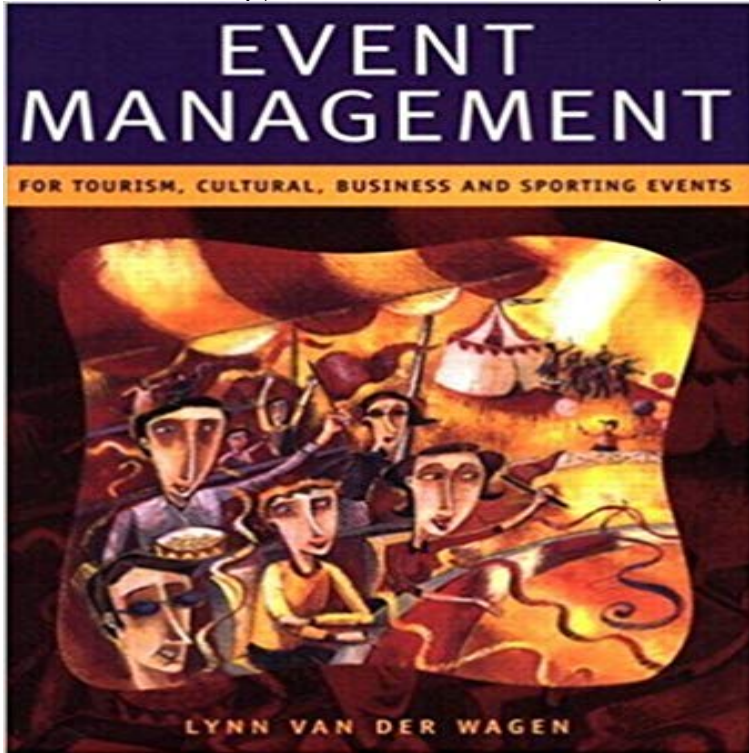


Event Management: For Tourism, Cultural, Business and Sporting Events



This is the book for anyone wishing to enter the rapidly growing field of event management. Event management is quite different from ordinary business management. Most business managers can make and learn from their mistakes. Not so event managers. Events typically have high costs and high risks. Events must be right the first time. There are no second chances, and there are no opportunities for the manager to plan, organise, train, coach, empower and delegate over an extended period. Business projects and new product development now culminate in events, while high-level business meetings, seminars, conferences and exhibitors are viewed as events. Senior managers realise that special skills are required for the planning of these expensive and often one-off occasions. And, of course, there are thousands of festivals, and many thousands of weddings, parties, celebratory and sporting events every year, all of which require expert management. Event Management for Tourism, Cultural, Business and Sporting Events covers all the skills students will need to become a successful event manager. From this book they will learn how to design, plan, market and stage an event. They will learn how to manage staff and staffing problems and how to ensure the safety of everyone involved. And learn what they need to know about legal compliance, risk management, financial control, and how to evaluate the success of the events they stage.

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