



Festival and Special Event Management

By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell

Download now

Read Online 

Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell

Festival and Special Event Management, 5th edition continues the comprehensive overview of the theory and procedures associated with festivals and special events established in previous editions. The new edition of this market-leading text introduces developments and professional tools, and considers the globalisation and subsequent internationalisation of event management.

The role of marketing and communication, environmental planning, the increasing role of governments through the creation of event strategies, and the different perspectives of event management are all discussed. This edition aims to embrace and extend the growing body of knowledge relating to event management by tracking many of the recent changes and developments in the field. This offers students a current, relevant textbook for their study and professional reference.

 [Download Festival and Special Event Management ...pdf](#)

 [Read Online Festival and Special Event Management ...pdf](#)

Festival and Special Event Management

By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell

Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell

Festival and Special Event Management, 5th edition continues the comprehensive overview of the theory and procedures associated with festivals and special events established in previous editions. The new edition of this market-leading text introduces developments and professional tools, and considers the globalisation and subsequent internationalisation of event management.

The role of marketing and communication, environmental planning, the increasing role of governments through the creation of event strategies, and the different perspectives of event management are all discussed. This edition aims to embrace and extend the growing body of knowledge relating to event management by tracking many of the recent changes and developments in the field. This offers students a current, relevant textbook for their study and professional reference.

Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell Bibliography

- Sales Rank: #1108354 in Books
- Brand: Brand: Wiley
- Published on: 2010-11-01
- Original language: English
- Number of items: 1
- Dimensions: 9.60" h x 1.30" w x 6.90" l, 2.40 pounds
- Binding: Paperback
- 606 pages

 [Download Festival and Special Event Management ...pdf](#)

 [Read Online Festival and Special Event Management ...pdf](#)

Editorial Review

From the Back Cover

Festival & Special Event Management continues the comprehensive overview of the theory and procedures associated with festivals and special events established in previous editions. The new edition of this market-leading text introduces developments and professional 'tools', and considers the globalisation and subsequent internationalisation of event management.

The role of marketing and communication, environmental planning, the increasing role of governments through the creation of event strategies, and the different perspectives of event management are all discussed. This edition aims to embrace and extend the growing body of knowledge relating to event management by tracking many of the recent changes and developments in the field. *Festival & Special Event Management* offers a current and relevant text for study and professional reference.

Features

- End-of-chapter case studies profile staged events to illustrate various concepts as presented in the text.
- Industry professionals present real-world examples.
- 'Event profile' vignettes feature the diversity of events, the individuals who work within the industry and the process of formulating and organising an event.

Festival & Special Event Management brings together a team of experienced authors who have taught event management throughout Australia and in locations as diverse as Kuala Lumpur, Beijing, Edinburgh, Auckland and Cape Town.

About the Author

Johnny Allen was the foundation director of the Australian Centre for Event Management (ACEM) at the University of Technology, Sydney where he is now associate director, business development. He was event manager for the Darling Harbour Authority from 1989 to 1996, and has an extensive career in event planning. Prior to his position at the ACEM, he was the special event manager for Tourism New South Wales. Johnny is now semi-retired but continues his involvement with event management and event education.

William O'Toole is an international events development specialist. He assists councils, cities, regions, countries and companies to grow their events portfolio and write their strategies. For five years he advised the Supreme Commission for Tourism in the Kingdom of Saudi Arabia on the development of their tourism event 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 adviser to the International Event Management Competency Standard. From Scotland to Johannesburg, he has trained events staff in the application of project and risk management to their events. Bill has been involved in events innovation, creation, operations, management and strategy in over 30 countries. He is currently writing a textbook on events feasibility and development.

Rob Harris has been involved in event management, education and research for over 10 years and has developed undergraduate, postgraduate and TAFE programs in the area. Rob teaches programs in event

management in a number of countries around the world including England, Scotland, Singapore, China, Malaysia and New Zealand. He is a founding Director of the New South Wales Festivals and Events Association and is a member of the editorial board of the journals *Event Management* and *International Journal of Event Management Research*. He is currently completing his doctoral studies in the use of events as tools in driving the ecologically sustainable development agenda of the places where they take place.

Ian McDonnell is a senior lecturer in the Faculty of Business's School of Leisure, Sport and Tourism at the University of Technology, Sydney (UTS) where he teaches management and marketing of leisure and tourism services. He, along with Johnny Allen, constructed the very first academic course in event management in Australia and perhaps the world – the Executive Certificate in Event Management held at UTS in 1996. He soon discovered that there was no useful text book for a course of this type, hence the origin of this text, now in its fifth edition. He continues to research in event management, particularly the sponsorship of events.

Users Review

From reader reviews:

Melissa Hopkins:

Why don't make it to become your habit? Right now, try to ready your time to do the important work, like looking for your favorite reserve and reading a guide. Beside you can solve your problem; you can add your knowledge by the publication entitled Festival and Special Event Management. Try to the actual book Festival and Special Event Management as your good friend. It means that it can for being your friend when you really feel alone and beside associated with course make you smarter than in the past. Yeah, it is very fortunated in your case. The book makes you a lot more confidence because you can know every thing by the book. So , let us make new experience and also knowledge with this book.

Dorothy Payne:

A lot of people always spent their particular free time to vacation as well as go to the outside with them friends and family or their friend. Do you know? Many a lot of people spent that they free time just watching TV, or even playing video games all day long. If you need to try to find a new activity here is look different you can read a book. It is really fun for you. If you enjoy the book you read you can spent all day long to reading a book. The book Festival and Special Event Management it is extremely good to read. There are a lot of people that recommended this book. They were enjoying reading this book. Should you did not have enough space to deliver this book you can buy the particular e-book. You can m0ore easily to read this book from your smart phone. The price is not too expensive but this book possesses high quality.

Michael Burnette:

Would you one of the book lovers? If yes, do you ever feeling doubt when you are in the book store? Aim to pick one book that you just dont know the inside because don't judge book by its cover may doesn't work is difficult job because you are afraid that the inside maybe not because fantastic as in the outside appear likes. Maybe you answer may be Festival and Special Event Management why because the amazing cover that make you consider regarding the content will not disappoint a person. The inside or content is fantastic as the

outside or cover. Your reading 6th sense will directly show you to pick up this book.

Jennifer Mitchell:

That reserve can make you to feel relax. That book Festival and Special Event Management was colorful and of course has pictures on the website. As we know that book Festival and Special Event Management has many kinds or variety. Start from kids until teens. For example Naruto or Private investigator Conan you can read and think that you are the character on there. So , not at all of book are usually make you bored, any it offers you feel happy, fun and chill out. Try to choose the best book for you and try to like reading that will.

**Download and Read Online Festival and Special Event Management
By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell
#CUDBMGPEH3J**

Read Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell for online ebook

Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell books to read online.

Online Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell ebook PDF download

Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell Doc

Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell Mobipocket

Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell EPub

CUDBMGPEH3J: Festival and Special Event Management By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell