

Professional Event Coordination Julia Rutherford Silvers

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Professional Event Coordination with Special Events 9E and Business Communication Set - Julia Rutherford Silvers 2009-05-18

Hospitality Industry Managerial Accounting (AHLEI) - Raymond S. Schmidgall 2013-08-26

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Hospitality management students and professionals responsible for accounting functions at their property, or who aspire to a career in hospitality accounting, will benefit from this textbook. This textbook includes everything readers will need to gain a clear understanding of managerial accounting in a hospitality setting. Chapters reflect new tax laws and the impact of the Sarbanes-Oxley Act, as well as the results of new survey research on updated practices in capital budgeting and leasing. Readers will learn to make effective choices based on the numbers that affect daily operations, develop on-target budgets and control cash flow, reach profit goals with the help of financial reports and other tools, and apply the latest uniform systems of accounts for hotels and restaurants.

Art of the Event - James C. Monroe 2006

THE WILEY EVENT MANAGEMENT SERIES The essential guide to making your events extraordinary Practical strategies for designing and decorating special events Event planners need professional-caliber information that explains how to decorate a venue for a special event—from assessing the client's decor needs and objectives to staying within a budget. Art of the Event serves as the ultimate guide to designing and decorating events and celebrations, from eight to 8,000 guests. Written by James C. Monroe, a Certified Meeting Professional (CMP) and Certified Special Events Professional (CSEP) with decades of experience in special event design and decoration, Art of the Event is divided into three comprehensive parts to help readers redefine the modern profession of event design: Principles, Processes, and Practices: examines aesthetics, the design process, and professional practices The Decorative Elements: describes the various decorative elements that are used in special events and discusses how to use them in practical and specific ways The Universe of Special Events: describes various types of events that the designer is asked to create and discusses the different requirements of each, including nonprofit events, corporate events, social events, weddings, fairs, and parades THE WILEY EVENT MANAGEMENT SERIES—Series Editor, Dr. Joe Goldblatt, CSEP THE WILEY EVENT MANAGEMENT SERIES provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

Marketing and Managing Tourism Destinations - Alastair M. Morrison 2013-12-03

Marketing and Managing Tourism Destinations is a comprehensive and integrated textbook which uniquely considers both destination marketing and management in one volume. It focuses on how destination marketing is planned, implemented and evaluated as well as the management and operations of destination marketing and management organizations, how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This textbook provides students with: A solid introduction to destination marketing strategy and planning, to organization and support planning and then to operations, implementation and evaluation, as well as major issues, challenges and expected new directions for destination marketing, management and Destination Management Organizations (DMOs). A unique systematic model to manage and market destinations.

Core concepts are supported with well integrated international case studies to show the practical realities of marketing and managing destinations as well as the need to take a flexible and adaptive approach to managing different destinations around the world. To encourage reflection on main themes addressed and spur critical thinking, discussion questions and links to further reading are included in each chapter. This accessible yet rigorous text provides students with an in-depth overview of all the factors and issues which are important to consider to make a destination successful.

Strategic Planning for Public Relations - Ronald D. Smith 2007-07-10 First published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.

Food and Drink Tourism - Sally Everett 2016-04-12

Dedicated to the growing field of food and drink tourism and culinary engagement, Sally Everett offers a multi-disciplinary approach to the subject, embracing theories and examples from numerous subject disciplines. Through a combination of critical theory reflections, real-life case studies, media excerpts and activities, examples of food and drink tourism around the world as well as a focus on employability, Food and Drink Tourism provides a comprehensive & engaging resource on the growing trend of food motivated travel & leisure. Suitable for any student studying tourism, hospitality, events, sociology, marketing, business or cultural studies.

Events Management - Nicole Ferdinand 2012-03-23

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 Business of Event Planning - Judy Allen 2010-04-26

Practical tools and expert advice for professional event planners Before planning an event, there is much that must be done behind the scenes to make the event successful. Before any thought is even given to timing or location of the event, before the menus are selected and the decor designed, there are proposals to be written, fees and contracts to be negotiated, and safety issues to be considered. This book takes you behind the scenes of event planning and explains every aspect of organizing and strategic planning. This book will be of value to both the professional event planner and to clients who are dealing with planners. Its comprehensive coverage includes: how to prepare winning proposals, and how to understand them if you are the client; how to determine management fees; negotiating contracts; safety issues; designing events in multicultural settings; and new technology that makes operations more efficient (such as online registration and response management,

database project management tools). The book also includes practical tools such as sample letters of agreement, sample layouts for client proposals, forms, and checklists. Professional event planner Judy Allen offers first-time or professional event planners all the top-class advice they need to make their special events come off without a hitch.

