



# **Festival And Events Management**

**Ian Yeoman, Martin Robertson, Jane Ali-Knight, Siobhan Drummond, Una McMahon-Beattie**

## **Festival And Events Management:**

**Festival and Events Management** Ian Yeoman, Martin Robertson, Jane Ali-Knight, Siobhan Drummond, Una McMahon-Beattie, 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

**Events Management** Glenn Bowdin, William O'Toole, Johnny Allen, Rob Harris, Ian McDonnell, 2006-03-15 Events Management second edition provides an introduction to the principles and practices associated with planning managing and staging events The book Introduces the key concepts of event planning and management Discusses the key components for staging an event and covers the whole process from creation to evaluation Examines the events industry within its broader business context Provides an effective guide for producers of events Contains learning objectives and review questions to consolidate learning Now in its second edition this successful text has been fully revised and updated to include new case studies and chapters on event tourism project management of events strategic marketing and issues and trends It is full of real life case studies which illustrate key concepts and place theory in a practical context Examples include the Edinburgh International Festival Glastonbury Festival Vodafone Ball MTV Awards Notting Hill Carnival T in the Park and the Daily Mail Ideal Home Show Events Management is the must have introductory text providing a complete A Z of the principles and practices associated with planning managing and staging events Events Management is supported by a website <http://em.worldofevents.net> which includes updates downloadable figures from the book and an online history of events together with links to websites and other resources for both students and lecturers

**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

*Festival & Special Event Management, Essentials Edition* Johnny Allen, Robert Harris, Leo Jago, 2022-05-23 Allen s Festival and Special Event Management Essentials Edition serves as a concise yet comprehensive step by step handbook for modern event management This Essentials edition gives students contemporary lessons and insights that they can relate to It brings theory to life through copious practical examples illustrative diagrams and unique case studies demonstrating best practices and pitfalls Industry experts from across APAC s event planning sector have contributed content to key contemporary topics including sustainability risk management project management and strategic alignment to client goals This edition also features Wiley s Future Student Guide a unique tool which provides expert and practical advice on career preparedness making for more future ready graduates

**Events Management** Debra Wale, Peter Robinson, Geoff Dickson, 2010 The book examines the different aspects of events

management It is divided into three parts The first part provides an introductory outline of the historical developments and current state of the industry while also taking into account wider political and cultural issues The second part of the book concentrates on practical operations management including planning project management marketing human resource management health and safety logistics and funding Finally the third part covers critical issues such as impacts sustainability and legacy of events Each chapter contains case studies from around the world and review questions ensuring that the book is a useful learning tool and provides a current and up to date view of the industry in this increasingly popular field of study The publication is designed for students and practitioners in the event sector and has been developed so that readers are able to understand theory and concepts presented through applied examples

**Festival and Events Management** Ian Yeoman, Martin Robertson, Jane Ali-Knight, Siobhan Drummond, Una McMahon-Beattie, 2004

Events Management Charles Bladen, James Kennell, Emma Abson, Nick Wilde, 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

