

Events Management Bowdin 3rd Edition

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*Events Management
Bowdin 3rd Edition*

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DAVILA CARR

For the hospitality, tourism and event industries Routledge

The hosting of sports events – whether large international events, or smaller niche events – can have a significant and long-lasting impact on the local environment, economy and society. Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. Combining a unique conceptual framework with a practical, step-by-step guide to planning, organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and long-term. This fully revised and updated third edition uses international case studies in every chapter, from the NBA and NFL to Formula One and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of the London Olympic Games, the ultimate sporting event and an important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including sports organizations, such as the IOC, FIFA and IAAF, and their interactions with event partners, the media and promoters short-term and long-term benefits of the planning process event impact and legacy operational functions including finance, ticketing, transport, venues, IT, human resources, and security marketing and communications, including social networking and new media the bidding process research and evaluation. Strategic Sports Event Management is the leading sports event management textbook and is now accompanied by a companion website containing a range of additional teaching and learning features. The book is important reading for all students of sport management or event management, and

all practising event managers looking to develop their professional skills..

Events Management Wiley

This research monograph aims at developing an integrative framework of hotel revenue management. It elaborates the fundamental theoretical concepts in the field of hotel revenue management like the revenue management system, process, metrics, analysis, forecasting, segmentation and profiling, and ethical issues. Special attention is paid on the pricing and non-pricing revenue management tools used by hoteliers to maximise their revenues and gross operating profit. The monograph investigates the revenue management practices of accommodation establishments in Bulgaria and provides recommendations for their improvement. The book is suitable for undergraduate and graduate students in tourism, hospitality, hotel management, services studies programmes, and researchers interested in revenue/yield management. The book may also be used by hotel general managers, marketing managers, revenue managers and other practitioners looking for ways to improve their knowledge in the field.

Events Management Goodfellow Publishers Ltd

Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities – legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures the hosting organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. Risk Management for Meetings and Events examines the practices, procedures, and safeguards associated with the identification, analysis, response planning, and control of the risks surrounding events of all types. Written by an experienced author it: * Provides a solid, easy-to-read conceptual foundation based on proven risk management techniques * Includes ready-to-use templates designed specifically as learning

exercises for students and professionals * Comprehensively discusses effective strategies for managing the risks associated with design, planning and production of public and private events Risk Management for Meetings and Events is a comprehensive and practical guide which supports academic and professional development programs that prepare individuals for entering or advancement in the meeting and event management industry.

Second Edition Routledge

Across the world each year events of every shape and size are held: from community events, school fairs and local business functions through to the world's largest festivals, music events, conferences and sporting events. As well as causing celebration and giving voice to issues, these public parties use up resources, send out emissions and generate mountains of waste. Events also have the power to show sustainability in action and every sustainably produced event can inspire and motivate others to action. Written by a leader in event sustainability management, this book is a practical, step-by-step guide taking readers through the key aspects of how to identify, evaluate and manage event sustainability issues and impacts and to use the event for good – it's for events of any style and scale, anywhere in the world. Now in its third edition, this is the indispensable one-stop guide for event professionals and event management students who want to adjust their thinking and planning decisions towards sustainability, and who need a powerful, easy-to-use collection of tools to deliver events sustainably.

Successful Event Management Routledge

Managing events is both an art and a science. Events managers need to understand and fully embrace the multi-dimensional nature of events management, and cultivate the leadership skills and attitudes in themselves and those they manage. The importance of successfully staging events has increased around the world, as more government agencies begin to realise the potential benefit of using events as strategic development tools. This third edition provides a definitive grounding in the

development and management of small to large scale events. The book provides an introduction to events management, then goes on to examine the design, administration and marketing of events, as well as the operational and risk management aspects. It also deals with applied events management through a number of event genre types.

The Process IGI Global

Events Feasibility and Development: From Strategy to Operations describes the latest tools and techniques used for the strategic growth of the event industry around the world. It illustrates how events and festivals are assets to countries, companies and their people. This book answers two fundamental questions faced by all events planners and organizers: "how do I justify this event to the client?" and "why are we spending money on this event?" This book is supported by video presentations for teaching and training. *Events Feasibility and Development: From Strategy to Operations* unpicks core issues such as: Developing a viable events program for the company or region Forecasting models and return on investment Operational integrity and its feasibility Integrating all the management processes to ensure best practice International case studies and examples are used throughout with practical insights and supporting theory. Case studies include: crowd number forecasting, planning a torch relay around the world, getting the most out of volunteers, and examples are drawn from around the world, from Scotland to Saudi Arabia to Sydney.

Principles and Practice Events Management

Event Planning and Management, second edition, is an ideal resource for those seeking a step by step formula to plan and deliver a successful event. With the vital balance of professional experience behind them, the authors teach the next generation of event planners with unrivalled knowledge, ensuring an effective event process from start to finish. This book delivers practical understanding of the theory and practice needed to activate each stage of planning, from initial venue selection, budgeting and programme content, to managing stakeholders and sponsors, promotion, risk assessment, safety and post-event evaluation. Fully revised, the second edition of *Event Planning and Management* expands on managing events on the day, and explores the PR and experiential marketing boom for live brand experiences. Including updated real-world case studies from around the globe, it also

features an invaluable toolkit of templates, planning checklists and budget sheets. Accompanied by a host of downloadable resources, this book is the ideal end to end resource for both event planning modules and certifications, plus busy marketing and PR professionals facing the new wave of live brand and customer experiences.

