

# Key Concepts In Event Management

International Best Practice in Event ManagementEvent ManagementEvent PlanningEvent ManagementEvent Management For DummiesEvents ManagementEvent ManagementEvents ManagementEvent Management: How to Apply Best Practices to Small Scale EventsThe Art of Event PlanningEvents ManagementThe Complete Guide to Special Event ManagementEvent ManagementRisk Management for Meetings and EventsSuccessful Event ManagementEvent Management BlueprintSpecial EventsA Research Agenda for Event ManagementDictionary of Event Studies, Event Management and Event TourismEvents Management David W G Hind Ashutosh Chaturvedi Laurence Carter Greg Damster Laura Capell Peter Robinson Lynn Van der Wagen Charles Bladen Sven Damm Gianna Cardinale Gaudini Razaq Raj Ernst & Young LLP Lynn Van der Wagen Julia Rutherford Silvers Anton Shone Heather Lawrence Joe Goldblatt John Armbrrecht Emma Abson Nicole Ferdinand

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if you want to uplift your career as an event manager in the global events industry this book will be a trusted friend and a powerful tool in helping your work to meet the international best practice standard written as a practical book on event management with a writing style that is as reader friendly as possible this book covers all aspects of staging an event preparing planning developing a business plan designing the concept selecting the venue managing health safety security and emergencies at the event managing people at the event and evaluating the success of the event the contents of this book have been aligned to the national occupational standards for the united kingdom s events industry thus this book offers the reader not only a relevant best practice book but also the current one for their professional reference

the book provides a proven and effective system that is not only accountable and responsible but also fosters the creativity so essential to an industry called events there are two trends in the modern event industry the first is the drive for professionalism in response to internal and external forces which shows in compressed form the historical process that is occurring in events the other trend is convergence that is the convergence of corporate and public events this book not only describes the best practices in corporate event project management it also allows you to prepare for the coming changes in the corporate event industry it introduces the basic event project management process it also explores the importances of the venue or event site the simple language of this book will be very helpful for the students

event planning is an exciting option for individuals looking for a new and different career there is an increasing demand for trained event managers to work in a wide variety of organizations and as freelance entrepreneurs their task is to take on the responsibility for planning and organizing events yes it is hard work but it can also be quite enjoyable especially when you see the results of your efforts cumulating in the successful staging of an event event planning is a good option for an entrepreneur looking to earn extra money the opportunities are there for an event manager to undertake varying assignments exposing themselves to different types of events that require a wide variety of skills this text attempts to help readers to develop an understanding of how events should be researched developed planned and managed leading up to the day of the event it also examines the process of evaluation that takes place after the event has occurred its aim is to help the reader build their practical skills in event management key areas that are addressed in this text include initial selection of an event feasibility study and business planning for an event the key processes that are involved in the planning and staging of an event promotional management for an event and the production of promotional materials methods of evaluation for an event after reading this text readers should have a greater understanding of what it takes to successfully plan and manage an event and this should encourage them to put what they have learned into practice laurence carter

dealing with event management in developing countries specifically south africa this 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

your straightforward guide for planning and running an event 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

event management studies are fast growing in popularity covering a diverse range of activities such as music and film festivals concerts sporting events and conferences this textbook gives a broad and practical coverage of the major themes in events outlining both the historical developments and current state of the industry whilst also taking into account wider political and cultural issues the book covers the different elements of planning project management health and safety funding operations human resources marketing and logistics that are vital for successful management critical issues such as impacts sustainability and legacy of events are also discussed supported by international case studies and review questions events management provides a current and up to date view of the industry in this field

event management with its true to life examples of events across the nation illustrates the skills needed to become a successful event manager it details how to design plan market and stage an event in addition students will learn how to manage staff and staffing problems and ensure safety topics discuss financial control and much more

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

event management is a ubiquitous word in modern society the word is used for small business breakfasts large corporate shows and also for big international sport events such as the olympic games we all have an idea of what management is but what is an event this question and the theories behind the dynamic event industry are summarized in this book ultimately the book combines a range of differing views about best practice and recommended behaviours it identifies and recommends an event management model that potentially enables small scale event managers to fully develop the potential of such events the book reduces the gap between theory and practice and the framework of best practices can be applied to significantly improve the quality of managing similar events in the future

in the art of event planning gianna gaudini demystifies the process challenges and joys of event planning at the highest level she comes to the table as a highly seasoned professional but she delivers incredible information that can be applied to a large event or the most intimate dinner at home interchangeably she is so generous with her experience and has so clearly outlined an effective work flow and process that her words will truly inspire even the novice this book is also an empowering guide to leadership communication partnership and visionary thinking whether interested in an events career or simply a leadership role in any kind of organization gianna provides inspiration and clarity for the most basic and effective interpersonal skills that are central to any great working relationship that s a truly unexpected bonus and i recommend this book whole heartedly bravo david stark renowned author founder and chief creative officer of david stark design and production do you want to create live or virtual events that are memorable engaging and impactful do you want to take your career in event planning to the next level then read on amazon best seller art of event planning will forever alter the way you look at your next corporate event gala conference dinner party and virtual event and create better engagement and success this book is both an enjoying journey and tactical guide with exciting ideas and real world applications it s time to learn how to make a lasting impact for your company your attendees and most importantly your professional identity the art of event planning pro tips from an industry insider currently included in the california state school hospitality and tourism management course curriculum is a valuable and insightful guide for event planners gianna gaudini former event leader for google vision fund and currently head of events training and certification for amazon services reveals her secrets for event planning and career success whether you re a well seasoned veteran just starting out or anywhere in between you ll benefit from her case studies advice and lessons learned through years of experience gianna is passionate

