

Event Industry News

Alastair M. Morrison

Events in 2020 - How do the industry movers and shakers envision them? Meshulam (Shuli)

Golovinski,2012-11-22 The Event Industry is a rapidly changing environment that is being shaped by both people and technology in unbelievable ways. That was the intention of this project, to reach out to our industry movers and shakers, investigate their thoughts and blend this all into one book that try to envision how events will look like in 2020...Join Shuli Golovinski, the CEO of Newtonstrand as he describes the future trends in the events industry, what are the directions and technologies we will need for our future events, and how your event organization can produce the events that will attract and keep the youngest generations. The collective answers coming from 384 of the top event professionals in the world crafted into easy to read chapters that capsulate it all, amazingly enough the Wisdom of the Crowds concept worked again and the information found was stunning. With new technology and the right mindset behind it, your events can go farther than ever before.

Working with Venues for Events Emma Nolan,2017-11-28 This is a book for aspiring event managers, providing both a theoretical and a practical guide to selecting and working with venues as part of the event planning process. The book explores the different types of venues available to event managers, from unique venues such as historical buildings and theatres to sporting and academic venues, analysing the specific characteristics, benefits and drawbacks that distinguish them. It also illustrates how venues function and are managed, incorporating key aspects of venue management including staffing, marketing, legislation, production, scheduling and administration. Sustainability, ethics and technology are also integrated throughout, along with a vast range of industry examples of different venue types and events from around the world. Comprehensive and accessible, Working with Venues for Events offers students an essential understanding of how event managers can successfully negotiate, work with and plan for a successful event in a variety of venue settings. This is an invaluable resource for anyone with an interest in events management.

Marketing and Managing Tourism Destinations Alastair M. Morrison,2023-07-31 Marketing and Managing Tourism Destinations is a comprehensive and integrated introductory textbook covering destination management and marketing in one volume. It focuses on how destination management is planned, implemented, and evaluated as well as the management and operations of destination management organizations (DMOs), how they conduct business, major opportunities, and challenges and issues they face to compete for the global leisure and business travel markets. Much has changed since the publication of the second edition of this book in 2018. The COVID-19 pandemic was unpredictable at the time and has caused havoc for destinations and DMOs. The third edition includes many materials about the COVID-19 impacts and recovery from the pandemic. This third edition has been updated to include: four new chapters (Chapter 2—"Destination Sustainability and Social Responsibility"; Chapter 3—"Quality of Life and Well-Being of Destination Residents"; Chapter 11—"Destination Crisis Management"; and Chapter 20—"Destination Management Performance Measurement and Management") new and updated international case examples to show the practical realities and approaches to managing different destinations around the world coverage of contemporary topics including, for example, COVID-19, social responsibility, metaverse, mixed reality, virtual meetings, teleworking, digital nomads, viral marketing, blended travel, regenerative tourism, meaningful travel, and several others a significantly improved illustration program keyword lists It is illustrated in full color and packed with features to encourage reflection on main themes, spur critical thinking, and show theory in practice. Written by an author with many years of industry practice, university teaching, and professional training experience, this book is the essential guide to the

subject for tourism, hospitality, and events students and industry practitioners alike.

The Routledge Handbook of Business Events Charles Arcodia, 2022-09-08 A timely and up-to-date go-to reference work for business events, *The Routledge Handbook of Business Events* explores and critically evaluates the key debates and controversies inherent to this rapidly expanding subject of study and industry. The volume brings together leading specialists from a range of disciplinary backgrounds and geographical regions, to provide state-of-the-art theoretical reflection and empirical research on management aspects as well as economic, social and environmental impacts and external factors such as transportation. The book incorporates the varied expertise of some 30 expert authors to provide a definitive collection of statements in this field, accompanied by illustrative and engaging case studies embodying real-life scenarios and examples on an international scale. This book is an excellent resource for students, researchers and academics of Events, as well as those of related studies in particular Tourism, Hospitality, Sport, Leisure, Marketing, Business and Development Studies.

