entries - Entries organized alphabetically for ease of navigation - Fully cross-referenced - Concise, structured entries by the world's foremost scholars in tourism - Selected references for further study - Inclusive global authorship team. Contact us for a

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quote.

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.

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Sport events have played a pivotal role in the regeneration of economies and communities. Furthermore, major events have been used as a tool for economic, social, political, and cultural development for cities. The potential claims gained from hosting lead countries to bid for major sport events, sometimes disregarding the costs and overestimating the benefits. In this regard, the potential outcomes are taken for granted, as if they were an intrinsic attribute of the sport product. Due to the ephemeral lifespan of sport events and the escalating costs related to hosting, Chalip (2004) called for a shift of paradigm, from impact to leverage, in the study of event and tourism management. By strategically planning for desired outcomes, using the events as a means to focus on the community, host destinations could achieve tangible and intangible benefits well beyond the event's completion date. The underlying discourse also acknowledges that in order to sustain outcomes and counteract the temporal boundaries of sport events, a series of interrelated events, encompassed within an event portfolio, are key to capitalize on economic and social issues to in order prolong the benefits for host destinations. This report puts into perspective the different challenges faced by Lima, Peru and its organizing committee in the preparation of the 2019 Pan-American Games. Based on secondary sources of evidence, if the continental competition is not put to the service of the city of Lima, with a

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mindset shift to event leverage, the event outcomes will be nominal and the benefits will not exceed the cost of hosting. To maximize the desired goals proposed by the Peruvian organizing committee, two event leverage frameworks are presented as a means to implement Lima's Pan-American Plan: Chalip's (2004) economic leverage framework, and O'Brien and Chalip's (2008) social leverage framework. The purpose of the analysis is to highlight potential avenues to increase the benefits derived from the event to Lima's local community. A complete and thorough ontology of the study of planned events and the professional practice of event management and event tourism. Contains user friendly explanations and language to explain and contextualise jargon and technical terms within this wide and varied field.

Event Audiences and Expectations for the first time examines why people participate in festivals and events, the types of events which stimulate participation, and the fanatical antics of fans who become involved in these events. By doing so the book offers significant insight into how event managers can entice and manage participant expectations as well as manage audience involvement. The book is based on primary research using participant observation, as well as in-depth interviews with event participants, event managers and government officials involved in over 50 international events to

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gain new perspectives into audience behaviour and participatory events. Using numerous international case studies and examples, the book offers a comprehensive outline of the reasons why people participate in festivals and events, the social world that reinforces their behaviours, and strategies that can be used to ensure future successful participatory events. This thought-provoking and original volume will be valuable reading for students, researchers, events managers and tourism and community planners at all levels of government.

“We need better approaches to understanding and managing software requirements, and Dean provides them in this book. He draws ideas from three very useful intellectual pools: classical management practices, Agile methods, and lean product development. By combining the strengths of these three approaches, he has produced something that works better than any one in isolation.” –From the Foreword by Don Reinertsen, President of Reinertsen & Associates; author of *Managing the Design Factory*; and leading expert on rapid product development

Effective requirements discovery and analysis is a critical best practice for serious application development. Until now, however, requirements and Agile methods have rarely coexisted peacefully. For many enterprises considering Agile approaches, the absence of effective and scalable Agile requirements processes has been a showstopper for Agile adoption. In *Agile Software Requirements*, Dean Leffingwell shows exactly how to create effective requirements in Agile environments. Part I presents the “big picture” of Agile requirements in the enterprise, and describes an overall process model for Agile requirements at the project team, program, and portfolio levels Part II describes a simple and lightweight, yet

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comprehensive model that Agile project teams can use to manage requirements Part III shows how to develop Agile requirements for complex systems that require the cooperation of multiple teams Part IV guides enterprises in developing Agile requirements for ever-larger “systems of systems,” application suites, and product portfolios This book will help you leverage the benefits of Agile without sacrificing the value of effective requirements discovery and analysis. You’ll find proven solutions you can apply right now—whether you’re a software developer or tester, executive, project/program manager, architect, or team leader.

A guide that shows how any organisation can harness the power of change by applying the cutting-edge discipline of portfolio management. Features: Enormous potential audience. The authors provide software and software services to over 500,000 individuals world-wide. In addition, the authors will use the book for presentations to senior members of the Project Management Institute, an organisation with over 500,000 members in more than 170 countries; A user-friendly introduction to a tremendously powerful management system. With clever graphics and case studies drawn from the authors' fifty years of combined experience, this book is essential reading for anyone seeking an effective and adaptable approach to managing organisations in a world of constant change; The first book to show companies how to unify the portfolio management process. While hundreds of books have been written about various portions of this system, this is the first book to synthesise all the information into one definitive treatment and expand the scope of project portfolio management to company--wide applications.

Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll

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discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Horses are perhaps the most common non-human animal to feature in planned events, but although there is considerable research on equestrian sport, there is virtually none on equestrian events. This book begins to address this gap, using the National Championships of the Icelandic Horse as an extended case study to explain in depth the process of managing an event, as well as the larger theoretical implications of events management. Drawing on diverse viewpoints and theoretical perspectives, the book draws wider comparisons to connect events management to larger themes in the social sciences, such as human-animal relations;

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nationalism; place branding; event impacts; event experience; and inclusion and exclusion. The book is a contribution to two fields. In relation to human-animal studies, it focuses on how the Icelandic horse breed is marketed and celebrated through top-tier competition; whereas from an events management perspective, it considers the role of the event in community building, the practical and theoretical aspects of running a sustainable equestrian event, and the issues that arise in multispecies event contexts.

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.

Rural regions are experiencing fundamental challenges to their ways of life and social fabric, as traditional land-based occupations are in decline and younger and better-educated rural residents migrate to cities for greater work, social and cultural opportunities. Rural tourism offers a possible solution to the problems associated with lost economic opportunities and population decline that accompany the waning of agriculture. Many governments and regional authorities have embraced rural tourism as an opportunity to bring new money into rural regions, stimulating growth, providing employment opportunities and thus beginning to halt rural decline. However, the possibilities of rural tourism to promote rural regeneration have been criticised for being over-stated and unrealistic. Rural tourism has frequently been found to

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under-deliver in terms of expected economic benefits and job creation, and may sometimes exacerbate local hierarchies and inequalities. This edited collection questions the contribution tourism can and does make to rural regions. Drawing on a range of geographically diverse, research-driven case studies, the book is thematically organised to explore a variety of issues relevant to rural tourism, from the perspectives of local communities, businesses, government/policy makers and the tourists themselves.

Event Planning and Management, second edition, is an ideal resource for those seeking a step by step formula to plan and deliver a successful event. With the vital balance of professional experience behind them, the authors teach the next generation of event planners with unrivalled knowledge, ensuring an effective event process from start to finish. This book delivers practical understanding of the theory and practice needed to activate each stage of planning, from initial venue selection, budgeting and programme content, to managing stakeholders and sponsors, promotion, risk assessment, safety and post-event evaluation. Fully revised, the second edition of Event Planning and Management expands on managing events on the day, and explores the PR and experiential marketing boom for live brand experiences. Including updated real-world case studies from around the globe, it also features an invaluable toolkit of templates, planning checklists and budget sheets. Accompanied by a host of downloadable resources, this book is the ideal end to end resource for both event planning modules and certifications, plus busy marketing and PR professionals facing the new wave of live brand and customer experiences.

This book is the first to take an in-depth examination of marginalisation and events.

Marginalisation has been the subject of academic research for some time now. For example,

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marginalisation and exclusion have been identified as problematic in fields as diverse as geography, public health, education and media studies. However, little research has been carried out within the field of event studies. Using of a range of different theoretical and methodological approaches from a variety of disciplines, the volume applies a critical approach to events as they relate to marginalisation that seeks to address the 'how' and 'why', and to provide a holistic picture of their place and influence in the lives of marginalised individuals and communities. International through authorship and examples, it encompasses case studies from around the world, including South Africa, the United Kingdom, Italy, Afghanistan, the United States, Brazil, Portugal, Australia and New Zealand. This is essential reading for students and researchers in the fields of critical event studies, anthropology, cultural studies, tourism, sociology and management.

This case study focuses on planning and leveraging sport events for community-based sport tourism and economic development. It is presented from the point of view of a sport event/marketing coordinator (Ian) within the Convention and Visitors Bureau (CVB) of the fictional rural community of Panorama. He has been assigned to write a report about the potential of organizing (and leveraging) a new motorcycle event tapping into the unparalleled success and experience of two car open road races that the town hosts. Ian is a recent sport management graduate who has just been hired by CVB and hence knows little about the community and its events. He begins preparing his report by collecting information and taking notes in order to understand the community dynamics affecting events and learn from the races with the purpose of

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identifying what would be the best means to attain benefits from the proposed new event. Drawing upon the theoretical underpinnings of sport event leverage and multi-purpose event portfolios, the case provides the opportunity for students to apply these tenets on a realistic context, taking them through a research path of gradual exploration and discovery of issues and means entailed in event portfolio planning and leveraging. Presents an introduction to the processes of portfolio management, discussing how to identify business goals, develop strategy, evaluate environmental and risk factors and successfully complete project objectives. Original.

