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 Proceedings of MAC-EMM 2015
 Events Management
 Innovative Marketing Communications

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Event Studies Routledge

Event StudiesRoutledge

Sustainable Tourism and Indigenous Peoples Hospitality Press

This work is a guide to organizing major events such as festivals, parties, concerts, weddings, and conferences. It includes photocopiable forms that will help readers to plan and budget, and case studies and websites to learn from

[Event Tourism](#) Routledge

From the Olympic Games to community-level competitions, sports events can be complex and pose a particular set of managerial challenges. The Routledge Handbook of Sports Event Management surveys the management of sports events around the world of every size and scale, from small to mega-events, including one-off and recurring events, and single-sport and multi-sport events. The book adopts a unique stakeholder perspective, structured around the groups and

individuals who have an interest in and co-create sports events, including organising committees, promoters, sport organisations, spectators, community groups, sponsors, host governments, the media and NGOs. Each chapter addresses a specific stakeholder, defines that stakeholder and its relationships with sports events, describes the managerial requirements for a successful event, assesses current research and directions for future research, and outlines the normative dimensions of stakeholder engagement (such as sustainability and legacy). No other book takes such a broad view of sports event management, surveying key theory, current research, best practice, and moral and ethical considerations in one volume. With contributions from leading sport and event scholars from around the world, the Routledge Handbook of Sports Event Management is essential reading for any advanced student, researcher or professional with an interest in sport management, sport development, sport policy or events.

Critical Event Studies Routledge

This book provides, both an overview of event studies and a foundation for professional event management.

Exploring the Social Impacts of Events MAC Prague consulting

The first text to fully explore the issue of ownership and governance of international events. Split onto two distinct parts of 'Theory' and 'Cases', it presents cases from sports as well as non-sports events, in addition to general principles regarding ownership and governance based on historical, legal and managerial considerations.

Sustainable Event Management Routledge

Within events management, events are commonly categorised within two axes, size and content. Along the size axis events range between the small scale and local, through major events, which garner greater media interest, to internationally significant hallmark and mega events such as the Edinburgh Festival and the Tour de France. Content is frequently divided into three forms – culture, sport or business. However, such frameworks overlook and depoliticise a significant variety of events, those more accurately construed as protest. This book brings together new research and theories from around the world and across sociology, leisure studies, politics and cultural studies to develop a new critical pedagogy and critical theory of events. It is the first research monograph that deals explicitly with the concept of critical event studies (CES), the idea that it is impossible to explore and understand events without understanding the wider social, cultural and political

contexts. It addresses questions such as can the occupation and reclamation of specific spaces by activists be understood as events within its framework? And is the activity of activists in these spaces a leisure activity? If those, and other similar activities, can be read as events and leisure, what does admitting them into the scope of events management and leisure studies mean for our understanding of them and how the study of events management is to be conceptualised? This title will be of interest to undergraduate and postgraduate students on events management and related courses and scholars interested in understanding the ways in which events are constructed by the social, the cultural and the political.

Dictionary of Event Studies, Event Management and Event Tourism Routledge

Cities and regions around the world increasingly capitalize on a series of events aimed at optimizing their reach and outcomes. How then can a series of different events be developed and harnessed? What are the conditions and the means by which synergies and collaboration among different events and their stakeholders can be fostered? This book for the first time explores how managers and host communities can synergize sport, cultural and other planned events in a portfolio in order to attain, magnify and sustain their outcomes. The incorporation of different events into a portfolio requires an integrative way of viewing the different community purposes that they serve in unison. This book elaborates on this holistic approach by developing an integrative theoretical framework for conceptualizing event portfolios, and examining their challenges and prospects as well as potential as tools for sustainable development. It therefore presents the foundations of event portfolio planning, the patterns of inter-organizational relationships within collaborative events networks that foster the conditions for community capacity-building and the requirements for the design and development of event portfolios. Topics are considered from varying perspectives and examples of emerging event portfolios from a range of geographical regions are integrated throughout. Uniquely providing a holistic framework for planning and managing a series of events this is essential reading for all those interested in Events Policy, Planning and Management.

