

Manchester Events Guide

Glenn A. J. Bowdin, Johnny Allen, Rob Harris, Leo Jago, William O'Toole, Ian McDonnell

Manchester Events Guide:

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 guestions 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 The Complete Guide to Greener Meetings and Events Samuel deBlanc Goldblatt, 2011-09-27 While there are many reasons to incorporate sustainable practices into meetings and events including saving costs and resources protecting the environment improving social issues doing business more efficiently and effectively and attracting new audiences the number one reason to go green is to do business better The book is divided into three parts which reflect defining principles of greener meetings and events Innovation Conservation and Education This book broadly explores sustainable management in the hospitality tourism conference and exhibition and meeting and event industries as well as countless smaller industries that include arts and music festivals and tour operators Readers who are studying in working in or even just interested in these industries will reap innumerable benefits from the exciting journey ahead of them in The Complete Guide to Greener Meetings and Events **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. *Comprehensive Calendar of Bicentennial Events*. American Revolution Bicentennial Administration, 1975

Comprehensive Calendar of Bicentennial Events , A Practical Guide to Event Promotion Nigel Jackson, Katie Angliss, 2017-07-14 This Practical Guide to Event Promotion offers the reader a short and succinct overview of the range of marketing communication materials from print to social marketing that can be used to promote an event successfully to the correct target markets It includes invaluable advice on how to identify the type of communication tools most applicable to the type of event that is being promoted and its target market how to effectively use and implement these useful tips on things to avoid as well as suggested time frames to use before during and after the event Examples of best practice and insights from events marketers are integrated throughout Although full of practical information a strong theoretical base underpins the advice included on how event managers can apply communication and persuasion theory to key audiences This book will be a useful resource for Events Management students putting on an event as part of their course and for assessments and those wanting to convert general theory into practical skills they will use in the workplace , The Rough Guide to England ,2004-03 This is a comprehensive and up to the minute handbook to England It includes recommendations of the best places to stay eat and drink in all budget ranges and in all regions It also includes accounts of every type of attraction

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