

Professional Event Coordination Julia Rutherford Silvers

Risk Management for Meetings and Events Professional Event Coordination Professional Event Coordination Risk Management for Events Human Resource Management for Events Event Management The Sports Event Management and Marketing Playbook The Complete Guide to Events Management (updated August 2013) The Complete Guide to Greener Meetings and Events Special Events Events Feasibility and Development Strategic Communication in Event Planning for Corporations, Nonprofits, and Individuals Event Studies Return on Investment in Meetings and Events Special Events Events Management Events Management Events Management Events Management The Study of Food, Tourism, Hospitality and Events Julia Rutherford Silvers Julia Rutherford Silvers Julia Rutherford Silvers Julia Rutherford Silvers Lynn Van der Wagen Ashutosh Chaturvedi Frank Supovitz Sarah Owen Samuel deBlanc Goldblatt Seungwon Lee William O'Toole Sheri Parmelee Donald Getz Jack J. Phillips Joe Goldblatt Glenn A. J. Bowdin Glenn Bowdin Debra Wale Nicole Ferdinand Sue Beeton

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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

a must have resource for every event planner manager caterer and student this in depth guide covers all aspects of the event planning process written by expert event manager julia rutherford silvers the book outlines the tools and strategies to effectively procure organize implement and monitor all the products vendors and services needed to bring an event to life enhanced throughout with useful checklists tables and sample forms the book includes chapters on everything from developing the event site and providing the event infrastructure to ancillary programs food and beverage operations and vendors and volunteers the practical information is supplemented throughout the book by on site insights featuring real world examples from successful event planners as well as chapter objectives discussion questions and exercises in professional event coordination to help

readers build key skills and test their knowledge from weddings to corporate conferences and from intimate events to huge festivals professional event coordination is a versatile guide to planning events of all kinds

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

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

the book provides a proven and effective system that is not only accountable and responsible but also fosters the creativity so essential to an industry called events there are two trends in the modern event industry the first is the drive for professionalism in response to internal and external forces which shows in compressed form the historical process that is occurring in events the other trend is convergence that is the convergence of corporate and public events this book not only describes the best practices in corporate event project management it also allows you to prepare for the coming changes in the corporate event industry it introduces the basic event project management process it also explores the importances of the venue or event site the simple language of this book will be very helpful for the students

authoritative and accessible textbook on how to successfully plan and execute live sports events with helpful learning aids included throughout this third edition of the sports event management and marketing playbook is a timely and practical guide on how to successfully plan and deliver live sports events combining time proven processes and techniques with the many best practices tools and trends that have emerged in every facet of this expanding highly visible and ever innovating industry since the second

edition was published in 2014 the book is structured as a step by step guide on how to begin the development creation and planning for a sports event and continues through management marketing production and ultimately the post event evaluation processes real life illustrative case studies called sideline stories to elucidate key concepts are included throughout the text each chapter concludes with a convenient summary called post play analysis to aid in information retention along with relevant skill building questions exercises called coach s clipboard instructors can use as student assignments written by two respected and experienced industry practitioners in the sports event business the sports event management and marketing playbook includes information on revenue streams ranging from ticket sales sponsorship advertising and merchandise to participation fees grants and donations the event sponsor relationship covering what event organizers really want from sponsors and vice versa guest management from selling tickets to hotel management and what to do if tickets are not selling unexpected events including safety and security concerns and how to react to emergencies and crises efficiently and effectively media partnerships covering how to campaign for attention and talk to the media with accessible and comprehensive coverage of the subject the sports event management and marketing playbook serves as an excellent learning aid for students in advanced undergraduate and masters courses in sports event management sports marketing hospitality management and sports industry management part of the wiley event management series

a complete guide for anyone wanting to organise their own event no matter what the event how large or small suitable for first time events organisers or experienced events managers with a handy section for anyone looking for a career in events management and a comprehensive wedding planning section this is the complete book black and white version because the book is too big to publish in colour the colour version is available in 2 parts 1 generic events management 2 wedding planning

