



Events Management

Glenn Bowdin, Johnny Allen, Rob Harris, Ian McDonnell, William O'Toole

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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: <http://www.routledge.com/books/details/9781856178181/> with additional materials and links to websites and other resources for both students and lecturers

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Julie Gibson:

People live in this new moment of lifestyle always aim to and must have the free time or they will get great deal of stress from both everyday life and work. So , when we ask do people have spare time, we will say absolutely indeed. People is human not just a robot. Then we ask again, what kind of activity are there when the spare time coming to you actually of course your answer will probably unlimited right. Then do you try this one, reading publications. It can be your alternative within spending your spare time, the particular book you have read is usually Events Management.

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