The Sergeants Major of the Army - 2010

Reality Check - Brent Barootes 2014-07

A practical guide for Non-profits seeking productive sponsor relationships, this book is equally useful for sponsorship professionals and organizations that provide sponsorship. The "secret" to a successful sponsorship isn't really a secret at all. You will achieve far better longer-lasting results by selling solutions rather than begging for support. Reality Check is clearly written and easy to follow. Practical exercises help to ensure the concepts are relevant to your particular situation and easy to apply. This comprehensive sponsorship reference includes: - Inventory and Valuation - Finding your best prospects - Discovery session how-tos - Proposals that work - Activation tips - Fulfillment guidelines and more...

Event Entertainment and Production - Mark Sonder 2004

Publisher Description

Risk Management for Events - Julia Rutherford Silvers 2020-12-28

Risk Management for Events is a comprehensive and practical guide that supports academic and professional development programs to prepare individuals for entering or advancement in the international events industry. Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities — legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures that the hosting organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. This new edition has been revised and updated to include: New case studies and examples from a wide range of international destinations and different types of events. Updated statistics and data throughout. New content on emergent risk, on-site decision-making, terrorism, and public health, including the COVID-19 pandemic, and corruption within events. Updated online material, including a case study archive and weblinks to useful resources. This will be an invaluable resource for all those studying events management.

Hospitality Financial Management - Agnes L. DeFranco 2006-10-20

Real-world advice for quick retention of the most important business concepts and skills of hospitality finance Hospitality Financial Management provides a straightforward, practical approach to help the hospitality manager effectively analyze hospitality industry management reports and financial statements; prepare accurate business forecasts, strategic pricing models, and effective cost-control systems; manage working capital; develop and finance growth strategies; perform investment analysis; prepare investment packages; negotiate and structure business deals; and ultimately increase shareholder value and personal wealth. This comprehensive how-to book includes: Feature Stories--brief histories of famous hospitality leaders highlighting how they have used financial management skills to attain success for their companies and significant financial rewards for themselves Learning Outcomes--a summary of key topics covered in each chapter Finance in Action--scenarios that apply the concepts, skills, and techniques presented in the chapter to real-world situations. A step-by-step solution is provided for each problem to walk the reader through the necessary financial calculations The Real Deal--boxed inserts that emphasize the relevance of the book by linking financial concepts to fun facts associated with situations students either have or will encounter in their everyday lives Concept Checks--case studies that reinforce the materials presented and enable students to practice their analytic and problem-solving skills Hospitality Financial Management is the perfect book for undergraduate and graduate hospitality management students, hospitality industry managers, and owners of small hospitality businesses.

Good Strategy/Bad Strategy - Richard Rumelt 2011-06-09

When Richard Rumelt's Good Strategy/Bad Strategy was published in 2011, it immediately struck a chord, calling out as bad strategy the mish-mash of pop culture, motivational slogans and business buzz speak so often and misleadingly masquerading as the real thing. Since then, his original and pragmatic ideas have won fans around the world and continue to help readers to recognise and avoid the elements of bad strategy and adopt good, action-oriented strategies that honestly

acknowledge the challenges being faced and offer straightforward approaches to overcoming them. Strategy should not be equated with ambition, leadership, vision or planning; rather, it is coherent action backed by an argument. For Rumelt, the heart of good strategy is insight into the hidden power in any situation, and into an appropriate response - whether launching a new product, fighting a war or putting a man on the moon. Drawing on examples of the good and the bad from across all sectors and all ages, he shows how this insight can be cultivated with a wide variety of tools that lead to better thinking and better strategy, strategy that cuts through the hype and gets results.

