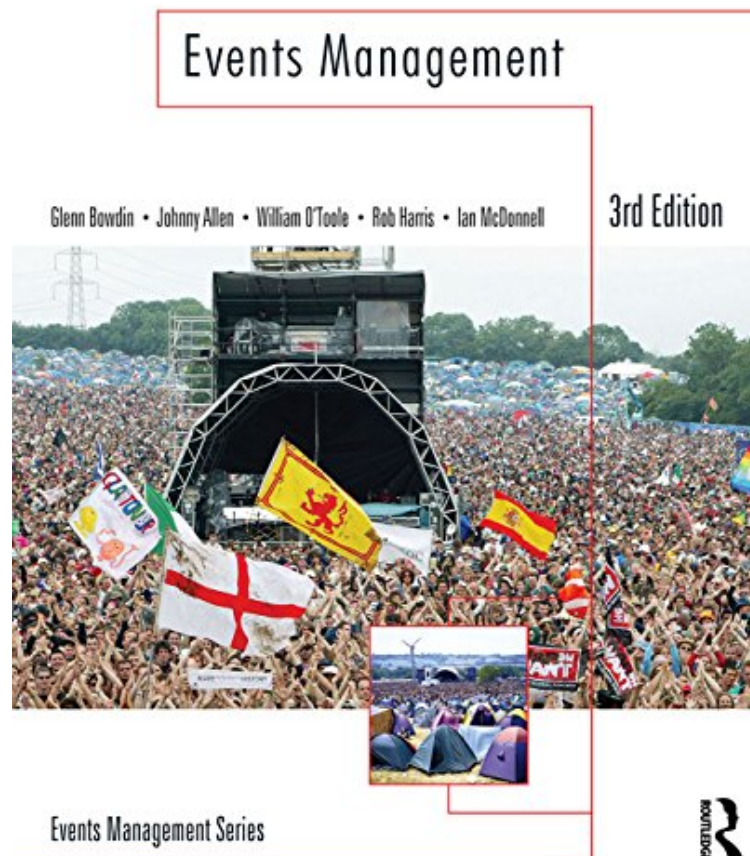


Events Management

Glenn Bowdin, Johnny Allen, Rob Harris, Ian McDonnell, William O'Toole
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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. Companion website: www.elsevierdirect.com/9781856178181 with additional materials and links to websites and other resources for both students and lecturers

About the Author Glenn Bowdin is Head of the UK Centre for Events Management, Leeds Metropolitan University, UK. Johnny Allen is Foundation Director of the Australian Centre for Event Management, University of Technology, Sydney, Australia. William O'Toole is an international events development specialist. He assists councils, cities, regions, countries and companies to grow their events portfolio and create their long term events program. For last five years he advised the Supreme Commission for Tourism in the Kingdom of Saudi Arabia on the development of their new festival program in the thirteen provinces. Bill trains and assists the United Nations event organisers in places such as the Sudan and Uganda and is facilitating the development of the event industry in Kenya. He is a founding director of the Event Management Body of Knowledge and key advisor to the International Event Management Competency Standard. He has two international event textbooks released and the information and checklists on his CDROM ELMS (www.epms.net), are used by events and venues around the world to manage their events. Rob Harris is Director of the Australian Centre for Event Management and Senior Lecturer at the University of Technology, Sydney, Australia. Ian McDonnell is Senior Lecturer at the University of Technology, Sydney, Australia.