

Events Management Bowdin

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Events Management - Glenn Bowdin 2012-05-23

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

Events and Festivals - Martin Robertson 2013-09-13

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*.

Events Management - Nicole Ferdinand 2012-03-23

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.

The 21st Century Meeting and Event Technologies - Seungwon "Shawn" Lee 2017-03-03

Here is the first book to specifically and comprehensively address the rapid changes and advances in technology in the planning, management, and marketing of meetings and events. The multigenerational trio of authors, including Joe Goldblatt and two of his former students, Seungwon "Shawn" Lee and Dessislava Boshnakova, cover the most important aspects of using technology for today's meetings and events, such as How to harness the power of social media How to use crowdsourcing effectively How to choose appropriate room layout design software How to manage and use guest-generated content How to measure and evaluate your success How to choose meeting registration software How to promote your meeting with blogs, websites, podcasts, and more How to hold virtual meetings and events How to use search engine optimization to advantage The area of meeting and event technology is a fast-growing component of the meetings, incentives, conventions and exhibition (MICE) industry. With a foreword by Corbin Ball, an internationally renowned speaker, consultant and writer in the meetings and events technology field, *The 21st*

Century Meeting and Event Technologies will be an essential resource for hospitality students and business professionals. Faculty may request an examination copy from info@appleacademicpress.com. Please provide your name and title, course title, course start date, current text, number of students, and your institution address.

Principles and Practices of Small-Scale Sport Event Management - Fotiadis, Anestis 2020-05-08

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.

Events Management - Razaq Raj 2013-02-28

Electronic Inspection Copy available to instructors here
Praise for the previous edition: 'This is an excellent publication that correctly reviews the external environment associated with events, both in the context of the theoretical and operational' - Neil Robinson, Salford Business School, University of Salford, UK
The new edition of this popular accessible text gives

students a thorough and contemporary grounding in both the fundamentals and 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

Strategic Sports Event Management - Guy Masterman 2014-05-16

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..

Events Management - G. A. J. Bowdin 2010

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

Events Management - G.A.J. Bowdin (McDonnell, I., Allen, J. and O'Toole, W.) 2013

Events Management - Charles Bladen 2017-10-30

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.

Eventful Cities - Greg Richards 2012-05-31

Processes of globalization, economic restructuring and urban redevelopment have placed events at the centre of strategies for change in cities. Events offer the potential to achieve economic, social, cultural and environmental outcomes within broader urban development strategies. This volume:

- * analyzes the process of cultural event development, management and marketing and

links these processes to their wider cultural, social and economic context * provides a unique blend of practical and academic analysis, with a selection of major events and festivals in cities where 'eventfulness' has been an important element of development strategy * examines the reasons why different stakeholders should collaborate, as well as the reasons why cities succeed or fail to develop events and become eventful Eventful Cities evaluates theoretical perspectives and links theory and practice through case studies of cities and events across the world. Critical success factors are identified which can help to guide cities and regions to develop event strategies. This book is essential reading for any undergraduate or graduate student and all practitioners and policy-makers involved in event management, cultural management, arts administration, urban studies, cultural studies and tourism.

Events Management - Nicole Ferdinand 2012-03-23

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.

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www.elsevierdirect.com/9781856178181 with additional materials and links to websites and other resources for both students and lecturers

Festival and Events Management - Ian Yeoman 2012-06-14
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.

The Study of Food, Tourism, Hospitality and Events - Sue Beeton 2018-06-14

This book elaborates upon, critiques and discusses 21st-century approaches to scholarship and research in the food, tourism, hospitality, and events trades and applied professions, using case examples of innovative practice. The specific field considered in this book is also placed against the backdrop of the larger question of how universities and other institutions of higher learning are evolving and addressing the new

relationships between research, scholarship and teaching.

Key Concepts in Event Management - Bernadette Quinn 2013-03-25

"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.