This book presents critical insights and contemporary perspectives for exploring current trends, concerns and prospects of events tourism. It examines modern-day global issues facing the events and tourism industry, policymakers, researchers and academics to advance understanding of practice and development of theory. Organised in four parts, this book examines how events tourism is designed, planned and delivered. The first part engages with the core, fundamental concepts of events tourism which establish a basic understanding of the field. The second part addresses contemporary issues related to visitor attractions, music festivals, small and user-generated events, wanderlust and entrepreneurship. The third part focuses on meetings and challenges in the conference industry after disasters, the economic impact and other dilemmas of mega-events, and city and destination concerns. The fourth and final part provides a peek into the future of events tourism vis-à-vis

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reshaping cities, music festivals and critical dilemmas of the 21st century. With an international appeal because of cross-national contributions, this book will interest events and tourism practitioners, academics, students, researchers, policymakers, and business and investment sector professionals across the globe.

There is an ever growing importance of events in modern society and until now existing literature on events has been dominated by the economic perspective. *Social and Cultural Aspects of Events* addresses the social and cultural side of events and explores the role they have in fostering change and community development. It examines the transformatory function of events in the context of development studies - as phenomena that can promote and facilitate human development, including social, societal and individual change. This book provides vital and timely exploration and encourages the study of more diverse themes within event management.

Battlefield Events: Landscape, Commemoration and Heritage is an investigative and analytical study into the way in which significant landscapes of war have been constructed and imagined through events over time to articulate specific narratives and denote consequence and identity. The book charts the ways in which a number of landscapes of war have been created and managed from an events perspective, and how the processes of remembering (along with silencing and forgetting) at these places has influenced the management of these warsapes in the present day. With chapters from authors based in seven different countries on three continents and comparative

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case studies, this book has a truly international perspective. This timely longitudinal analysis of war commemoration events, the associated landscapes, travel to these destinations and management strategies will be valuable reading for all those interested in war landscapes and events.

Event marketing is a powerful tool of brand communication and used within many different fields. Florian Neus extends the existing scientific literature to events of higher education institutions and events within digital environments. Different aspects of event marketing efforts within these fields are addressed and evaluated. Based on conducted studies and coherent analysis new insights are derived. Furthermore, valuable implications for research and management are presented. ?About the Author: Florian Neus works as a research assistant at the chair of marketing and retailing at the University of Siegen. His research focusses around higher education marketing and event marketing in digital environments.

To support the broadening spectrum of project delivery approaches, PMI is offering A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Sixth Edition as a bundle with its latest, the Agile Practice Guide. The PMBOK® Guide – Sixth Edition now contains detailed information about agile; while the Agile Practice Guide, created in partnership with Agile Alliance®, serves as a bridge to connect waterfall and agile. Together they are a powerful tool for project managers. The PMBOK® Guide – Sixth Edition – PMI's flagship publication has been updated to reflect the latest good

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practices in project management. New to the Sixth Edition, each knowledge area will contain a section entitled Approaches for Agile, Iterative and Adaptive Environments, describing how these practices integrate in project settings. It will also contain more emphasis on strategic and business knowledge—including discussion of project management business documents—and information on the PMI Talent Triangle™ and the essential skills for success in today's market. Agile Practice Guide has been developed as a resource to understand, evaluate, and use agile and hybrid agile approaches. This practice guide provides guidance on when, where, and how to apply agile approaches and provides practical tools for practitioners and organizations wanting to increase agility. This practice guide is aligned with other PMI standards, including A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Sixth Edition, and was developed as the result of collaboration between the Project Management Institute and the Agile Alliance.

A concise introduction to portfolio theory and methods for use in event management and event tourism. Divided into 2 parts of 'Theory' and 'Practice' it explains why it is important in event studies and management, and then shows how related methods can be used and adapted using real world international case studies.