Special Event Production Routledge

Sport events are inextricably linked to the places in which they are hosted. High-profile events require high-quality venues, and the proper management of facilities is crucial to their success. Now in a fully revised and updated new edition, *Managing Sport Facilities and Major Events* is still the only textbook to introduce the fundamentals of sport facility and event management in an international context. With detailed real-world case studies and insights from professional practice, this book offers a systematic guide to the management issues and practical problems that sports managers must address to ensure financial, sporting, and ethical success. It covers all the key aspects of sport facility and major event management including the bidding process, facility development, risk analysis, budgeting, marketing, branding, and quality assurance, as well as completely new chapters on analytics, impact, and legacy. Now supported by a companion website containing slides, test banks, a glossary, and sample syllabus, this is an invaluable resource for students and practitioners alike and is essential to any course on sport facilities, event management or sport administration.

Festival and Special Event Management

Zangador

With the proliferation of digital and social media, there has never been a more dynamic time to engage with marketing communications - and never has the integration of marketing communications (marcoms) principles into a strategic marketing plan been more challenging. Even the best product in the world won't sell without the right reach to your potential customers and the right message to engage them. This textbook applies a uniquely practical approach to the topic so that, whilst a structured overview of planning, development, implementation and evaluation of marketing communications is in place, the detailed cases made available by the Institute for Practitioners in Advertising (IPA) show how actual challenges faced by professionals in the field were addressed. This book will help you to develop the skills you need to turn theory into the right integrated communication plan, in order to succeed in an increasingly competitive

environment. Aided by a veritable wealth of pedagogical features, *Marketing Communications* will be essential reading for both students and professionals in marketing, communications and public relations. This textbook also benefits from a companion website which includes a comprehensive instructor's guide with PowerPoint slides, testbank questions and answer checklists.

Strategic Sports Event Management Routledge

Whether you want to break into this burgeoning industry, or you simply need to plan an event and don't know where to start, there's something for all would-be event planners in *Event Management For Dummies*. Packed with tips, hints and checklists, it covers all aspects of planning and running an event - from budgeting, scheduling and promotion, to finding the location, sorting security, health and safety, and much more. Open the book and find: Planning, budgeting and strategy Guests and target audience Promoting and marketing events Location, venue and travel logistics Food, drink, entertainment and themes Security, health and safety, permissions, insurance and the like Tips for building a career in event management

Marketing Communications CABI

Transforming service into extraordinary guest experiences—with repeat business the reward For the past decade, Remarkable Service has been the most comprehensive guide to standard-setting restaurant service techniques and principles. This all-new edition features a completely reorganized, updated look at table service and foodservice management, from setting up a dining room and taking guests' orders to executing wine service and handling customer complaints. With straightforward advice from The Culinary Institute of America's expert table service and foodservice management faculty, Remarkable Service, Third Edition offers new "Scripts for Service Scenarios" throughout to help servers practice such real-world scenarios as recommending a dish, taking reservations, and dealing with special requests. This book also addresses the service needs of a wide range of dining establishments, from casual and outdoor dining to upscale restaurants and catering operations. Chapters cover everything from training and hiring staff, preparation for service, and front-door hospitality to money handling, styles of modern table service, and the relationship between the front and back of the house. Foreword by restaurateur Danny Meyer, whose restaurants are legendary for their world-class service Respected industry-wide as a

contemporary reference guide and refresher for foodservice professionals

Professional Event Coordination

Routledge

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

Routledge
This book provides a comprehensive overview and examination of the international aspect of Events Management and the many challenges and complications that arise in the planning and delivery specifically of cross-border and cross-cultural events. Authored by a current academic and ex-practitioner in the field, this book boasts an excellent balance of theory with practical advice and guidance. Chapters cover all the key concepts needed to manage and deliver an international event and fully reflect the current trends and issues facing the sector today. These include: sustainability, digital communication, social media, Big Data,

corporate social responsibility, accessibility, security issues, and managing volunteers among many others. International case studies are included in each chapter accompanied by study questions and useful weblinks for further reading and research. This will be of great interest not only to students and researchers of International Events Management, Tourism and Hospitality, but also to current practitioners in the Events sector.

A Guide to Health, Safety and Welfare at Music and Similar Events

Routledge
Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multidisciplinary nature of events management and provides the student with all the practical skills and professional knowledge they need in order to succeed in the events industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources, in a vast array of different event settings from sport to political events. This new edition has been updated to include: • New and updated content on developments in technology, risk management and event volunteering. • New and updated case studies that include emerging economies. • New industry voices by international practitioners. Every topic is brought to life through vivid case studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience of working in the events industry, *Events Management: An Introduction* is the essential course text for any events management programme.