Smart Cities and Smart Spaces: Concepts, Methodologies, Tools, and Applications - Management Association, Information Resources 2018-09-07

As populations have continued to grow and expand, many people have made their homes in cities around the globe. With this increase in city living, it is becoming vital to create intelligent urban environments that efficiently support this growth and simultaneously provide friendly and progressive environments to both businesses and citizens alike. *Smart Cities and Smart Spaces: Concepts, Methodologies, Tools, and Applications* is an innovative reference source that discusses social, economic, and environmental issues surrounding the evolution of smart cities. Highlighting a range of topics such as smart destinations, urban planning, and intelligent communities, this multi-volume book is designed for engineers, architects, facility managers, policymakers, academicians, and researchers interested in expanding their knowledge on the emerging trends and topics involving smart cities.

Events Management - Glenn A. J. Bowdin 2023-07-31

A must-have introductory text of unrivalled coverage and depth focusing on events planning and management, the fourth edition of *Events Management* provides a complete A to Z of the principles and practices of planning, managing and staging events. The book offers a systematic guide to organising successful events, examining areas such as event design, logistics, marketing, human resource management, financial planning, risk management, impacts, evaluation and reporting. The fourth edition has been fully updated and revised to include content covering technology, including virtual and hybrid events, concepts such as social capital, soft power and events, social inclusion, equality, accessibility and diversity, and the latest industry reports, research and legal frameworks. The book is logically structured and features new case

studies, showing real-life applications and highlighting issues with planning events of all types and scales in a range of geographical locations. This book has been dubbed 'the events management bible' and fosters an interactive learning experience amongst scholars of events management, tourism and hospitality.

Festival and Special Event Management - Johnny Allen
2002-04-08

Festivals and special events have grown into a massive industry worldwide, generating billions of dollars for regional centres, states and countries. Festivals and special events bring people together to celebrate, to remember, to support and to identify as a community or nation. *Festival and Special Event Management* 2nd edition provides a comprehensive overview of the theory and procedures associated with the management of festivals and special events. The new edition features new developments, professional ?tools? and a discussion of the role of technology.

Events Feasibility and Development - William O'Toole
2010-12-14

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.

Risk Management for Meetings and Events - Julia Rutherford Silvers 2009-11-04

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.

Events Management - EventScotland 2006

The Branding of Tourist Destinations - Mark Anthony Camilleri 2018-12-04

The marketing of tourist destinations requires continuous strategic planning and decision making. This book provides researchers and practitioners with an in-depth understanding of different tourism products, marketing strategies and destination branding tactics, as well as useful insights into sustainable and responsible tourism practices.

Managing Sport Facilities and Major Events - Eric C. Schwarz 2016-10-14

Sport events are inextricably linked to the places in which they are hosted. High-profile events require high-quality venues, and the proper management of facilities is crucial to their success. Now in a fully revised and updated new edition, Managing Sport Facilities and Major Events is still the only textbook to introduce the fundamentals of sport facility and event management in an international context. With detailed real-world case studies and insights from professional practice, this book offers a systematic guide to the management issues and practical problems that sports managers must address to ensure financial, sporting, and ethical success. It covers all the key aspects of sport facility and major event management including the bidding process, facility development, risk analysis, budgeting, marketing, branding, and quality assurance, as well as completely new chapters on analytics, impact, and legacy. Now

supported by a companion website containing slides, test banks, a glossary, and sample syllabus, this is an invaluable resource for students and practitioners alike and is essential to any course on sport facilities, event management or sport administration.

Events Management - Charles Bladen 2012-06-12

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.

Risk Management for Events - Julia Rutherford Silvers
2020-12-28

Risk Management for Events is a comprehensive and

practical guide that supports academic and professional development programs to prepare individuals for entering or advancement in the international events industry. Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities – legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures that the hosting organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. This new edition has been revised and updated to include: New case studies and examples from a wide range of international destinations and different types of events. Updated statistics and data throughout. New content on emergent risk, on-site decision-making, terrorism, and public health, including the COVID-19 pandemic, and corruption within events. Updated online material, including a case study archive and weblinks to useful resources. This will be an invaluable resource for all those studying events management.