about helping event planners create events that are memorable meaningful impactful and most of all successful she is a sought after writer and speaker and holds certifications in interior design and as a court master sommelier you can learn more by visiting [giannagaudini.com](http://giannagaudini.com) press for press podcasts and webinars by gianna the art of event planning will help you guarantee event planning success using her pro tips and secret sauce formula build a career in event planning and establish your unique niche create unforgettable experiences at live or virtual events surprise and delight your audience build your rockstar event team develop successful and win rfp s define your target audience find the perfect venue measure and create roi learn best practices for working with clients and stakeholders market your event navigate contracts and negotiation like a pro incorporate diversity and inclusion practices at your event personalize your event experience at scale identify and acquire your target audience create a winning event strategy execute flawless events

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 [sagepub.co.uk/raj](http://sagepub.co.uk/raj)

produced by the advisors to the nobel peace prize and the 1984 olympics this book offers practical event management and marketing advice flavoured with various anecdotes in one easy to read format it explains precisely how to build image or company recognition by sponsoring diverse sizes and types of events ranging from entertainment to sports it also covers every stage of marketing logistics finance concessions and public relations

event management for tourism cultural business and sporting events

the prowess of industry professional scholar and accomplished writer abound in the work of julia rutherford silvers csep this highly effective atlas of risk management skills and techniques provides students professors and industry professionals with a due diligence road map in an emerging profession desperate for methodical tools to ensure the success and safety of all stakeholders in meetings and events the integration of risk management and meetings events management is comprehensive and reveals the breadth and depth of knowledge possessed by silvers risk management for meetings and events is a highly effective resource that should sit on the bookshelf of all meetings and events professionals kathleen b nelson ph d csep cmp director of executive master in hospitality administration executive master in event management william f harrah college of hotel administration university of nevada las vegas the most comprehensive book on risk

management related to meetings and events a must read even for experienced professionals professor harith wickrema school of tourism and hospitality temple university event planner of the year 2001 president harith productions ltd in a complex industry where many believe that the work performed by meeting professionals is not brain surgery julia silver comprehends the issues that will keep people safe and secure and is able to convey methods by which industry professionals can prepare for contingencies this book provides anyone meeting planner facility or vendor staff volunteer involved in meeting and event management with an understanding of why and how to keep people and property safe at events a must read joan l eisenstodt eisenstodt associates llc 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 will examine 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 expert 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 practical tools for 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 its fourth edition this tried and tested guide for both students and practitioners combines a rigorous theoretical grounding with practical insights into every aspect of the organizing and running of events presented in two engaging parts part 1 provides a comprehensive overview of the events business including market demand for events the role of suppliers and the social and economic impact of the event business part 2 focuses on aspects of event organization including planning an event financial management logistics legal aspects marketing public relations and legacies the text considers event management from an international perspective with a particular focus on europe but also encompassing the middle east and africa successful event management is essential reading for all undergraduate and post graduate event management students and is also an ideal resource for active practitioners looking for both a practical guide and a rigorous overview of the subject

this unique text offers a comprehensive study of the special events field which is burgeoning over into many management sub fields widely varied types of events are spawning a demand for new and innovative thinking and definitive management styles and goldblatt paints a clear perspective on how the industry has developed and keeps an ear to the ground as to the future picture real life case studies war stories carefully interwoven into the text to strengthen and expand concepts are followed by a concise author s comment called lesson learned the progression of each chapter is guided by highlighted boxes clearly illustrated figures and color photographs lending clarity and inspiration in a field where presentation is key a summary section at the end of each chapter reemphasizes critical points and provides the reader with an invaluable big picture perspective

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

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

taking an explicit international approach to the subject events management combines theory and practice to address the challenges and opportunities of working in a global world to help prepare students for the realities of the events management sector written by a high profile international team of editors and contributors the text features cases spanning europe africa asia australia and north america and covers key topics and issues such as fundraising sponsorship globalization and sustainability it also aims to bolster student employability through the inclusion of features such as practical asides case studies and a diary of an events manager to give students a window into the real life of a practitioner brand new to the second edition three new chapters covering industry related contemporary developments in social media events tourism and the future of international events new case studies in every chapter illustrating real life and diverse practical applications of each topic updated theory about the critical global issues affecting events and the main drivers of change in the industry a companion website featuring links to interactive learning resources an instructors manual for lecturers events related videos for fun additional educational viewing and author selected sage journal articles for advanced learning suitable for courses in events management and international events management

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