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Event Studies

Theory, Research and Policy for Planned Events

Event Studies is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them. This title draws from a large number of foundation disciplines and closely related professional fields to foster interdisciplinary theory focused on planned events. This revised edition has been updated to reflect and examine a number of substantial and important new ideas. New to the fourth edition: - new sections on the evolution of design theory, management, planning and marketing theory applied to events, sensory stimulation, leadership, and the nature of crises and security issues; - new content on critical event studies and what this means for research and practice, the life-cycle model for event programming, and an action plan for how events can be a positive force in sustainable cities; - new and additional case studies from a wide range of international events, and reviews of the evolving theory of contemporary research in events studies are included throughout. This will be an invaluable resource for all undergraduate students of events studies throughout their degree programmes.

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