Contemporary Issues in Event Management - Verena Stickler 2011-09

Research Paper (undergraduate) 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...
Events Design and Experience - Graham Berridge
2007-02-07

For the first time *Events Design and Experience* draws together the relationship between event design and the experience of consumers and participants. It explores and analyses the event experience of the individual and how this can be 'controlled' by design. By drawing upon ongoing research conducted over several years into the experiences of groups and individuals who attend events this text will ask questions such as: What was the rationale behind a particular event being designed in a certain way? What was the actual experience of consumers? How was the event materially delivered and did the experience created provide a satisfactory outcome? How can experiences be understood (via semiotics) especially the physical elements of an event? Structured in four sections, *Events Design and Experience* discusses: * What are events? An overall view of the industry, its definitions and market demand. 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. Also includes a review of the psychological processes of perception and interpretation and how meaning and experience can be analysed, and how we may begin to unravel the meanings attributed to certain events. With international case studies throughout, *Events Design and Experience* has a coherent user-friendly structure including chapter summaries, review exercises and topics for discussion to consolidate understanding.

Managing International Events - W. Gerard Ryan
2020-09-30

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.

Event Tourism - Donald Getz 2013

Routledge Handbook of Sports Event Management - Milena M. Parent 2017-07-14

From the Olympic Games to community-level competitions, sports events can be complex and pose a particular set of managerial challenges. The Routledge Handbook of Sports Event Management surveys the management of sports events around the world of every size and scale, from small to mega-events, including one-off and recurring events, and single-sport and multi-sport events. The book adopts a unique stakeholder perspective, structured around the groups and individuals who have an interest in and co-create sports events, including organising committees, promoters, sport organisations, spectators, community groups, sponsors, host governments, the media and NGOs. Each chapter addresses a specific stakeholder, defines that stakeholder and its relationships with sports events, describes the managerial requirements for a successful event, assesses current research and directions for future research, and outlines the normative dimensions of stakeholder engagement (such as sustainability and legacy). No other book takes such a broad view of sports event management, surveying key theory, current research, best practice, and moral and ethical considerations in one volume. With contributions from leading sport and event scholars from around the world, the Routledge Handbook of Sports Event Management is essential reading for any advanced student, researcher or professional with an interest in sport

management, sport development, sport policy or events. Management of Event Operations - Julia Tum 2006-08-11
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.

Successful Event Management - Anton Shone 2013

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

Event Planning and Management - Ruth Dowson 2018-11-03

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.

Impact of ICTs on Event Management and Marketing - Birdir, Kemal 2020-12-04

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.

Event Management For Dummies - Laura Capell 2013-08-02
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

E-Planning and Collaboration: Concepts, Methodologies, Tools, and Applications - Management Association, Information Resources 2018-06-04

As population growth accelerates, researchers and professionals face challenges as they attempt to plan for the future. E-planning is a significant component in addressing the key concerns as the world population moves towards urban environments. E-Planning and Collaboration: Concepts, Methodologies, Tools, and Applications contains a compendium of the latest academic material on the emerging interdisciplinary areas of e-planning and collaboration. Including innovative studies on data management, urban development, and crowdsourcing, this multi-volume book is an ideal source for planners, policymakers, researchers, and graduate students interested in how recent technological advancements are enhancing the traditional practices in e-planning.

Regional Event Management Handbook - Rob Harris 2002-01
"Provides those involved in the conduct of events in regional Australia with a comprehensive insight into the event management process." - preface.

Legal, Safety, and Environmental Challenges for Event Management - Vipin Nadda 2020

"This book examines the various dimensions of organizing and managing events that include risk management, legal

issues, risk assessment, and the environmental impact of events"--

The Routledge Handbook of Events - Stephen J. Page
2014-10-14

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 into 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.