Professional Event Coordination - Julia Rutherford Silvers 2003-11-10

Introducing a clear path toward event excellence A comprehensive guide to essential competencies for event coordinators, Professional Event Coordination examines the full event planning process and provides the tools and strategies to effectively procure, organize, implement, and monitor all the products, services, and service providers that will bring an event to life. After establishing each layer of the anatomy of an event, this in-depth guide covers: Event design Project management techniques Site selection and development Infrastructure services Entertainment possibilities Food and beverage options Safety and security Inviting attendees In addition to dozens of checklists, tables, and figures, this complete guidebook is enhanced with On-Site Insights (real-world examples), Technology Tips, and Exercises in Professional Event Coordination (reinforcement exercises that help in preparation for the CSEP certification exam). A versatile tool that is effective for all types of events-for small functions with ten guests to major festivals with 10,000 attendees - Professional Event Coordination is a valuable book for every professional who works events, including event managers, caterers, event planners, and hotel and food and beverage managers.

Professional Meeting Management - Professional Convention

Management Association (PCMA) 2017-09-01

The sixth edition of Professional Meeting Management is the newest edition of the longtime standard reference and textbook for the meetings industry and meetings education. This is the first student and meeting professionals textbook aligned with the new Certified Meeting Professional (CMP) International Standards, which will be used by the Convention Industry Council as a reference book for item writing for the CMP Certification Examination. It includes the most up-to-date information on current trends, strategic planning for meetings, budgeting and funding, marketing and promotion, technology, running and closing the meeting, and industry developments on the horizon.

Hospitality Management Accounting - Martin G. Jagels 2006-03-03

The success of every business in the hospitality industry depends on maximizing revenues and minimizing costs. This Ninth Edition continues its time-tested presentation of fundamental concepts and analytical techniques that are essential to taking control of real-world accounting systems, evaluating current and past operations, and effectively managing finances toward increased profits. It offers hands-on coverage of computer applications and practical decision-making skills to successfully prepare readers for the increasingly complex and competitive hospitality industry.

A Meeting Planner's Guide to Catered Events - Patti J. Shock 2008-10-20

Food and beverage is the largest portion of a meeting budget, but most meeting and event planners have no formal background in purchasing and managing this expense. This guide helps event, meeting, and convention planners save money, negotiate contracts, deal with catering managers, and successfully manage the food and beverage aspect of their event. Covering everything from styles of service to on-premise and off-premise considerations to food and beverage contract negotiation, this book is a comprehensive and accessible reference for event planners and students.

The Facts of Live - Will Glendinning 2018-12

Art is just art, sport just sport, a message just a message, products just products and music mere music - until you add an audience. Whether you're in the sport, entertainment, arts, marketing, government or the not-for-profit business, creating the most value and impact with a live event, pavilion or exhibition starts with The Facts Of Live.

Corporate Event Project Management - William O'Toole 2002-10-15

Applies generally accepted project management tools to corporate event planning. * Offers unique, focused coverage dedicated completely to corporate events. * Includes case studies from North and South America, Europe, and the Asian-Pacific area. * Features an accompanying Web site with value-added tools, forms, and checklists.

Risk Management for Meetings and Events - Julia Rutherford Silvers 2009-11-04

Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities — legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures the hosting organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. Risk Management for Meetings and Events examines the practices, procedures, and safeguards associated with the identification, analysis, response planning, and control of the risks surrounding events of all types. Written by an experienced author it: * Provides a solid, easy-to-read conceptual foundation based on proven risk management techniques * Includes ready-to-use templates designed specifically as learning exercises for students and professionals * Comprehensively discusses effective strategies for managing the risks associated with design, planning and production of public and private events Risk Management for Meetings and Events is a comprehensive and practical guide which supports academic and professional development programs that prepare individuals for entering or advancement in the meeting and event management industry.

Tourism Impacts, Planning and Management - Peter Mason 2012-08-06

Tourism Impacts, Planning and Management is a unique text, which links these three key areas of tourism: impacts, planning and management. Tourism impacts are multi-faceted and therefore are difficult to plan for and manage. This book looks at all the key players involved - be they tourists, host communities or industry members - and considers a number of approaches and techniques for managing tourism successfully. Divided into four parts, this text discusses: * The growth, development and impacts of tourism * Tourism planning and management: concepts, issues and key players * Tools and techniques in tourism planning and management: education, regulation and information technology * The future of tourism planning and management: issues of sustainability and the future Up-to-date, international case studies are used, for example the impacts of 9/11 and terrorism in Bali, to illustrate and provide a real-life context for the theories discussed. Exercises are also included to consolidate learning.

