

Eventscotland Events Management A Practical Guide

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Our practical guide to event management was published to provide a resource of general advice and support material for event managers. Primarily, it has been designed as a support tool for the National Events Programme but it may also be of interest to the wider events sector. The aim of this guide is to assist effective event management through the provision of a step-by-step guide to the planning process, together with sample checklists and adaptable templates.

Event Management Guide | VisitScotland.org

Event Management Guide VisitScotland org - Guidance on Coronavirus for organisers of Scottish events can be found here Our practical guide to event management was published to provide a resource of general advice and support material for event managers Primarily it has been designed as a support tool for the National Events Programme but

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Our EventScotland team is working to make Scotland the perfect stage for events.
With partners our aim is to raise Scotland's reputation as the perfect stage by
supporting and securing a portfolio of events and developing the industry.

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Eventscotland Events Management A Practical Guide

This is the essential guide for anyone who needs to know how to organize a special event? a festival, a celebration party, a media launch or an annual fete. The text contains clear, step-by-step guide including planning, budgeting, marketing and organization; a wide range of informative case studies from around Europe, including suggested websites and sources of reference material to consult ...

Successful Event Management: A Practical Handbook - Anton ...

Support Services for Events 343 - Semester One Section: Week 2 - Types of Suppliers to the Events Industry Next: Meetings, expositions, events, and conventions... Previous: Successful event management: a practical handbook

EventScotland | Event Management: A Practical Guide ...

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EventScotland | Event Management: A Practical Guide ...

Synopsis This work is a guide to organizing major events such as festivals, parties, concerts, weddings, and conferences. It includes photocopiable forms that will help readers to plan and budget, and case studies and websites to learn from.

Successful Event Management: a Practical Handbook ...

EventScotland (2006) Events Management: a practical guide . Edinburgh:

EventScotland. Ferdinand, N & Kitchin, P. (2012) Events Management: an

international approach. London: SAGE. Getz, D. (2012) Event Studies: theory,

research and policy for planned events. Second Edition . London: Elsevier. Getz, D.

(1997) Event Management and Event Tourism .

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 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.

Electronic Inspection Copy available for instructors here Written by a team of twenty-five high profile, international authors, this exciting new text successfully combines theory and practice, making it a must-have for all students of Events Management. Events Management: An International Approach provides comprehensive coverage of all the most common types of events, preparing students for a future career in Events Management. Covering key issues such as fundraising, sponsorship, globalization and sustainability, this text addresses the challenges and examines the realities of events management in an international context. A wide range of case studies and examples look at sporting, music, catering and fundraising events across Europe, Africa, Asia, Australia and North America. Key features include:

- An international approach, drawing on a wide range of cases from around the world
- Extensive pedagogical features such as Diary of an Event Manager and Exercises in Critical Thinking
- A companion website offering a full Instructor's Manual, PowerPoint slides, additional case studies and links to SAGE journal articles

This book is essential reading for all undergraduate and postgraduate students studying Events Management. Visit the Companion Website at www.sagepub.co.uk/ferdinand Nicole Ferdinand is Senior Lecturer in Events Management at the London Metropolitan Business School. Paul J. Kitchin is Lecturer in Sports Management at the University of Ulster.

Prague is one of the attractive cities in Europe, due to its rich history and delightful cuisine. Due to this, many travelers visit Prague for holidays or on a business purpose. Czech Republic attracts foreigners, by the cheap alcohol and attractive weather. As the research shown, people in the Czech Republic, are not willing to organize many events, not because it cost too much, but because people do not like to waste their money for that kind of things. If, they do so, they do it for a purpose. On the other hand, foreigners, especially the UK and U.S. citizens are most likely to visit Prague and organize their events.

Securing sponsorship and other sources of funding for events is becoming increasingly competitive, making differentiation and delivery vital. Event Sponsorship and Fundraising explores this complex area of event management, drawing on both experiential marketing and consumer behaviour theories, and developing critical insights on the dynamics of successful event sponsorship. Its coverage includes professional guidance on prospecting for sponsors, brand activation and evaluation, as well as advice on relationship management, proposal writing and pitching to potential sponsors. Event Sponsorship and Fundraising places each of these concepts at the heart of the Integrated Marketing Communications Mix, alongside cutting edge literature on the topic. Written by two highly experienced industry practitioners, both of which now teach on two of the UK's leading event management degree courses, and supported by a comprehensive set of online resources, this book is an invaluable go-to resource for event management students, tutors and professionals alike.

An introductory overview of the fundamentals in managing events, preparing students for a future career in events management and hospitality.

The Routledge Handbook of Events explores and critically evaluates the debates and controversies associated with the rapidly expanding domain of Event Studies. It brings together leading specialists from a range of disciplinary backgrounds, to provide a state-of-the-art review on the evolution of the subject. The first edition was a landmark study which examined how event research had evolved and developed from a range of different social science subject areas and disciplines. The Handbook was the first critique of the extent to which the subject had developed into a major area of social science inquiry. This second edition has been fully updated to reflect crucial developments in the field and includes brand new sections on ever-important aspects of Event Studies such as: anthropology, hospitality, seasonality, knowledge management, accessibility, diversity and human rights, as well as new studies on 'the eventful city' and the benefits of events in older life. The book is divided into four inter-related sections. Section 1 introduces and evaluates the concept of events. Section 2 critically reviews the relationship between events and other disciplines such as the contribution of economics, psychology and geography to the critical discourse of Event Studies. Section 3 focuses on the business, operational and strategic management of events, while the final section crucially focuses on critical events as a new paradigm within the burgeoning literature on Events. It offers the reader a comprehensive and critical synthesis of this field, conveying the latest thinking associated with events research, edited by two of the leading scholars in the field. The text will provide an invaluable resource for all those with an interest in Events Studies, encouraging dialogue that will span across disciplinary boundaries and other areas of study. It is an essential guide for anyone interested in events research.

This book chronicles and champions the development, changes, and challenges faced by the global celebrations industry for event planners. New interviews are included with experienced event leaders to give a better understanding of the field. New chapters are included on green events, corporate social responsibility, and theoretical case studies. Event measurement, evaluation, and assessment topics are integrated throughout a number of the chapters. Over 200 new Web resources and appendices show how to save money, time, and improve the overall quality of an event. Event planners will also learn how technology may be harnessed to help them improve their events' financial, quality, environmental and other strategic outcomes.

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.

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