

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 3rd Edition

William O'Toole



Events Management Bowdin 3rd Edition:

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 *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 **Principles and Practices of Small-Scale Sport Event Management** Fotiadis, Anestis, Vassiliadis, Chris, 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 *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

Event Studies Donald Getz, Stephen J. Page, 2019-10-30 Event Studies is the only book devoted to developing knowledge and theory about planned events It focuses on event planning and management outcomes the experience of events and the meanings attached to them the dynamic processes shaping events and why people attend them This title draws from a large number of foundation disciplines and closely related professional fields to foster interdisciplinary theory focused on planned events This revised edition has been updated to reflect and examine a number of substantial and important new ideas New to the fourth edition new sections on the evolution of design theory management planning and marketing theory applied to events sensory stimulation leadership and the nature of crises and security issues new content on critical event studies and what this means for research and practice the life cycle model for event programming and an action plan for how events can be a positive force in sustainable cities new and additional case studies from a wide range of international events and reviews of the evolving theory of contemporary research in events studies are included throughout This will be an invaluable resource for all undergraduate students of events studies throughout their degree programmes

Events Feasibility and Development William O'Toole, 2021-12-13 Events Feasibility and Development From Strategy to Operations 2nd Edition outlines the best practice in event development and the global events sector Tools and techniques from the first edition have been refined and expanded through their use in over 20 countries including the USA France UAE Malaysia and South Africa These include strategy development and implementation asset management portfolio management return on investment management process mapping and the feasibility study Fascinating current examples illustrate these professional management techniques The second edition elaborates on the events sector maturity model as a measurement tool for cities regions and countries This has been tried and successfully tested in developing economies and assisted in the rapid development and sustainability of events in Dubai and many other destinations Each chapter contains exhibits questions bullet points and clear explanations of the tools and techniques Brand new material includes A full explanation of the maturity model including post pandemic solutions New case studies and exhibits A new section on teaching and training in event management The chapters are fully supported by further current case studies and examples on the publisher s and the author s website Online material also includes 11 lesson plans for a

semester course containing assessment items learning objectives and teaching tips for each topic and event photos and author videos explaining the topics This will be essential reading for all students of Event Management *Marketing Destinations and Venues for Conferences, Conventions and Business Events* Tony Rogers, Rob Davidson, 2015-11-19 Marketing Destinations and Venues for Conferences Conventions and Business Events introduces students to key areas of marketing and promotion that are essential if destinations are to compete successfully in the rapidly expanding global business event sector It achieves this by looking at issues surrounding business event marketing strategic planning destination and venue selling strategies and future challenges The 2nd Edition has also been updated to include New content on destination marketing organisations and venues use of technology use and impact of social media sponsorship and partnership issues economic changes as well as their responses to demand for sustainable meetings locations Updated and new case studies on growth areas and emerging markets e g Middle East Asia Eastern Europe Russia Africa and South America but also to include material on mature markets destinations and venue operators A genuinely international focus in terms of content and examples New review and discussion questions and where appropriate learning outcomes New online resource package for students and lecturers including weblinks power point slides and project questions coming soon Accessible global and informative this is essential reading for all future business event and conference managers

Managerial Communication for Modern Organisations B.P. Mahesh Chandra Guru, B.K. Ravi, 2017-01-01 The book provides a good deal of information on applied business management communication with special reference to India and other developing nations The bibliography contains more than 300 references which are related to the subject of commerce and business management communication in India and abroad The book meets the objective of being a text book and reference book that provides relevant details pertaining to managerial communication to various stakeholders in India including the faculty members of MBA course researchers and students *Conferences and Conventions* Tony Rogers, Peter Wynn-Moylan, 2022-07-11 Fully revised and updated to reflect current trends and emerging topics the fourth edition of Conferences and Conventions A Global Industry provides an expert led comprehensive introduction to and overview of the key elements of the global conference convention and meetings industry This book examines the conference industry s origins structure and future development as well as its economic social and environmental impacts It provides an in depth analysis of the strategies practices knowledge and skills required to organise memorable conferences and similar business events with detailed descriptions of all the planning and operational processes Following an international approach this edition features additional sections on the increase in technological advancements and opportunities as well as the rise of virtual and hybrid events in a post pandemic era Written in an accessible and engaging style the book includes integrated case studies to highlight current issues and demonstrate theory in practice Structured logically with useful features throughout to aid learning and understanding this book is an invaluable resource to students following events management

hospitality and tourism courses as well as for event planners and practitioners already working in the conference industry

Event Management, 2009 *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

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

Sporting Events and Event Tourism Martin Robertson, 2006 Discusses the research thought and case examples as related to festivals and events This book provides an example of how the subject area has included and grown far beyond the initial realms of description management process or economic evaluation from which it emerged It addresses questions that need investigating developing and answering

The British National

Bibliography Arthur James Wells, 2009 **Events Management, Third Edition** G. A. J. Bowdin, 2011 [The Business of](#)

Tourism J. Christopher Holloway, 2002 An invaluable foundation book for Tourism or Tourism Management students Holloway et al offers historical context background theory and current research making it possible for students to see how the industry has developed and to contextualise the current issues and challenges that Tourism is facing today Holloway et al place emphasis on the practical operational aspects of the tourism industry making this book well suited to students who intend to one day work in Tourism *Forthcoming Books* Rose Arny, 2001 **Events Management** Razaq Raj, Tahir Rashid, 2022-03-20 Now in its Fourth Edition this key text has been fully revised and updated and includes two new chapters on Evaluation and Impact of Events and The Future of the Events Industry Packed with case studies both in text and online it takes the reader through the whole process of events management Events Management Razaq Raj, Paul Walters, Tahir Rashid, 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

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