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Events Management 3rd Edition

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Unlike the competition, which does not cover the subject with sufficient breadth and depth, Events Management third edition provides a complete resource with all the information a student needs about the principles and practices associated with planning, managing and staging events. The chapter structure has been revised, expanded and updated to reflect developments and changes in priorities in ...

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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.

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Description. 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 show more.

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introduces the concepts of event planning and managementpresents the study of events management within an academic environmentdiscusses the key components for staging an event, covering the whole process from creation to evaluationexamines the events industry within its broader business context, covering impacts and event tourismprovides an effective guide for producers of eventscontains learning objectives and review questions to consolidate learning.

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