The companion workbook to the Investment Management volume in the CFA Institute's Portfolio Management in Practice series provides students and professionals with essential practice regarding key concepts in the portfolio management process. Filled

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with stimulating exercises, this text is designed to help learners explore the multifaceted topic of investment management in a meaningful and productive way. The Investment Management Workbook is structured to further readers' hands-on experience with a variety of learning outcomes, summary overview sections, challenging practice questions, and solutions. Featuring the latest tools and information to help users become confident and knowledgeable investors, this workbook includes sections on professionalism in the industry, fintech, hedge fund strategies, and more. With the workbook, readers will learn to: Form capital market expectations Understand the principles of the asset allocation process Determine comprehensive investment strategies within each asset class Integrate considerations specific to high net worth individuals or institutions into the selection of strategies Execute and evaluate chosen strategies and investment managers Well suited for individuals who learn on their own, this companion resource delivers an example-driven method for practicing the tools and techniques covered in the primary Investment Management volume, incorporating world-class exercises based on actual scenarios faced by finance professionals every day. The use of sporting and other mega-events to bring about transformation of socially deprived areas of major cities is becoming an increasingly important part of the raison d'être for hosting such events, especially given the immense costs involved and the current economic climate. The tax-paying public increasingly has to be persuaded of the benefits, beyond the event itself, to spend the nation's resources in this way. This

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edited book, written by international experts, critically explores these multiple facets of the Mega Event legacy looking at the various economic, environmental and social impacts and benefits in multiple continents. It considers topics such as volunteering, participation, economics, sponsorship, ethics and technology in relation to legacy. This timely book provides a further understanding of the legacy discourse, as well as the potential pitfalls connected to legacy in relation to mega events. Filling a gap in the literature on legacy research, Legacies and Mega Events will be of interest to events, sports, tourism, urban development students, researchers and academics.

Cities and regions around the world increasingly capitalize on a series of events aimed at optimizing their reach and outcomes. How then can a series of different events be developed and harnessed? What are the conditions and the means by which synergies and collaboration among different events and their stakeholders can be fostered? This book for the first time explores how managers and host communities can synergize sport, cultural and other planned events in a portfolio in order to attain, magnify and sustain their outcomes. The incorporation of different events into a portfolio requires an integrative way of viewing the different community purposes that they serve in unison. This book elaborates on this holistic approach by developing an integrative theoretical framework for conceptualizing event portfolios, and examining their challenges and prospects as well as potential as tools for sustainable development. It therefore presents the foundations of event portfolio planning, the patterns of inter-organizational

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relationships within collaborative events networks that foster the conditions for community capacity-building and the requirements for the design and development of event portfolios. Topics are considered from varying perspectives and examples of emerging event portfolios from a range of geographical regions are integrated throughout. Uniquely providing a holistic framework for planning and managing a series of events this is essential reading for all those interested in Events Policy, Planning and Management.

Do small- and medium-sized sporting events affect the overall wellbeing of people living in the host community? If so, how they do they affect local life? This book specifically addresses the strategic choices that host communities make when hosting non-mega sporting events, and looks at the outcomes of those choices. The contributions to this study assess a variety of tangible and intangible effects, including the economic and social impacts, and the effect on tourism and participation in sport. It contains analysis of a variety of events, including spectator and participant events, single-sport and multi-sport events, and one-day and multi-day events, all hosted in different types of cities and communities around the globe. Overall, this book identifies and extends our understanding of the nature, management, and implications of non-mega sporting events. The impacts and strategic outcomes highlighted here have practical value for sport event management and strategy, and advance our understanding of the economic and social consequences of hosting an event. This book was originally published as a

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special issue of European Sport Management Quarterly.

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Events Management Services NC III is a short TESDA course in the Philippines that will train you in planning and organizing events in different venues such as conference centers, hotels, motels, restaurants, clubs, resorts and luxury liners. 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. This book will give readers the guide on how to make a portfolio with regards to this course. Projects have become the de facto method of implementing business strategy and operations. As such, understanding how projects relate to business strategy and managing projects strategically is increasingly important to effective and efficient business management This book is designed as a short and concise treatise on how to go about doing that. The authors start by figuring out how the project relates to the rest of the business and environment and what separates it from other projects and functions. They go on to discuss how you can use principles of strategic management to better organize and manage the various projects you may be dealing with on a daily basis so that they are strategic in nature. In essence, this book details how to approach answering the important strategic questions in project management like—“Why is the project being implemented? How does the project relate to the major strategic goals of

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the organization? How do we accomplish the performance goals for the project so that they help achieve the major strategic goals of the organization?"

Focuses on stakeholder theory applied to event management and goes beyond traditional approaches by treating event management as an applied field. It looks at issues such as stakeholder relationships and the management functions of planning, organizing, staffing, directing and controlling in the events sector.

