

## Successful Event Management A Practical Handbook

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Successful event management: a practical handbook/third edition. Se Eun Lee Department of Recreation, Park & Tourism Sciences, Texas A&M University, USA Correspondences.lee@tamu.edu. Pages 273-274. Published online: 14 Apr 2014. Download citation. <https://doi.org/10.1080/19407963.2013.867730>.

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Successful Event Management: A Practical Handbook ...

Sustainable Event Management shows that this does not need to be at the expense of social and environmental responsibility. The opposite is true. With lots of practical tools, Meegan Jones illustrates how events need to be managed to create a lasting, positive impression for all stakeholders.

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Sustainable Event Management: A Practical Guide - 3rd ...

Successful Event Management: A Practical Handbook. Suitable for those who need to know how to organize a special event - a festival, a celebration party, a media launch or an annual fete, this title contains information about planning, budgeting, marketing and organization and a wide range of informative case studies from around Europe.

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Successful Event Management: A Practical Handbook by Anton ...

The text considers event management from an international perspective, with a particular focus on Europe but also encompassing the Middle East and Africa. Successful Event Management is essential reading for all undergraduate and post-graduate event management students and is also an ideal resource for active practitioners looking for both a practical guide and a rigorous overview of the subject.

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ence along with the best practices of dozens of other successful event management organizations. The book includes many practical models that together form a system for event marketing that will ensure the future success of your events and make your recurring events even more profitable.

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The fifth edition of Successful Event Management covers every aspect of events management, from the planning and set up process through to delivery, close-down and evaluation. The wealth of case studies includes both successful and failed events, allowing you to really understand how the principles described in the text can affect the outcome of an event.

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Successful Event Management - 9781473759114 - Cengage

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What types of events they plan: Fundraisers, community and support groups. Their best event: Their 2019 Walk Off Parkinson's event was a huge success, raising an abundance of funds (over \$350k) as well as awareness for the nonprofit. Main takeaway: Walkathons aren't a new event type. But this nonprofit branded theirs well with a clear ...

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