

Events Management Bowdin

Human Resource Management for Events is the first text to cover management of human resources in the event environment. Linking theory, research and application it covers the differing and various types of event in which human resource management is key, such as: * Business Events - a vast sector including events people who manage conferences, exhibitions, incentive trips and individual business travel. * Sporting Events - this sector includes sporting events ranging from the Olympic Games, Rugby World Cup, Soccer World Cup, Tour de France, Grand Prix to many smaller, local sporting events. * Arts and Entertainment - the logistics, risk and financial issues facing entertainment events are leading to the development of more sophisticated operational skills for this sector. Music festivals are increasingly popular. * Public Events - civic ceremonies, parades, celebrations, festivals and protests all fall within the scope of public events. Planning, approval and risk management are increasingly on the agenda for all levels of government. The particular challenges provided by such events are varied. The size of the workforce explodes at the time of the event to include the event management team, many paid staff, hundreds of volunteers and multiple contractors, such as food vendors and cleaning teams. Everyone working on the site comes into the scope of the event workforce. Little time is available for training and motivation plays a key role in retention and customer service. Decision making occurs on the run and the event is over before anyone can think about performance appraisal. The environment is further characterised by a fast pace, high stress levels and many workers are fatigued by the bump in period before the event audience pours through the gates to add yet another level of pressure. These features of the human resources environment are quite different to those of the traditional workforce. Human Resource Management for Events is vital reading for both students and practitioners involved in this crucially important aspect of event management. 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

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

The events industry is an exciting, innovative, diverse and highly challenging environment in which to work. Event Planning and Management offers a structured, practical approach to all types of events, from the initial planning, to final evaluating stages. It introduces the key models and theories but focuses on the practical side of building and working with a team, choosing a location, creating a programme, dealing with

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stakeholders and sponsors, promoting the event, essential financial and procurement considerations and finally evaluating the event. Each stage of the process is fully supported with online resources including templates and discussion questions to make up a complete event planner's toolkit. Balancing coverage of the key theory and models with essential practical guidance, tools and case studies from organizations such as London 2012 and the Prince's Trust, *Event Planning and Management* is an ideal handbook for students and practitioners alike. About the PR in Practice series: Published in collaboration with the Chartered Institute of Public Relations (CIPR), the PR in Practice series comprises accessible, practical introductions to day-to-day issues of public relations practice and management. The series' action-oriented approach keeps knowledge and skills up to date.

Practical tools and expert advice for professional event planners Before planning an event, there is much that must be done behind the scenes to make the event successful. Before any thought is even given to timing or location of the event, before the menus are selected and the decor designed, there are proposals to be written, fees and contracts to be negotiated, and safety issues to be considered. This book takes you behind the scenes of event planning and explains every aspect of organizing and strategic planning. This book will be of value to both the professional event planner and to clients who are dealing with planners. Its comprehensive coverage includes: how to prepare winning proposals, and how to understand them if you are the client; how to determine management fees; negotiating contracts; safety issues; designing events in multicultural settings; and new technology that makes operations more efficient (such as online registration and response management, database project management tools). The book also includes practical tools such as sample letters of agreement, sample layouts for client proposals, forms, and checklists. Professional event planner Judy Allen offers first-time or professional event planners all the top-class advice they need to make their special events come off without a hitch.

Festival and Events Management: an international perspective is a unique text looking at the central role of events management in the cultural, tourism and arts industries. With international contributions from industry and academia, the text looks at the following: * Events & cultural environments * Managing the arts & leisure experience * Marketing, policies and strategies of art and leisure management Chapters include exercises, and additional teaching materials and solutions to questions are provided as part of an accompanying online resource. This book provides a comprehensive overview and examination of the international aspect of Events Management and the many challenges and complications that arise in the planning and delivery specifically of cross-border and cross-cultural events. Authored by a current academic and ex-practitioner in the field, this book boasts an excellent balance of theory with practical advice and guidance. Chapters cover all the key concepts needed to manage and deliver an international event and fully reflect the current trends and issues facing the sector today. These include: sustainability, digital communication, social media, Big Data, corporate social responsibility, accessibility, security issues, and managing volunteers among many others. International case studies are included in each chapter accompanied by study questions and useful weblinks for further reading and research. This will be of great interest not only to students and researchers of International Events Management, Tourism and Hospitality, but also to current practitioners in the Events sector.

