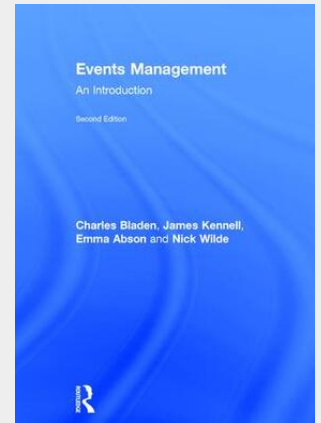


Bladen / Kennell / Abson

Events Management

An Introduction

Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multidisciplinary nature of events management and provides the student with all the practical skills and professional knowledge they need in order to succeed in the events industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources, in a vast array of different event settings from sport to political events. This new edition has been updated to include: • New and updated content on developments in technology, risk management and event volunteering. • New and updated case studies that include emerging economies. • New industry voices by international practitioners. Every topic is brought to life through vivid case studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience of working in the events industry, Events Management: An Introduction is the essential course text for any events management programme.



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