Events MISmanagement Tim Brown, Phil Higson, Lindsey Gaston, 2022-05-11 A unique text that looks at events from a very different perspective – that of how and why events fail and what can be learnt from this in both a practical and academic perspective. It provides a case study approach to the event planning process with the cases illustrating how core planning theory and concepts fails to emerge in practice and why.

A Practical Guide to Event Promotion Nigel Jackson, Katie Angliss, 2017-07-14 This Practical Guide to Event Promotion offers the reader a short and succinct overview of the range of marketing communication materials from print to social marketing that can be used to promote an event successfully to the correct target markets. It includes invaluable advice on how to identify the type of communication tools most applicable to the type of event that is being promoted and its target market; how to effectively use and implement these; useful tips on things to avoid; as well as suggested time frames to use before, during and after the event. Examples of best practice and insights from events marketers are integrated throughout. Although full of practical information, a strong theoretical base underpins the advice included on how event managers can apply communication and persuasion theory to key audiences. This book will be a useful resource for Events Management students putting on an event as part of their course and for assessments, and those wanting to convert general theory into practical skills they will use in the workplace.

The Routledge Handbook of Soft Power Naren Chitty, Lilian Ji, Gary D Rawnsley, 2023-07-07 The Routledge Handbook of Soft Power (2nd Edition) offers a comprehensive, detailed, and ground-breaking examination of soft power – a key factor in cultural diplomacy, cultural relations, and public diplomacy. Interrogating soft power as influence, the handbook examines manifestations in media, public mind, policy, and theory – in a fraught geopolitical climate, one demanding reconceptualization of soft power's role in state and civic society behaviour. Part I provides important new conceptualization and critical analysis of soft power from international relations, philosophical, and other social theoretical perspectives; analyses multiple methods of soft power measurement and makes proposals; and connects soft power innovatively with other concepts Part II addresses soft power and contemporary issues by examining new technology and soft power intentions, soft power and states' performance during the global pandemic, and soft power and values Part III investigates cases from China, France, Greece, Israel, Japan, Kazakhstan, Poland, Russia, South Korea, Spain, Türkiye, and the United States – some in combination. This innovative handbook is a definitive resource for inquirers into soft power desiring to familiarize themselves with cutting-edge debates and research. It will be of interest and value to students, researchers, and policy makers working in

cultural relations, international communication, international relations, public diplomacy, and contiguous fields.

Human Resource Management for the Event Industry Lynn Van Der Wagen, Lauren White, 2014-10-17 Human Resource Management for Events still remains the only text to introduce students to the unique application of HR principles in the context of a highly complex event environment. Linking theory, research and application it looks at the purpose and processes of managing such a sizable & varied workforce in a highly pressured environment through the differing and various types of events from sporting to arts to business events. Since the first edition, there have been many important developments in this field and this second edition has been completely revised and updated in the following ways: extensively updated content to reflect recent issues and trends including: labour markets and industry structure, impacts of IT and social media, risk management, volunteer motivation, talent management, equal opportunities and managing diversity. All explored specifically within the Events Industry extended volunteer chapter, including new material on ethics, volunteer motivation and satisfaction. a new chapter on Internal Communications, looks at how an effective internal communication plan can be achieved which is a critical part of HR strategy in the unique event environment. updated and new international case studies throughout to explore key issues and show real life applications of HRM in the Events Industry. supported with new lecturer and students online resources including: power point slides, suggested answers to review questions, web & video links to additional resources and a student test bank. Written in a user friendly style, each chapter includes international examples, bulleted lists, guides to further reading and exercises to test knowledge.

Events Management Razaq Raj, Paul Walters, Tahir Rashid, 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

Key Concepts in Event Management Bernadette Quinn, 2013-03-25 Electronic Inspection Copy available for instructors here In recent years we have seen an enormous growth of festivals and event activity and the literature within the field is consequently huge. In order to make sense of this rapid and dynamic development, students are dependent on a book that can lead them through the myriad of theoretical frameworks offered. This book naturally situates itself in the middle of this need, offering a comprehensive and illuminating account of the festival and event field. Written with academic rigour yet

accessible at the same time, Quinn proves herself to be an outstanding communicator and stimulator of knowledge. International in content and timely in its up to date coverage of key topics, this will be an invaluable reference source for students from Event Management, Tourism and Leisure studies. It will also be of great use for students from Business Studies, Marketing, Cultural Studies and Geography.