Published to accompany the exhibition *Energy flash - the Rave Movement*, M HKA, 17 June 25-September 2016.

Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities — legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures the hosting organizations or individuals achieve their objectives in

a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. Risk Management for Meetings and Events examines the practices, procedures, and safeguards associated with the identification, analysis, response planning, and control of the risks surrounding events of all types. Written by an experienced author it: * Provides a solid, easy-to-read conceptual foundation based on proven risk management techniques * Includes ready-to-use templates designed specifically as learning exercises for students and professionals * Comprehensively discusses effective strategies for managing the risks associated with design, planning and production of public and private events Risk Management for Meetings and Events is a comprehensive and practical guide which supports academic and professional development programs that prepare individuals for entering or advancement in the meeting and event management industry. 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. 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.

Events Management Routledge

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 introduction to Event Sponsorship provides students with an essential understanding of the important role of sponsorship in an event, how this can be gained and successfully managed to the benefit of both the sponsor and sponsee. The text starts with an investigation of the origins of sponsorship and then considers all important elements of Events sponsorship management. It

considers what sponsorship is, its history and evolution, what its marketing uses are, how it can be used efficiently; the benefits it can bring to an event; and how its results can be measured. It also considers other funding sources for events including government grants, crowd source funding and merchandising. To reflect changes in the way firms communicate with their customers, there is a strong focus on the use of social media, e – marketing and technology in sponsorship. The text uniquely considers topics of sponsorship from perspective of both the sponsor and the sponsee (the event) to provide a holistic view of the sponsorship process. Case Studies are integrated throughout to show how both small and large scale events have successfully gained and used sponsorship as well as potential pitfalls to avoid. Learning outcomes, discussion questions and further reading suggestions are included to aid navigation throughout the book, spur critical thinking and further students' knowledge. This is essential reading for all students studying Events Management.

Events and festivals have an increasingly vital role in our leisure lifestyles. We recognize them as part of our lives. For some, they are a very significant part of our lives. The network of festivals and events that either adorn the world now, or are planned for the future, can both serve to motivate new visits as well as enhance the lives of the people who live in – or near – the host area. They are also dynamos of cultural development, of sport knowledge and excellence and sophisticated consumption. Such dynamic outputs require dynamic inputs. This book looks at different event and festival cases and forwards separate and current managerial implications and responses to these, with reference to the UK, America and Australia. Both up-to-date and forward thinking, the managerial themes addressed are: Creative Management, Festival and Event audience development, Culture and Community, Event and Festival evaluation. Festival and event types include sport events, art festivals, community events, live music and culinary extravaganza. This book was previously published as a special issue of *Managing Leisure: An International Journal*.

“A clear, comprehensive look at a murky business.” —The Wall Street Journal Your favorite band has just announced their nationwide tour. Should you pay to join their fan club and get in on the pre-sale? No, you decide to wait. But the on-sale date arrives, and the site is jammed. You can't get on—and the concert is sold out in six minutes. What happened? What now? Music journalists Dean Budnick and Josh Baron chronicle the behind-the-scenes history of the modern concert industry. Filled with entertaining rock-and-roll anecdotes about The Rolling Stones, The Grateful Dead, Pearl Jam, and more—and charting the emergence of players like Ticketmaster, StubHub, Live Nation, and Outbox—Ticket Masters will transfix every concertgoer who wonders just where the price of admission really goes. This edition has an updated epilogue that covers recent industry developments.

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

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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.

Electronic Inspection Copy available for instructors here

Written by a team of twenty-five high profile, international authors, this exciting new text successfully combines theory and practice, making it a must-have for all students of Events Management. *Events Management: An International Approach* provides comprehensive coverage of all the most common types of events, preparing students for a future career in Events Management. Covering key issues such as fundraising, sponsorship, globalization and sustainability, this text addresses the challenges and examines the realities of events management in an international context. A wide range of case studies and examples look at sporting, music, catering and fundraising events across Europe, Africa, Asia, Australia and North America. Key features include:

- An international approach, drawing on a wide range of cases from around the world
- Extensive pedagogical features such as *Diary of an Event Manager* and *Exercises in Critical Thinking*
- A companion website offering a full Instructor's Manual, PowerPoint slides, additional case studies and links to SAGE journal articles

This book is essential reading for all undergraduate and postgraduate students studying Events Management. Visit the Companion Website at www.sagepub.co.uk/ferdinand

Nicole Ferdinand is Senior Lecturer in Events Management at the London Metropolitan Business School. Paul J. Kitchin is Lecturer in Sports Management at the University of Ulster.