Festival and Special Event Management - Johnny Allen 2005

Expands on the coverage and discussion of event management issues and strategies introduced in the first and second editions.

The Tipping Point - Malcolm Gladwell 2006-11-01

From the bestselling author of *The Bomber Mafia*: discover Malcolm Gladwell's breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas. "A wonderful page-turner about a fascinating idea that should affect the way every thinking person looks at the world." —Michael Lewis

An Introduction to Sustainable Tourism - Alexandra Coghlan 2019-03-31

A comprehensive and realistic look at integrating sustainability into tourism. It adopts a systems-perspective and combines theoretical and applied knowledge with a scaffolded learning approach to take a comprehensive look at practical management tools, certifications and innovation to implementing sustainable tourism.

Event Risk Management and Safety - Peter E. Tarlow 2002-08-01

THE WILEY EVENT MANAGEMENT SERIES The complete guide to event risk management, safety, and security Practical strategies and resources for any size event! With any event comes risk—from rowdy guests at a festival or convention to a life-threatening riot at a sports event. Event Risk Management and Safety provides a comprehensive resource for managing event risk and limiting liability for modest and grand events. Presenting theory and practical applications, this book covers topics such as measuring risk, alcoholism and drugs, crowd control, fire safety and emergency medical services, food and water safety, outdoor events, and much more. Other features include: * Case studies examining problems and solutions to real-world situations * Key terms and risk-management exercises * New techniques to forecast and manage the global challenges of the twenty-first century *

Comprehensive appendices containing additional resources, alcohol and beverage commission contact information, and practical forms **Event Marketing: How To Successfully Promote Events, Festivals, Conventions, And Expositions** - Leonard H. Hoyle 2009-12-09

Event Sponsorship - Bruce E. Skinner 2002-10-18

State-of-the-art methods for finding, securing, and retaining the best corporate sponsors The authoritative guide to creating and closing deals with irresistible ROIs Event Sponsorship provides step-by-step guidelines for attracting, signing, and keeping sponsorship for any event, including festivals, conventions, expositions, sporting events, arts and entertainment spectaculars, charity benefits, and much more. This hands-on resource presents successful strategies and tools for staying competitive in today's market by offering corporate sponsors the highest return possible on their investment. Leading experts give real-world advice for researching and targeting prospective companies, developing a sponsorship marketing plan, creating an effective proposal, selling the sponsorship, and negotiating a deal. Learn how to bring increased sponsorship dollars to any event by: Placing value on sponsorships Expanding the value of a sponsor Creating the best image for an event Networking with other event professionals worldwide With complete coverage including case studies, legal issues, the Internet, the sophisticated corporate customer, non-sports sponsorship opportunities, and an international view of sponsorship, Event Sponsorship is a powerful tool for event managers and other event professionals. THE WILEY EVENT MANAGEMENT SERIES-Series Editor, Dr. Joe Goldblatt, CSEP THE WILEY EVENT MANAGEMENT SERIES provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

Events Exposed - Lena Malouf 2012-01-03

From business essentials to design inspiration, the secrets to events industry success Author Lena Malouf is a renowned expert in the special events industry. She has won countless accolades for her work, including a recent Lifetime Achievement Award from The Special Event, and has served in major leadership positions in several industry organizations, including as International President of the International Special Events Society and an advisory board member for The Special Event. The book features straightforward advice on operating a successful special events business, gleaned from Malouf's more than 40 years in the event planning industry. It includes guidance on developing a strategy, identifying potential clients, developing proposals, building an event budget, coordinating with contractors, and much more. And beyond the business components, readers will also find a section on designing successful events, including tabletop, ceiling, and wall decor, while a chapter on developing thematic concepts will illustrate how an event planner can successfully bring a theme to life. With full-color photos in two 8-page inserts and practical checklists throughout, this is a must-have reference for industry professionals, special events students, and aspiring event planning professionals everywhere.