Reinventing Live Denzil Rankine,Marco Giberti,2020-12-18 Forget the traditional one-off, in-person event. Welcome to a new world, where event organizers no longer see themselves as pure organizers; rather their role is to facilitate - business, connections, education and advocacy. Events are fast-becoming catalysts for building communities and nurturing customer relationships ‘all year round’ – with the use of event technology at its core. The authors Denzil Rankine and Marco Giberti have seen it all in their 30 years of consulting, operating and investing across the global exhibitions and events industry. Based on dozens of their interviews with senior executives, entrepreneurs and investors this book is packed full of practical case studies that will equip readers with new strategies, tools and insights they can apply back into their day-to-day roles. This book is a must-read for C-Level management, marketing and event professionals, or anyone looking to participate in the events industry.

Managing Festivals for Destination Marketing and Branding Kulshreshtha, Sharad Kumar,2023-04-11 Festivals across the world represent the joy, recreation, and traditions of their different societies and cultures. There is a plethora of reasons to commemorate and organize such events. Every festival has its own distinct personality, charms, appeal, and experiences that are closely linked to culture, customs, issues, core values, and more. All of these factors combine to create a one-of-a-kind selling offer for specific destinations. Festival attractions can serve to popularize and strengthen the tourist economy, as well as to promote employment, entrepreneurship, and tourism destination branding for the location. **Managing Festivals for Destination Marketing and Branding** addresses the most current and promising parts of tourism-centric festivals, which are held in numerous tourist areas throughout the world. It links tourism festivals around the world as a catalyst for destination marketing and identity. Covering topics such as destination brand equity, social media networks, and motivations and expectations of tourists, this premier reference work is a dynamic resource for business executives and leaders, brand managers, event managers, festival managers, government officials, students and educators of higher education, librarians, researchers, and academicians.

Crisis Management and Recovery for Events Vassilios Ziakas,Vladimir Antchak,Don Getz,2021-04-30 The first text to fully explore the issue of ownership and governance of international events. Split onto two distinct parts of ‘Theory’ and ‘Cases’, it presents cases from sports as well as non-sports events, in addition to general principles regarding ownership and governance based on historical, legal and managerial considerations.

Festivals and the City Andrew Smith,Guy Osborn,Bernadette Quinn,2022-08-23 This book explores how festivals and events affect urban places and public spaces, with a particular focus on their role in fostering inclusion. The ‘festivalisation’ of culture, politics and space in cities is often regarded as problematic, but this book examines the positive and negative ways that festivals affect cities by examining festive spaces as contested spaces. The book focuses on Western European cities, a particularly interesting context given the social and cultural pressures associated with high levels of in-migration and concerns over the commercialisation and privatisation of public spaces. The key themes of this book are the quest for more inclusive urban spaces and the contested geographies of festival spaces and places. Festivals are often used by municipal authorities to break down symbolic barriers that restrict who uses public spaces and what those spaces are used for. However, the rise of commercial festivals and ticketed events means that

they are also responsible for imposing physical and financial obstacles that reduce the accessibility of city parks, streets and squares. Alongside addressing the contested effects of urban festivals on the character and inclusivity of public spaces, the book addresses more general themes including the role of festivals in culture-led regeneration. Several chapters analyse festivals and events as economic development tools, and the book also covers contested representations of festival cities and the ways related images and stories are used in place marketing. A range of cases from Western Europe are used to explore these issues, including chapters on some of the world's most significant and contested festival cities: Venice, Edinburgh, London and Barcelona. The book covers a wide range of festivals, including those dedicated to music and the arts, but also events celebrating particular histories, identities and pastimes. A series of fascinating cases are discussed - from the Venice Biennale and Dublin Festival of History, to Rotterdam's music festivals and craft beer festivals in Manchester. The diverse and innovative qualities of the book are also evident in the range of urban spaces covered: obvious examples of public spaces – such as parks, streets, squares and piazzas – are addressed, but the book includes chapters on enclosed public spaces (e.g., libraries) and urban blue spaces (waterways) too. This reflects the interpretation of public spaces as socio-material entities: they are produced informally through their use (including for festivals and events), as well as through their formal design and management.