Event Portfolio Management explores the phenomenon of the event portfolio as a policy tool for cities and destinations. Divided into two parts - 'Theory' and 'Practice' - the book critically analyses and summarises key underpinnings behind portfolio theory development and identifies key trends and issues in the event portfolio approach. It examines the processes of event portfolio development and management, leveraging, stakeholder networking and collaboration, portfolio design, risk assessment and evaluation. With a wide geographical reach, the book introduces the results of empirical research from different international case studies, including Auckland, Wellington and Dunedin in New Zealand, Canberra and Melbourne in Australia, and Manchester and Edinburgh in the UK. The Event Management Theory and Methods Series examines the extent to which mainstream theory is employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. Each compact volume contains overviews of mainstream management theories and methods, examples from the events literature, case studies, and guidance on all

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aspects of planned-event management. The series introduces the theory, shows how it is being used in the events sector through a literature review, incorporates examples and case studies written by researchers and/or practitioners, and contains methods that can be used effectively in the real world. Series editor: Donald Getz PhD., Professor Emeritus, University of Calgary, Canada. This is an indispensable specialist text for events students, scholars and practitioners. With additional online resource material, the book is ideal for lecturers who teach event tourism and need theoretical foundations and case studies for their classes. It is a valuable source of reference for students undertaking events and tourism programmes. For destination managers and other industry professionals, the book provides a theoretical and practical guide to developing successful and sustainable portfolios of events. Vladimir Antchak, PhD., is Senior Lecturer in Applied Management at the University of Derby, UK. Vassilios Ziakas, PhD., is Associate Professor in Sport Management at Plymouth Marjon University, UK. Donald Getz, PhD., is Professor Emeritus at the University of Calgary, Canada and Visiting Professor at the University of Derby, UK.

This is the first textbook and reference work on evaluation intended for event management and event tourism. Drawing upon generic evaluation theory and methods, event and tourism research and real-world experiences, it provides concepts and tools for a comprehensive evaluation system and the implementation of evaluation projects. Dealing with event management in developing countries, specifically South Africa, this

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textbook confronts the specific challenges of creating well-run events in places where world-class catering and party supplies are not as readily available as in developed nations. Complete with advice about all aspects of managing an event, the second edition incorporates additional graphs, tables, and photographs, as well as new material about the legal aspects of event planning.

Events are becoming more complex as their range of functions grows, as meeting places, creative spaces, economic catalysts, social drivers, community builders, image makers, business forums and network nodes. Effective design can produce more successful business models that can help to sustain cultural and sporting activities even in difficult economic times. This process requires creative imagination, and a design methodology or in other words 'imagineering'. This book brings together a wide range of international experts in the fields of events, design and imagineering to examine the event design process. It explores the entire event experience from conception and production to consumption and co-creation. By doing so it offers insight into effective strategies for coping with the shift in value creation away from transactional economic value towards social and relational value which benefit a range of stakeholders from the community to policy makers. Mega-events, small community events, business events and festivals in eight different countries are examined providing an international view of social issues in event design. A wide selection of current research perspectives is employed, integrating both theoretical and applied contributions. The multidisciplinary

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nature of the material means that it will appeal to a broad academic audience, such as art and design, cultural studies, tourism, events studies, sociology and hospitality. The first text to fully explore the issue of ownership and governance of international events. Split into two distinct parts of 'Theory' and 'Cases', it presents cases from sports as well as non-sports events, in addition to general principles regarding ownership and governance based on historical, legal and managerial considerations. This book examines concepts and tools for selecting and modifying a combination of technologies that will be either developed by a technology supply organization, such as a national laboratory or a corporate research center, or adopted by a technology application organization, such as a government administrative office or a corporation management department, to either advance public goals or enhance corporate strategies.

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 Feasibility and Development: From Strategy to Operations describes the latest tools and techniques used for the strategic growth of the event industry around the world. It illustrates how events and festivals are assets to countries, companies and their people. This book answers two fundamental questions faced by all events

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planners and organizers: "how do I justify this event to the client?" and "why are we spending money on this event?" This book is supported by video presentations for teaching and training. Events Feasibility and Development: From Strategy to Operations unpicks core issues such as: Developing a viable events program for the company or region Forecasting models and return on investment Operational integrity and its feasibility Integrating all the management processes to ensure best practice International case studies and examples are used throughout with practical insights and supporting theory. Case studies include: crowd number forecasting, planning a torch relay around the world, getting the most out of volunteers, and examples are drawn from around the world, from Scotland to Saudi Arabia to Sydney.

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