

Event Risk Management And Safety Wiley Event Management Series

Special EventsSpecial EventsSpecial EventsSpecial EventsSpecial EventsProfessional Event CoordinationFestival & Special Event Management, Essentials EditionSpecial EventsCorporate Event Project ManagementSpecial Events Dr. Joe Goldblatt Joe Goldblatt Joe Jeff Goldblatt Joe Goldblatt Joe Goldblatt Julia Rutherford Silvers Johnny Allen Joe Goldblatt William O'Toole Seungwon Lee

Special Events Special Events Special Events Special Events Special Events Professional Event Coordination Festival & Special Event Management, Essentials Edition Special Events Corporate Event Project Management Special Events *Dr. Joe Goldblatt Joe Goldblatt Joe Jeff Goldblatt Joe Goldblatt Joe Goldblatt Julia Rutherford Silvers Johnny Allen Joe Goldblatt William O'Toole Seungwon Lee*

this book chronicles and champions the development changes and challenges faced by the global celebrations industry for event planners new interviews are included with experienced event leaders to give a better understanding of the field new chapters are included on green events corporate social responsibility and theoretical case studies event measurement evaluation and assessment topics are integrated throughout a number of the chapters over 200 new resources and appendices show how to save money time and improve the overall quality of an event event planners will also learn how technology may be harnessed to help them improve their events financial quality environmental and other strategic outcomes

the wiley event management series from the foremost authority on event management the only comprehensive guide to the research design coordination evaluation and marketing of all types of special events the future is bright for event managers equipped with the essential training and skills required to research plan schedule organize and market special events anywhere in the world in this third edition of his definitive guide to the profession dr joe goldblatt csep imparts the logistical know how and the theoretical understanding needed to take advantage of the countless opportunities in this rapidly growing field from developing the event vision to managing vendor contracts from event advertising to the latest in event management technology dr goldblatt provides authoritative guidance on every aspect of this complex and demanding profession this outstanding new edition includes over 35 inspiring and helpful new photographs features real world case studies in 21st century event management emphasizes the growing globalization of the profession examines new technologies including the internet and new software packages prepares candidates to pass the certified special events

professional csep exam 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

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providing a comprehensive guide to understanding planning promoting and producing special events this seventh edition of special events describes the theory and practice of all aspects of event management written for current and future event leaders the text continues to expand its emphasis on the growing globalization of the profession taking into account the skills leaders need to deal with other cultures societies and business practices to plan and deliver successful events new coverage includes sustainability technology security risk management and the impact of social media on events and event marketing 15 all new case studies have been included as well as a brief glossary of terms at the end of each chapter to further define the terms used in the chapter

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

allen s festival and special event management essentials edition serves as a concise yet comprehensive step by step handbook for modern event management this essentials edition gives students contemporary lessons and insights that they can relate to it brings theory to life through copious practical examples illustrative diagrams and unique case studies demonstrating best practices and pitfalls industry experts from across apac s event planning sector have contributed content to key contemporary topics including sustainability risk management project management and strategic alignment to client goals this edition also features wiley s future student guide a unique tool which provides expert and practical advice on career preparedness making for more future ready graduates

this unique text offers a comprehensive study of the special events field which is burgeoning over into many management sub fields widely varied types of events are spawning a demand for new and innovative thinking and definitive management styles and goldblatt paints a clear perspective on how the industry has developed and keeps an ear to the ground as to the future picture real life case studies war stories carefully interwoven into the text to strengthen and expand concepts are followed by a concise author s comment called lesson learned the progression of each chapter is guided by highlighted boxes clearly illustrated figures and color photographs lending clarity and inspiration in a field where presentation is key a summary section at the end of each chapter reemphasizes critical points and provides the reader with an invaluable big picture perspective

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 site with value added tools forms and checklists

recent years have seen dramatic changes to the events industry the influence of social media and global communications technology increased focus on environmental sustainability and social responsibility and changes to the economic and cultural landscape have driven rapid expansion and increased competition special events creating and sustaining a new world for celebration has been the event planner s essential guide for three decades providing comprehensive coverage of the theory concepts and practice of event management the new

eighth edition continues to be the definitive guide for creating organizing promoting and managing special events of all kinds authors seungwon shawn lee and joe goldblatt internationally recognized leaders and educators in the industry guide readers through all the aspects of professional event planning with their broad understanding of diverse cultures and business sectors this definitive resource enables current and future event leaders to stretch the boundaries of the profession and meaningfully impact individuals organizations and cultures around the globe global case studies of high profile events such as the pyeongchang winter olympic games and norway s constitution day annual event complement discussions of contemporary issues surrounding safety security and risk management each chapter includes ecologic techview and or secureview mini case studies a glossary of terms plentiful charts graphs and illustrations and links to additional online resources

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