



## Events Management (CABI Tourism Texts)

*Peter Robinson, Debra Wale, Geoff Dixon*

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Event management studies are fast growing in popularity, covering a diverse range of activities such as music and film festivals, concerts, sporting events and conferences. This textbook gives a broad and practical coverage of the major themes in events. Outlining both the historical developments and current state of the industry, whilst also taking into account wider political and cultural issues, the book covers the different elements of planning, project management, health and safety, funding, operations, human resources, marketing and logistics that are vital for successful management. Critical issues such as impacts, sustainability and legacy of events are also discussed. Supported by international case studies and review questions, Events Management provides a current and up-to-date view of the industry in this field.

## Contents

Introduction

### Part 1: Context and concepts

1. Culture and the Event Experience - *Ghislaine Povey and Jo-Ansie Van Wyck*
2. Developing the Event Concept - *Alison Booth*
3. Event Networks and Supply Chains - *Geoff Dickson*

### Part 2: Event Planning & Operations Management

4. Funding, Sponsorship and Financial Management - *Caroline Wiscombe*
5. Delivering Live Events - *Peter Robinson, Ade Oriade & Steve Gelder*
6. Successful Staffing of Events - *Sine Heitmann and Christine Roberts*
7. Marketing Events - *Debra Wale and Andrew Ridal*
8. Managing a Quality Experience - *Ade Oriade*
9. Sustainable Events Management - *Sine Heitmann and Dr. Dávid Lóránt*

### Part 3: Critical and contemporary issues

10. Event Strategy - *Crispin Dale & Dimitri Tassiopolous*
11. Event Legacy - *Geoff Dickson*

## Conclusion

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