

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

Charles Arcodia



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

Conferences and Conventions 3rd edition Tony Rogers, 2013-01-04 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

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

Events Project Management Georgiana Els,Ian Reed,Vanessa Mawer,Hanya Pielichaty,2016-11-10 This book provides events management students with an accessible and essential introduction to project management Written by both academics and industry experts Events Project Management offers a unique blend of theory and practice to encourage and contextualise project management requirements within events settings Key questions include What is project management How does it connect to events management What is effective project management within the events sector How does academic theory connect to practice The book is coherently structured into 12 chapters covering crucial event management topics such as stakeholders supply chain management project management tools and techniques and financial and legal issues Guides templates case study examples industry tips and activity tasks are integrated in the text and online to show practice and aid knowledge Written in an engaging style this text offers the reader a thorough understanding of how to successfully project manage an event from the creative idea to the concrete product It is essential reading for all events management students

Risk Management for Events Julia Rutherford Silvers,William O'Toole,2020-12-27 Risk Management for Events is a comprehensive and practical guide that supports academic and professional development programs to prepare individuals for entering or advancement in the international events industry 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 that 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 This new edition has been revised and updated to include New case studies and examples from a wide range of international destinations and different types of events Updated statistics and data throughout New content on emergent risk on site decision making terrorism and public health including the COVID 19 pandemic and corruption within events Updated online material including a case study archive and weblinks to useful resources This will be an invaluable resource for all those studying events 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 Marketing Management Ivna Reic, 2016-09-19 This textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events In order to market events effectively it is vital to consider marketing of events from the organiser's perspective and to link it to that of the consumers attending events As such this is the first book on the topic which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin the supply and the demand in the specific context of events The book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events The use of technology importance of sponsorship and PR are also considered International case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book spur critical thinking and further students knowledge This accessible and comprehensive account of Events Marketing and Management is essential reading for all students and future managers

EVENT MANAGEMENT (PRINCIPLES, PLANNING, AND PRACTICE) FIRST EDITION DHANJIT PATHAK, 2025-06-25 This book provides a comprehensive introduction to the dynamic field of Event Management designed to equip readers with the essential knowledge and skills required to successfully plan organize and execute events Beginning with a clear definition and significance of event management the book traces its historical evolution and explores the vast opportunities available in the industry The first unit lays the foundation by explaining the key components and scope of event management The second unit focuses on the critical role of event planning covering how to establish objectives create budgets manage resources effectively and overcome common challenges such as logistical issues and budget constraints Readers also learn the practical application of SWOT analysis for strategic decision making Team management is the focus of the third unit highlighting the importance of communication delegation leadership and building a cohesive team an indispensable part of successful event execution In the fourth unit the book delves into marketing and advertising strategies specifically tailored for events It explains how traditional and digital marketing techniques along with event photography and video arrangements help attract attendees and enhance event promotion The final unit covers the

practical aspects of event execution including pre event preparation on site management attendee experience crisis handling and post event evaluation This holistic approach ensures readers are well prepared to manage every phase of an event seamlessly Ideal for students aspiring event managers and professionals this book offers a structured and practical guide to mastering event management from concept to completion *Crisis Management and Recovery for Events* Vassilios Ziakas,Vladimir Antchak,Don Getz,2021-04-30 The first text to fully explore the issue of ownership and governance of international events Split onto two distinct parts of Theory and Cases it presents cases from sports as well as non sports events in addition to general principles regarding ownership and governance based on historical legal and managerial considerations *Strategic Management for Tourism, Hospitality and Events* Nigel G. Evans,2024-01-24 Strategic Management for Tourism Hospitality and Events is the must have text for students approaching this subject for the first time It introduces students to fundamental strategic management principles in a tourism hospitality and events context and brings theory to life by integrating a host of industry based case studies and examples throughout This fourth edition has been fully revised and updated to reflect the major changes in strategic direction for these industries due to the most significant global crisis ever as well as significant technology advances and issues related to sustainability New features and topics in this fourth edition include New international tourism hospitality and events case studies from both SMEs and large scale businesses are integrated throughout to show applications of strategic management theory New Technology Focus short cases are included as well as longer combined sector case studies on topics such as COVID 19 impacts A new chapter on sustainability and corporate social responsibility explores how the principles of sustainability can be incorporated into the strategy of tourism hospitality and events organizations Technology is integrated into all chapters looking at big data artificial intelligence the external political environment social media and e marketing absorptive capacity and innovation Impacts and implications of COVID 19 are discussed considering industry responses financial implications and future emergent strategies A contemporary view incorporates the broad range of academic literature and industry developments that have emerged in recent years and provides a particular focus on smaller organizations recognizing their key role Web support for tutors and students provides explanations and guidelines for instructors on how to use the textbook and case studies additional exercises and video links for students This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students learning and understanding It is an essential resource for tourism hospitality and events students **The Routledge Handbook of Volunteering in Events, Sport and Tourism** Kirsten Holmes,Leonie Lockstone-Binney,Karen A. Smith,Richard Shipway,2021-11-29 This timely handbook examines the most contemporary controversial and cutting edge issues related to the involvement of volunteers in the fields of events sport and tourism Split into thematic sections the primary areas covered include key disciplinary approaches to understanding volunteerism international contexts managing volunteers the impacts and legacies of volunteering and future trends in these

