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

Glenn Bowdin,Johnny Allen,Rob Harris,Ian McDonnell,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   **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

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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 **Event Management** ,2009 *Events Management, Third Edition* G. A. J. Bowdin,2011 **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 **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 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   *The British National Bibliography* Arthur James Wells,2009

Forthcoming Books Rose Arny,2002-02   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   Tourism Review ,2005

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

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