

Events Management

Glenn A. J. Bowdin, Johnny Allen, Rob Harris,
Leo Jago, William O'Toole, and Ian McDonnell

Fourth Edition

Events Management



Events Management Bowdin

G. A. J. Bowdin



Events Management Bowdin:

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

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

Contemporary Issues for Events Claire Drakeley, Tim Brown, 2025-05-01 An edited volume which discusses and investigates five key themes of fast moving and highly significant factors in the field of events management Technology Equality Diversity Inclusion Sustainability Competition Finances Growth Creativity Event Operations

Legal, Safety, and Environmental Challenges for Event

Management: Emerging Research and Opportunities Nadda, Vipin, Arnott, Ian, Sealy, Wendy, 2020-04-17 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

Doing Events Research Dorothy Fox, Mary Beth Gouthro, Yeganeh Morakabati, John Brackstone, 2014-04-03 Events Management is a rapidly expanding discipline with growing student numbers however currently there are no specifically focused Research Methods texts available to serve this growing cohort Fulfilling the need for a relevant book which reflects the unique characteristics of research in the field this title provides students with innovative ideas and inspiration to undertake their own research work and informs them of the wide diversity of research strategies and contexts that are available Content is written from a researcher's point of view and provides a step by step guide to accomplishing a project or dissertation in the field of events The reader is guided right from the beginning in selecting a topic for research identifying aims objectives and questions and then determining which research methods are the most appropriate and practical They are then shown how to analyze and interpret their data as well as writing up the project Whilst many current texts are skewed either towards qualitative or quantitative methods Doing Events Research provides a balanced coverage of both It incorporates not only traditional research methods but also contemporary techniques such as using social networking websites and Google analytics Specific research case studies are integrated to make applications accessible to events students and show the unique characteristics of researching in this field A range of useful learning aids spur critical thinking and further students knowledge This book is visually accessible and whilst written in an engaging style nonetheless maintains academic rigor grounded in research and scholarship This is essential reading for all events students

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

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

Events Management, Third Edition G. A. J. Bowdin,2011

Festival and Special Event Management Johnny Allen,Ian McDonnell,William O'Toole,2005 Expands on the coverage and discussion of event management issues and strategies introduced in the first and second editions

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Marketing South African Tourism Richard George,2004 This detailed textbook is the first to deal extensively with marketing in the South African tourism and hospitality industry and provides comprehensive coverage of marketing theories for students

Case Studies in Festival and Event Marketing and Cultural Tourism Jane Ali-Knight,Donna Chambers,2006 A collection of papers that emanated from the 2005 Leisure Studies Association Conference hosted by the Centre for Festival and Event Management at Napier University Edinburgh This seminar highlighted the growing interest in and lack of awareness of the measurement of impacting factors with regards to the expanding festival and event industry

Event Management & Event Tourism Donald Getz,2005 This book provides both an overview of event studies and a foundation for professional event management

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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

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