Tourism - Charles R. Goeldner 1999-10-01

Professional Event Coordination - Julia Rutherford Silvers 2012-01-24

A fully updated guide to the state-of-the-art guidelines, strategies, and new technologies in modern event planning A must-have resource for every event planner, manager, caterer, and student, this in-depth guide covers all aspects of the event planning process. Written by expert event manager Julia Rutherford Silvers, the book outlines the tools and strategies to effectively procure, organize, implement, and monitor all the products, vendors, and services needed to bring an event to life. Enhanced throughout with useful checklists, tables, and sample forms, the book includes chapters on everything from Developing the Event Site and Providing the Event Infrastructure to Ancillary Programs, Food and Beverage Operations, and Vendors and Volunteers. The practical information is supplemented throughout the book by "On-Site Insights" featuring real-world examples from successful event planners, as well as chapter objectives, discussion questions, and exercises in professional event coordination to help readers build key skills and test their knowledge. From weddings to corporate conferences and from intimate events to huge festivals, Professional Event Coordination is a versatile guide to planning events of all kinds.

Entertainment Science - Thorsten Hennig-Thurau 2018-08-01

The entertainment industry has long been dominated by legendary screenwriter William Goldman's "Nobody-Knows-Anything" mantra, which argues that success is the result of managerial intuition and instinct. This book builds the case that combining such intuition with data analytics and rigorous scholarly knowledge provides a source of sustainable competitive advantage - the same recipe for success that is behind the rise of firms such as Netflix and Spotify, but has also fueled Disney's recent success. Unlocking a large repertoire of scientific studies by business scholars and entertainment economists, the authors identify essential factors, mechanisms, and methods that help a new entertainment product succeed. The book thus offers a timely alternative to "Nobody-Knows" decision-making in the digital era: while coupling a good idea with smart data analytics and entertainment theory cannot guarantee a hit, it systematically and substantially increases the probability of success in the entertainment industry. Entertainment Science is poised to inspire fresh new thinking among managers, students of entertainment, and scholars alike. Thorsten Hennig-Thurau and Mark B. Houston - two of our finest scholars in the area of entertainment marketing - have produced a definitive research-based compendium that cuts across various branches of the arts to explain the phenomena that provide consumption experiences to capture the hearts and minds of audiences. Morris B. Holbrook, W. T. Dillard Professor Emeritus of Marketing, Columbia University Entertainment Science is a must-read for everyone working in the entertainment industry today, where the impact of digital and the use of big data can't be ignored anymore. Hennig-Thurau and Houston are the scientific frontrunners of knowledge that the industry urgently needs. Michael Kölmel, media entrepreneur and Honorary Professor of Media Economics at University of Leipzig Entertainment Science's winning combination of creativity, theory, and data analytics offers managers in the creative industries and beyond a novel, compelling, and comprehensive approach to support their decision-making. This ground-breaking book marks the dawn of a new Golden Age of fruitful conversation between entertainment scholars, managers, and artists. Allègre Hadida, Associate Professor in Strategy, University of Cambridge

Introduction to Hospitality Management - John R. Walker 2012-04-25

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Capturing the flavor and breadth of the industry, Introduction to Hospitality Management, Fourth Edition, explores all aspects of the field including: travel and tourism; lodging; foodservice; meetings, conventions and expositions; and leisure and recreation. Devoting six chapters to management, the text focuses on hospitality and management and uses first-person accounts, corporate profiles and industry morsels to foster a student's appreciation for the field.

Throughout, author John R. Walker invites students to share this industry's unique enthusiasm and passion. The text is organized into five sections: the hospitality industry and tourism; lodging; restaurants, managed services, and beverages; recreation, theme parks, clubs, and gaming entertainment; and assemblies and event management. Each section includes insight from industry professionals, contains up-to-date information on career opportunities, and includes many examples illuminating current industry trends and realities. Extensively revised and updated, this edition contains new photos, new page layouts, and new coverage on topics ranging from sustainability to globalization

Event Planning - Judy Allen 2009-04-16

This bestselling all-in-one guide to the event planning business is back and better than ever, fully updated and revised to reflect the very latest trends and best practices in the industry. This handy, comprehensive guide includes forms, checklists, and tips for managing events, as well as examples and case studies of both successful and unsuccessful events. Judy Allen (Toronto, ON, Canada) is founder and President of Judy Allen Productions, a full-service event planning production company.