Event Portfolio Management Goodfellow Publishers Ltd

Impact assessment can be highly technical and complex, requiring a broad knowledge base and diverse skills, but like evaluation, it is a process fraught with philosophical, technical and political perils. Why is it done, by whom, and how, must be carefully planned. Impacts cannot always be 'proven', so the nature of evidence becomes critical. Accordingly, a strong theoretical base is needed by all IA practitioners. Whilst economic impacts have received a great deal of attention, with sufficient material available to guide all applications, for social, cultural and environmental IA the theory and practice has lagged. In the context of Triple Bottom Line, social responsibility and sustainability approaches most of the available literature is on normative goals (such as going green, meeting sustainability standards), the nature of positive and negative impacts (a descriptive approach or based on public input), or theory about how impacts occur; very little theory development or praxis has been directed at impact assessment for these applied fields. In response to this lack of information, Event Impact Assessment is the first text to: * Develop professionalism for IA and evaluation in these applied management fields.* Position impact assessment within sustainability and responsibility paradigms.* Recommend goals, methods and measures for planning, evaluation and impact assessment pertaining to events and tourism.* Encourage the adoption of standard methods and key performance indicators in evaluation and impact assessment in order to facilitate valid comparisons, benchmarking, reliable forecasts, transparency and accountability.* Provide concepts and models that can be adapted to diverse situations.* Connect readers to the research literature through use of Research Notes and provision of additional readings. This text also works well as a companion text to Event Evaluation: Theory and methods for event management and tourism. The Events Management Theory and Methods Series examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. Each compact volume contains overviews of mainstream management theories and methods, examples from the events literature, case studies, and guidance on all aspects of planned-event management. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. Series editor: Donald Getz. With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical

methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources.

Festival and Event Management in Nordic Countries Routledge

The record-breaking phenomenon from Elizabeth Kostova is a celebrated masterpiece that "refashioned the vampire myth into a compelling contemporary novel, a late-night page-turner" (San Francisco Chronicle). Breathtakingly suspenseful and beautifully written, *The Historian* is the story of a young woman plunged into a labyrinth where the secrets of her family's past connect to an inconceivable evil: the dark fifteenth-century reign of Vlad the Impaler and a time-defying pact that may have kept his awful work alive through the ages. The search for the truth becomes an adventure of monumental proportions, taking us from monasteries and dusty libraries to the capitals of Eastern Europe—in a feat of storytelling so rich, so hypnotic, so exciting that it has enthralled readers around the world. "Part thriller, part history, part romance...Kostova has a keen sense of storytelling and she has a marvelous tale to tell." —Baltimore Sun

The SAGE Handbook of Hospitality Management Routledge

Students will learn how to design, plan, market and stage an event, as well as how to manage staff, staffing problems and how to ensure the safety of everyone involved. Also what they need to know about legal compliance, risk management, financial control and how to evaluate the success of the events they stage.

Abina and the Important Men Routledge

This book on events-related research marks a watershed in the development of a "Nordic School" of festival and event research. Each of the chapters presents a new and interesting approach to the study of events, in terms of methods, perspectives or content. It is mostly rooted in management theory but also incorporating other perspectives that enhance our understanding of the phenomena. Implications for real-world applications in tourism, hospitality, and community development are also at the fore. The scholarship is comprehensive, not focused on only tourism or economic aspects. Management theory, including stakeholder management, social networks, and institutionalization processes is being applied. Attention is being given to the multiple roles festivals and events play in society, and to evaluation of their worth and impacts. Innovative methods are being developed to examine event experiences, innovation processes, and success factors. There is now a critical mass of scholars in the Nordic countries that share a strong interest in event studies, and they are engaged in collaborative research, making it an appealing and innovative region for other event students and researchers to visit. It can be expected that the Nordic school will take an increasingly important place in the development of event studies, which is now truly global in terms of scholarship and university degree programs. This book was originally published as a special issue of Scandinavian Journal of Hospitality and Tourism.

Event Management SAGE

Tourism Management: managing for change is a complete synthesis of tourism, from its beginnings through to the major impacts it has on today's global community, the environment and economy. Provocative and stimulating, it challenges the conventional thinking and generates reflection, thought and debate. This bestselling book is now in its third edition and has been fully revised and updated to include complete set of brand new case studies, a new four colour page design to enhance learning and improved online companion resources packed with must have information to assist in learning and teaching. Tourism Management covers the fundamentals of tourism, introducing the following key concepts: * The development of tourism * Tourism supply and demand * Sectors involved: transport, accommodation, government * The future of tourism: including forecasting and future issues affecting the global nature of tourism In a user-friendly, handbook style, each chapter covers the material required for at least one lecture within a degree level course. Written in a jargon-free and engaging style, this is the ultimate student-friendly text, and a vital introduction to this exciting, ever-changing area of study. The text is also accompanied by a companion website packed with extra resources for both students and lecturers, including learning outcomes for each chapter, multiple choice questions, links to sample chapters of related titles and journal articles for further reading, as well as downloadable PowerPoint materials and illustrations from the text. Accredited lecturers can request access to download additional material by going to <http://textbooks.elsevier.com> to request access.

The Historian Edward Elgar Publishing

Social impacts are increasingly used as one of the main justifications for staging and funding events, and yet there is very little empirical evidence on the extent to which these impacts are realised by different kinds of events or in different settings. This timely volume fills this gap by

being the first to explore the different social aspects of events, looking in particular at the role of events in developing social capital, social cohesion and participation in local communities. Based on cutting edge empirical research, it evaluates the contribution of both cultural and sports events to social capital, social cohesion, community spirit and local pride in range of different types of events and settings, with case studies drawn from Europe, Australia and South Africa. It therefore furthers knowledge about the social benefits and impacts of events and significantly contributes to the development of Events as a discipline. Written by leading academics in this area, this volume is essential reading for all those interested in Events Management and Studies.

Emperors and Gladiators Routledge

Many books exist on various aspects of event management, reflecting growing academic and professional interest, but there has not been a book written on Event Studies until now. As the event management field expands, there is a growth in demand for advanced texts, particularly with a multidisciplinary research and theoretical orientation. Event Studies is the first text to embrace this new direction in the field of event management providing: students and practitioners with an explanation of why planned events are important from a social/cultural, economic and environmental perspective. readers with an understanding of how various disciplines and other professional fields view planned events, and the contributions they make to understanding events. research students with a detailed evaluation of research issues and challenges, and of methodologies and theories applicable to event studies. The bibliography is extensive and numerous research examples are provided. professionals with a tool to expand their knowledge well beyond the art and science of producing events to include the philosophical and scientific foundations of event studies. For the event management student, and for professionals, Event Studies provides the necessary body of knowledge and theoretical /methodological underpinnings on the subject of planned events.

Event Stakeholders Routledge

The Routledge Handbook of Events explores and critically evaluates the debates and controversies associated with this rapidly expanding discipline. It brings together leading specialists from range of disciplinary backgrounds and geographical regions, to provide state-of-the-art theoretical reflection and empirical research on the evolution of the subject. It is the first major study to examine what events is as a discipline in the twenty-first century, its significance in contemporary society and growth as a mainstream subject area. The book is divided in to five inter-related sections. Section one evaluates the evolution of events as a discipline and defines what events studies is. Section two critically reviews the relationship between events and other disciplines such as tourism and sport. Section three focuses on the management of events, section four evaluates the impacts of events from varying political, social and environmental perspectives and section five examines the future direction of growth in event-related education and research. It offers the reader a comprehensive synthesis of this field, conveying the latest thinking and research. The text will provide an invaluable resource for all those with an interest in Events Studies, encouraging dialogue across disciplinary boundaries and areas of study.

Event Management & Event Tourism Kogan Page Publishers

Of all aspects of Roman culture, the gladiatorial contests for which the Romans built their amphitheatres are at once the most fascinating and the most difficult for us to come to terms with. They have been seen variously as sacrifices to the gods or, at funerals, to the souls of the deceased; as a mechanism for introducing young Romans to the horrors of fighting; and as a direct substitute for warfare after the imposition of peace. In this original and authoritative study, Thomas Wiedemann argues that gladiators were part of the mythical struggle of order and civilisation against the forces of nature, barbarism and law breaking, representing the possibility of a return to new life from the point of death; that Christian Romans rejected gladiatorial games not on humanitarian grounds, but because they were a rival representation of a possible resurrection.

Events Feasibility and Development Routledge

Electronic Inspection Copy available for instructors here Written by a team of twenty-five high profile, international authors, this exciting new text successfully combines theory and practice, making it a must-have for all students of Events Management. Events Management: An International Approach provides comprehensive coverage of all the most common types of events, preparing students for a future career in Events Management. Covering key issues such as fundraising, sponsorship, globalization and sustainability, this text addresses the challenges and examines the realities of events management in an international context. A wide range of case studies and examples look at sporting, music, catering and fundraising events across Europe,

Africa, Asia, Australia and North America. Key features include: • An international approach, drawing on a wide range of cases from around the world • Extensive pedagogical features such as Diary of an Event Manager and Exercises in Critical Thinking • A companion website offering a full Instructor's Manual, PowerPoint slides, additional case studies and links to SAGE journal articles This book is essential reading for all undergraduate and postgraduate students studying Events Management. Visit the Companion Website at www.sagepub.co.uk/ferdinand Nicole Ferdinand is Senior Lecturer in Events Management at the London Metropolitan Business School. Paul J. Kitchin is Lecturer in Sports Management at the University of Ulster.

[The Routledge Handbook of Events](#) Goodfellow Publishers Ltd

Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multidisciplinary nature of events management and provides the student with all the practical skills and professional knowledge they need in order to succeed in the events

industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources, in a vast array of different event settings from sport to political events. This new edition has been updated to include: • New and updated content on developments in technology, risk management and event volunteering. • New and updated case studies that include emerging economies. • New industry voices by international practitioners. Every topic is brought to life through vivid case studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience of working in the events industry, *Events Management: An Introduction* is the essential course text for any events management programme.

Tourism Management Event Studies

A complete and thorough ontology of the study of planned events and the professional practice of event management and event tourism. Contains user friendly explanations and language to

explain and contextualise jargon and technical terms within this wide and varied field.

Routledge Handbook of Sports Event Management Cognizant Llc

Innovative Marketing Communications for Events Management provides students and event managers with a complete insight into the strategic and innovative marketing of events of all scales and nature. The book builds a conceptual framework for the development, planning, implementation and evaluation of innovative communication strategies for the marketing of events, and the effective use of events as an innovative communications method in general organizational marketing. With a strong practical underpinning, *Innovative Marketing Communications for Events Management* emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies.

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