Event Studies

Routledge
Research Methods for Arts and Event Management provides a compelling and comprehensive guide to research methods for undergraduate and postgraduate students in arts and event management, as well as for managers in the arts/culture/events industries. This book provides students and practising managers with the following: • Essential skills in designing their own qualitative and quantitative research studies that can be implemented in a real working environment • Guidance in designing, managing, and monitoring research work which students and practising managers may commission from consultants • The necessary theoretical and practical basis to identify and implement appropriate methodologies to conduct research for academic dissertations and theses in the

fields of arts, cultural and event management. Furthermore, the book provides readers with multiple test questions, exercises and further resources, as well as a section on specialist terminology. A. J. Veal is Adjunct Professor at the School of Leisure, Sport and Tourism, University of Technology, Sydney, Australia. Christine Burton is an Associate Professor with the UTS Business School, University of Technology, Sydney. Her research focuses on audience development in the museum and arts sectors. Prior to becoming an academic, Christine worked as an arts consultant in Australia and the United Kingdom. Christine has worked on a number of research projects and consultancies including social impact of the arts, arts facilities development and public art planning and development.

Impact of ICTs on Event Management and Marketing

John Wiley & Sons
Conferences and Conventions: A Global Industry 3rd edition provides a comprehensive introduction to the key elements of the global conference, convention and meetings industry. It examines the industry's origins, structure, economic, social and environmental impacts, education, training and career opportunities, and the industry's future development. It also explores its links with the wider tourism industry, and suggests that there should be a realignment of these links, putting a greater focus on designing, executing and measuring meeting and convention contents so that they have a purposeful impact on participants, thus creating greater value for stakeholders. It suggests that there should be greater emphasis on the role that meetings play in economic, professional and educational development, promoting the benefits they provide in knowledge exchange, scientific research, technology transfer, networking and motivation and showing clearly what such business events actually accomplish. This revised 3rd edition has been updated to reflect current trends and emerging topics and achieve a more international approach. This edition has also been updated with the following features: New content on social media, web based marketing, the use of technology, experiential marketing and events, the role of trade shows in conventions, issues of sustainability, and moves to create a profession for event management. Fully integrated and updated case studies to highlight current issues and demonstrate theory in practice. Also contains new case studies on the growth markets of Asia, Brazil and the Middle East. A detailed

meetings and events industry lexicon. This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students' learning and understanding. This book is an invaluable resource to students following Events Management, Hospitality and Tourism courses.

Critical Event Studies Butterworth-Heinemann

Human Resource Management for Events is the first text to cover management of human resources in the event environment. Linking theory, research and application it covers the differing and various types of event in which human resource management is key, such as: * Business Events - a vast sector including events people who manage conferences, exhibitions, incentive trips and individual business travel. * Sporting Events - this sector includes sporting events ranging from the Olympic Games, Rugby World Cup, Soccer World Cup, Tour de France, Grand Prix to many smaller, local sporting events. * Arts and Entertainment - the logistics, risk and financial issues facing entertainment events are leading to the development of more sophisticated operational skills for this sector. Music festivals are increasingly popular. * Public Events - civic ceremonies, parades, celebrations, festivals and protests all fall within the scope of public events. Planning, approval and risk management are increasingly on the agenda for all levels of government. The particular challenges provided by such events are varied. The size of the workforce explodes at the time of the event to include the event management team, many paid staff,

hundreds of volunteers and multiple contractors, such as food vendors and cleaning teams. Everyone working on the site comes into the scope of the event workforce. Little time is available for training and motivation plays a key role in retention and customer service. Decision making occurs on the run and the event is over before anyone can think about performance appraisal. The environment is further characterised by a fast pace, high stress levels and many workers are fatigued by the bump in period before the event audience pours through the gates to add yet another level of pressure. These features of the human resources environment are quite different to those of the traditional workforce. Human Resource Management for Events is vital reading for both students and practitioners involved in this crucially important aspect of event management.

Management of Event Operations

Routledge

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.

Revised Laws of Mauritius: Tourism

Authority to World Hindi Secretariat ; Index
Routledge

Conferences, symposiums, and other large events that take place at far away hotels require many hours of preparation to plan and need a capable event staff to market. Without the innovative technologies that have changed the face of the tourism industry, many destinations would be unequipped to handle such a task. Impact of ICTs on Event Management and Marketing is a collection of innovative research on the methods and applications of information and communications technologies on almost all facets of hospitality and tourism-related businesses including hotels, restaurants, and other tourism areas. While highlighting topics including digital marketing, artificial intelligence, and event tourism, this book is ideally designed for business managers, event planners, and marketing professionals.

Strategic Management for Tourism, Hospitality and Events Routledge

The Management of Event Operations: project management, planning and customer satisfaction provides an introduction to the management of operations for the event planner and venue provider. Taking an holistic view of an event enterprise, it links the traditional topics within operations management to present a coherent and hands-on approach specifically for the events manager. The approach is pragmatic and is dictated by practical consequences and considerations, which are so important to an event manager who balances many views and needs from diverse stakeholders.