Managing Technology in the Hospitality Industry - Michael L. Kasavana 2011

Orig. publ. in 1987 as: Managing computers in the hospitality industry. *Strategic Management for Travel and Tourism* - Nigel Evans 2012-04-27 Strategic Management for Travel and Tourism is the must-have text for students studying travel and tourism. It brings theory to life by using

industry-based case studies, and in doing so, 'speaks the language' of the Travel and Tourism student. Among the new features and topics included in this edition are: * international case studies from large-scale businesses such as Airtours, MyTravel and South West Airlines * user-friendly applications of strategic management theory, such as objectives, products and markets and strategic implementation, together with illustrative case studies, and longer case studies for seminar work and summaries * contemporary strategic issues affecting travel and tourism organizations, such as vertical integration and strategic alliances Strategic Management for Travel and Tourism is a well-rounded book, ideal for all undergraduate and postgraduate students focusing on strategy in travel and tourism.

Brand Experiences - Steve Randazzo 2019-05-14

Attention spans are shrinking and now, more than ever, brands need to create meaningful consumer connections to ensure success...but how? Award-winning marketer Steve Randazzo shares how he's used experiential marketing to help companies like Disney, Pepsi, and Anheuser-Bush build brand loyalty while dramatically reducing annual marketing spend.

Events Management - Razaq Raj 2013-02-28

Electronic Inspection Copy available to instructors here Praise for the previous edition: 'This is an excellent publication that correctly reviews the external environment associated with events, both in the context of the theoretical and operational' - Neil Robinson, Salford Business School, University of Salford, UK The new edition of this popular accessible text gives students a thorough and contemporary grounding in both the fundamentals and strategic responsibilities of successful event management. Purposefully broad in scope, the text combines theory with practical knowledge and terminology, ensuring readers develop a flexible and commercially-acute skill set. Topics covered range from law, marketing and finance to introductory guides to sound, lighting and multimedia equipment, providing students with the practical knowledge they need for a career in Events Management. Theory is brought to life in a range of case studies and examples throughout the text. As well as updated examples and legislation, this edition introduces new chapters on: Event entrepreneurship Project management and financing New Multimedia technology for events organisers Sustainable festivals and events Long term legacy and impacts The future of the industry An accompanying Companion Website provides students with discussion questions and video links. The website also provides an Instructor's Manual and PowerPoint slides for lecturers. This text is an ideal resource for undergraduate students who are studying Events Management for the first time. Visit the Companion Website at www.sagepub.co.uk/raj

The Principles of Project Management - Project Management Institute 1997

Contents- Conflict Management for Project Managers, Nicki S. Kirchof and John R. Adams, 1982.- Contract Administration for the Project Manager, M. Dean Martin, C. Claude Teagarden, and Charles F. Lambreth, 1983.- Negotiating and Contracting for Project Management. Penny Cavendish and M. Dean Martin, 1982.- An Organization Development Approach to Project Management. John R. Adams, C. Richard Bilbro, and Timothy C. Stockert, 1986.- Organizing for Project Management, Dwayne Cable and John R. Adams, 1982.- The Project Manager's Work Environment: Coping With Time and Stress, Paul C. Dinsmore, M. Dean Martin, and Gary T. Huettel, 1985.- Roles and Responsibilities of the Project Manager, John R. Adams and Bryan W. Campell, 1982.- Team Building for Project Managers, Linn C. Stuckenbruck and David Marshall, 1985.

Festival and Special Event Management - Johnny Allen 2002-04-08

Festivals and special events have grown into a massive industry worldwide, generating billions of dollars for regional centres, states and countries. Festivals and special events bring people together to celebrate, to remember, to support and to identify as a community or nation. Festival and Special Event Management 2nd edition provides a comprehensive overview of the theory and procedures associated with the management of festivals and special events. The new edition features new developments, professional ?tools? and a discussion of the role of technology.