Events 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 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.

"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

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be an invaluable reference source for students from of Event Management, Hospitality Management, Tourism Management, and Sport and Leisure Management.

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

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

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, the author provides concepts and tools needed for the establishment of a comprehensive evaluation system and the implementation of varied evaluation projects. The strength of this book lies in its emphasis on evaluation foundations, both theoretical and methodological, enabling the student and practitioner to adapt the evaluation process to many situations using: *A range of tools from simple checklists to more advanced logic models; *Specific chapters devoted to the most challenging evaluation contexts: the visitor and their experience, quality and human resources; *A chapter devoted to exploring different evaluation challenges in the full range of planned events, including the tourism dimension; *An introduction of impact assessment. The Events Management Theory and Methods 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. Each compact volume contains overviews of mainstream management theories and methods, examples from the events literature, case studies, and guidance on all aspects of planned-event management. 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. Series editor: Donald Getz. 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.

Electronic Inspection Copy available to instructors here Praise for the previous edition: ?This is an excellent publication that correctly reviews

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

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.

Increasing concerns over climate and environmental change, the global economic and financial crisis and impacts on host communities, audiences, participants and destinations has reinforced the need for more sustainable approaches to events. Sustainability now features as part of the bid process for many mega-events, such as the Olympic Games, as well as significant regional and local events, where the event organisers are required by funding bodies and governments to generate broader outcomes for the locality. This book is the first to offer students a comprehensive introduction to the full range of issues and topics relevant to event sustainability including impacts, operating and policy environments, stimulating urban regeneration and creating lasting legacies, as well as practical knowledge on how to achieve a sustainable event. Taking a holistic approach drawing on multidisciplinary theory it offers insight into the economic, socio-cultural and environmental impacts and how these can be adapted or mitigated. Theory and practice are linked through integrated case studies based on a wide range of event types from mega events to community festivals to show impacts, best practice and how better sustainable practice can be achieved in the future. Learning objectives, discussion questions and further reading suggestions are included to aid understanding and further knowledge; additional resources for lecturers and students including power point slides, video and web links are available online. Events and Sustainability is essential reading for all events management students and future managers.

Across the world each year events of every shape and size are held: from community events, school fairs and local business functions

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through to the world's largest festivals, music events, conferences and sporting events. As well as causing celebration and giving voice to issues, these public parties use up resources, send out emissions and generate mountains of waste. Events also have the power to show sustainability in action and every sustainably produced event can inspire and motivate others to action. Written by a leader in event sustainability management, this book is a practical, step-by-step guide taking readers through the key aspects of how to identify, evaluate and manage event sustainability issues and impacts and to use the event for good – it's for events of any style and scale, anywhere in the world. Now in its third edition, this is the indispensable one-stop guide for event professionals and event management students who want to adjust their thinking and planning decisions towards sustainability, and who need a powerful, easy-to-use collection of tools to deliver events sustainably.

Festival and Special Event Management, 5th edition continues the comprehensive overview of the theory and procedures associated with festivals and special events established in previous editions. The new edition of this market-leading text introduces developments and professional tools, and considers the globalisation and subsequent internationalisation of event management. The role of marketing and communication, environmental planning, the increasing role of governments through the creation of event strategies, and the different perspectives of event management are all discussed. This edition aims to embrace and extend the growing body of knowledge relating to event management by tracking many of the recent changes and developments in the field. This offers students a current, relevant textbook for their study and professional reference.

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.

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

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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. 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.

This work is a guide to organizing major events such as festivals, parties, concerts, weddings, and conferences. It includes photocopiable forms that will help readers to plan and budget, and case studies and websites to learn from

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

Scholarly Research Paper from the year 2009 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2, London Metropolitan University, course: Event Management, language: English, abstract: The annual Life Ball is Europe's largest charity event dedicated to the fight against HIV and AIDS, taking place for the 17th time on May 16, 2009 at the historic Vienna City Hall. The glamorous event celebrates the open-mindedness and diversity of the world, giving its audience a clear sign against discrimination and ignorance while promoting the courageous and joyful sides of life. A sparkling show with a series of music and dance performances opens the event on the square in front of the Vienna City Hall...

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.

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

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