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

recent years have seen dramatic changes to the events industry the influence of social media and global communications technology increased focus on environmental sustainability and social responsibility and changes to the economic and cultural landscape have driven rapid expansion and increased competition special events creating and sustaining a new world for celebration has been the event planner's essential guide for three decades providing comprehensive coverage of the theory concepts and practice of event management the new eighth edition continues to be the definitive guide for creating organizing promoting and managing special events of all kinds authors seungwon shawn lee and joe goldblatt internationally recognized leaders and educators in the industry guide readers through all the aspects of professional event planning with their broad understanding of diverse cultures and business sectors this definitive resource enables current and future event leaders to stretch the boundaries of the profession and meaningfully impact individuals organizations and cultures around the globe global case studies of high profile events such as the pyeongchang winter olympic games and norway's constitution day annual event complement discussions of contemporary issues surrounding safety security and risk management each chapter includes ecologic techview and or secureview mini case studies a glossary of terms plentiful charts graphs and illustrations and links to additional online resources

operational integrity and its feasibility

a practical guide to strategic communication in event planning for modern organizations

and individuals strategic communication in event planning for organizations nonprofits and individuals is a modern comprehensive guide to the full lifecycle of event planning from pre event analysis to post event evaluation with a focus on the strategic integration of communication this textbook equips readers to design and execute impactful events that align with organizational goals its unique approach combines the latest research with practical applications emphasizing digital tools such as artificial intelligence ai to meet the demands of today s dynamic event industry authored by experts with a combined 70 years of experience in event planning communication and finance the book addresses challenges unique to in house planning for businesses nonprofits and individuals it delves into budgeting promotions and logistics while providing step by step guidance for both new and seasoned planners throughout the book real world case studies innovative insights and actionable strategies empower readers to create memorable and effective events part of the trusted wiley event management series strategic communication in event planning for organizations nonprofits and individuals offers an inclusive framework for strategic communication that addresses every part of the event lifecycle provides innovative approaches to promotions budgeting logistics and post event reporting focuses on in house event planning to reduce external costs and improve organizational autonomy highlights the integration of communication strategies with event objectives to ensure impactful outcomes includes instructor friendly resources and assignments that are ideal for academic settings strategic communication in event planning for organizations nonprofits and individuals is an ideal textbook for undergraduate and graduate courses in event planning hospitality and communication and a valuable reference for professional event planners nonprofit organizers and consultants wanting to enhance their strategic communication skills

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

the phillips roi methodology utilizes five levels of evaluation which are essential in determining the return on investment all levels of evaluation must be conducted in order to determine the roi of a meeting or event

this book chronicles and champions the development changes and challenges faced by the global celebrations industry for event planners new interviews are included with experienced event leaders to give a better understanding of the field new chapters are included on green events corporate social responsibility and theoretical case studies event measurement evaluation and assessment topics are integrated throughout a number of the chapters over 200 new resources and appendices show how to save money time and improve the overall quality of an event event planners will also learn how technology may be harnessed to help them improve their events financial quality environmental and other strategic outcomes

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

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 elsevierdirect.com 9781856178181 with additional materials and links to websites and other resources for both students and lecturers

the book examines the different aspects of events management it is divided into three

parts the first part provides an introductory outline of the historical developments and current state of the industry while also taking into account wider political and cultural issues the second part of the book concentrates on practical operations management including planning project management marketing human resource management health and safety logistics and funding finally the third part covers critical issues such as impacts sustainability and legacy of events each chapter contains case studies from around the world and review questions ensuring that the book is a useful learning tool and provides a current and up to date view of the industry in this increasingly popular field of study the publication is designed for students and practitioners in the event sector and has been developed so that readers are able to understand theory and concepts presented through applied examples

taking an explicit international approach to the subject events management combines theory and practice to address the challenges and opportunities of working in a global world to help prepare students for the realities of the events management sector written by a high profile international team of editors and contributors the text features cases spanning europe africa asia australia and north america and covers key topics and issues such as fundraising sponsorship globalization and sustainability it also aims to bolster student employability through the inclusion of features such as practical asides case studies and a diary of an events manager to give students a window into the real life of a practitioner brand new to the second edition three new chapters covering industry related contemporary developments in social media events tourism and the future of international events new case studies in every chapter illustrating real life and diverse practical applications of each topic updated theory about the critical global issues affecting events and the main drivers of change in the industry a companion website featuring links to interactive learning resources an instructors manual for lecturers events related videos for fun additional educational viewing and author selected sage journal articles for advanced learning suitable for courses in events management and international events management

this book elaborates upon critiques and discusses 21st century approaches to scholarship

and research in the food tourism hospitality and events trades and applied professions using case examples of innovative practice the specific field considered in this book is also placed against the backdrop of the larger question of how universities and other institutions of higher learning are evolving and addressing the new relationships between research scholarship and teaching

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