sectors including online and digital volunteering Commonalities and differences of volunteering in these sectors are drawn out throughout the volume A diverse range of case studies are examined including the 2007 UEFA Under 21 Championship hosted by Poland the development of the Appalachian National Scenic Trail the Vancouver London and Pyeong Chang Olympic Games Belgium's National Day in 2019 the Puffing Billy railway in Australia as well as many other examples looking at destination services organizations museums grassroots associations corporate events community events and visitor attractions Drawing on the academic and practical expertise of over 50 authors from across the globe the handbook provides an invaluable resource for all those with an interest in volunteering in these sectors encouraging dialogue across disciplinary boundaries and areas of study in order to advance volunteering research and practice in the fields of events sport and tourism

Managing International Events W. Gerard Ryan, 2020-09-29 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

The Routledge Handbook of Events Stephen J. Page, Joanne Connell, 2020-04-22 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 The Routledge Handbook of Business Events Charles Arcodia,2022-09-08 A timely and up to date go to reference work for business events The Routledge Handbook of Business Events explores and critically evaluates the key debates and controversies inherent to this rapidly expanding subject of study and industry The volume brings together leading specialists from a range of disciplinary backgrounds and geographical regions to provide state of the art theoretical reflection and empirical research on management aspects as well as economic social and environmental impacts and external factors such as transportation The book incorporates the varied expertise of some 30 expert authors to provide a definitive collection of statements in this field accompanied by illustrative and engaging case studies embodying real life scenarios and examples on an international scale This book is an excellent resource for students researchers and academics of Events as well as those of related studies in particular Tourism Hospitality Sport Leisure Marketing Business and Development Studies 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

Events and Sustainability Andrew Smith,Judith Mair,2022-09-05 This book examines the links between events and sustainability with a particular focus on how festivals and events contribute to making places more inclusive resilient and sustainable Previous sustainability research in events often focused on reducing the negative environmental impacts with a corresponding lack of consideration of socio economic dimensions More recently research has begun to consider events in relation to a range of economic and social issues highlighting the growing importance of examining events through a critical lens This book adopts a critical and broader approach to event sustainability arguing that scholars should examine how events might contribute to sustainable development rather than merely exploring how individual events could be made more sustainable Accordingly the contributors to this edited book address how events might change attitudes and behaviours by promoting sustainable lifestyles communities and technologies Following a detailed introduction the book features 16

chapters written by scholars from across the world The chapters in this book were originally published as a special issue of the Journal of Sustainable Tourism *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 **Sustainable Tourism** X S. Syngellakis,P. Diaz Rodriguez,2022-07-26 The tenth volume from the successful international conference series on sustainable tourism Tourism is an important component of development not only in economic terms but also for knowledge and human welfare Today tourism is an activity accessible to a growing number of people The phenomenon has many more advantages than disadvantages New forms of economic development and increasing wealth of human societies depend on tourism Human welfare has physiological and psychological elements which tourism promotes both because of the enjoyment of knowing new territories and increasing contacts with near or far away societies and cultures The tourism industry has nevertheless given rise to some serious concerns including social costs and ecological impacts Many ancient local cultures have practically lost their identity Their societies have orientated their economy only to this industry Both the natural and cultural rural or urban landscapes have also paid a high price for certain forms of tourism These problems will persist if the economic benefit is the only target leading to economic gains that eventually become ruinous It is also important to consider that visitors nowadays are increasingly demanding in cultural and environmental terms The research papers included in this book focus on finding ways to protect the natural and cultural landscape through the development of new solutions that minimise the adverse effects of tourism **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

Strategic Event Creation Liz Sharples, Philip Crowther, Daryl May, Chiara Orefice, 2014-09-30 The first text to move away from an older paradigm of simply making events work and managing inputs to show how to manage a sector that now needs to be outcome obsessed stakeholder centric strategically focused and driven by strategically aware reflective professionals

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