**Events Management** Glenn A. J. Bowdin, Johnny Allen, Rob Harris, Leo Jago, William O'Toole, Ian McDonnell, 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, William O'Toole, Robert Harris, Ian McDonnell, 2008-01-02 Festivals and special events have grown into a massive industry worldwide generating billions of dollars for regional centers states and countries Festival and Special Event Management provides a comprehensive overview of the theory and procedures essential to managing festivals and special events Australian authors      **Event Management & Event Tourism** Donald Getz, 2005 This book provides both an overview of event studies and a foundation for professional event management      *Festival and Events Management* Ian Yeoman, 2007      International Perspectives of Festivals and Events Jane Ali-Knight, Alan Fyall, Martin Robertson, Adele Ladkin, 2009-02-04 International Perspectives of Festivals and Events addresses contemporary issues concerning the potential of festivals and events to produce economic social cultural and community benefits Incorporating a range of international perspectives the book provides the reader with a global look at current trends and topics which have until now been underrepresented by current literature International Perspectives of Festivals and Events includes a broad range of research case studies and examples from well known scholars in the field to form a unified volume that informs the reader of the current status of festivals and events around the world In a fast moving industry where new theory and practice is implemented rapidly this is essential reading for any advanced student or researcher in festivals and events      **The Future of Events & Festivals** Ian Yeoman, Martin Robertson, Una McMahon - Beattie, Elisa Backer, Karen A. Smith, 2014-08-13 The growth of events and festivals has been significant over the last decade and a wide range of skills are essential to ensure those events are successful This requirement has been instrumental in stimulating the creation of more tertiary education opportunities to develop events management knowledge As the discipline develops knowledge requires direction in order to understand the changing advances in society This is the first book to take a futures approach to understanding event management A systematic and pattern based understanding is used to determine the likelihood of future events and trends Using blue skies scenarios to provide a vision of the future of events not only capturing how the events industry is changing but also important issues that will affect events now as well as the future Chapters include analysis of sustainability security impacts of social media design at both mega event and community level and review a good range of different types of events from varying geographical regions A final section captures the contributions of each chapter through the formation of a conceptual map for a future research agenda Written by leading academics in the field this ground breaking book will be a valuable reference point for educators researchers and industry professionals      *International Best Practice in Event Management* David W G Hind, Maria Arlene Disimulacion, Karen Fernandez, Kuan-Wen Eric Lin, Anukrati Sharma, Peni Zulandari Suroto, 2019-09-02 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

*Special Events* Joe Goldblatt,1997 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

**Special Events** Joe Jeff Goldblatt,1997 A Research Agenda for Event Management John Armbrrecht,Erik Lundberg,Tommy D. Andersson,2019 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

*Event Management and Sustainability* Razaq Raj,James Musgrave,2009 Sustainable management is an important consideration for businesses and organisations and the enormous number of tourism events taking place requiring facilities power transport people and much more makes sustainable event planning a considerable priority By looking at mega events sports events conferences and festivals this book uses best practice case studies to illustrate sustainable management issues and practical considerations that managers need to apply providing an essential reference for researchers and students in leisure and tourism

**Festival and Event Management in Nordic Countries** Tommy D. Andersson,Donald Getz,Reidar Johan Mykletun,2014-06-11 This book on events related research marks a watershed in the development of a Nordic School of festival and event research Each of the chapters presents a new and interesting approach to the study of events in terms of methods perspectives or content It is mostly rooted in management theory but also incorporating other perspectives that enhance our understanding of the phenomena Implications for real world applications in tourism hospitality and community development are also at the fore The scholarship is comprehensive not focused on only tourism or economic aspects Management theory including stakeholder management social networks and institutionalization processes is being applied Attention is being given to the multiple roles festivals and events play in society and to evaluation of their worth and impacts Innovative methods are being developed to examine event experiences innovation processes and success factors There is now a critical mass of scholars in the Nordic countries that share a strong interest in event studies and they are engaged in

collaborative research making it an appealing and innovative region for other event students and researchers to visit It can be expected that the Nordic school will take an increasingly important place in the development of event studies which is now truly global in terms of scholarship and university degree programs This book was originally published as a special issue of Scandinavian Journal of Hospitality and Tourism

**The Business of Events Management** John Beech, Sebastian Kaiser, Robert Kaspar, 2014 Events Management 1e John Beech Sebastian Kaiser and Robert Kaspar The Business of Events Management provides an accessible and lively introduction to the practice of managing an event festival conference or congress Written by a team of international experts the book incorporates the latest thinking in events management and highlights key theories concepts and models by using a range of case studies and examples This book will enable you to Manage the financial aspects of events management Understand the impact of events on built and natural environments Explain the role of volunteers in an event and understand the challenges that managing them involves Understand the key issues in planning and designing a venue 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 Case studies include the Edinburgh International Festival the 2010 Winter Olympics and Indian Premier League Cricket

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