The Complete Guide to Greener Meetings and Events Samuel deBlanc Goldblatt, 2011-09-27 While there are many reasons to incorporate sustainable practices into meetings and events, including saving costs and resources, protecting the environment, improving social issues, doing business more efficiently and effectively and attracting new audiences, the number one reason to go green is to do business better. The book is divided into three parts, which reflect defining principles of greener meetings and events: Innovation, Conservation, and Education. This book broadly explores sustainable management in the hospitality, tourism, conference and exhibition, and meeting and event industries, as well as countless smaller industries that include arts and music festivals and tour operators. Readers who are studying in, working in, or even just interested in these industries will reap innumerable benefits from the exciting journey ahead of them in *The Complete Guide to Greener Meetings and Events*.

How We Gather Matters Leor Rotchild, 2024-05-07 Grow your audience, shrink your footprint, change the world Events can help educate, inspire, and connect us to our community, but all too often they escalate into resource-intensive glorifications of excess and exclusivity. *How We Gather Matters* is an invitation to reimagine the modern events industry as a powerful vehicle for change. This practical guide will enable and inspire festival, conference, trade show, wedding, concert, and sporting event planners to: Develop the financial and human resources required to implement green, sustainable gatherings Collaborate effectively with diverse teams and stakeholders Design events with impact and purpose, while supporting marketing and strategic goals Engage participants authentically while aligning with positive and progressive values Lead the shift towards net-zero emissions and zero waste by leveraging best practices and accepted international standards. Packed with personal insights, behind-the-scenes stories, and case studies, *How We Gather Matters* is required reading for event professionals who want to decrease risk, increase profitability, and meaningfully contribute to a more just, inclusive, and sustainable society.

The Homeboy Way Thomas Vozzo, 2022-02-22 2023 Illumination Book Awards Gold Medalist, Inspirational 2023 Independent Press Awards Distinguished Favorite, Business - Motivational 2023 Catholic Media Association Book Awards, Honorable Mention, Catholic Social Teaching Leading with heart, authenticity and purpose, Thomas Vozzo provides a clear path to a new bottom line—including 55 rules to break—bringing the Homeboy Way to life as the perfect anecdote to the massive tidal currents of social

injustice and inequities. By every traditional measurement of success, Vozzo was a clear winner. In his world of billion-dollar revenues and million-dollar profits, he knew exactly what shareholders wanted and how to get it for them. Then, through a series of fateful events, Vozzo landed as CEO of Homeboy Industries, the most successful gang intervention, rehabilitation, and re-entry program in the country, founded by Jesuit priest Greg Boyle. “I arrived at Homeboy at a time when I needed to learn more about myself and my life’s journey,” Vozzo writes. “And after 8 years of working with the poor, forgotten, and demonized people of our society, I’ve come to learn that I didn’t really know as much about life as I thought.” Vozzo’s enlightening journey leads to his recognition that a radical approach is needed in business and in life: “What Homeboy has taught me is that we need to do business differently We need to bust up the system, swim upstream, avoid herd mentality.” Blending personal stories of his day-to-day with Fr. Greg and the Homies along with counterintuitive business ideas that are changing lives for the better, Vozzo shows you how you can live, lead, and shake things up with toughness, determination, compassion, and grit. That’s the Homeboy Way. 100% of author royalties go to support the mission of Homeboy Industries.

Event Success Alon Alroy, Eran Ben-Shushan, Boaz Katz, 2022-03-29 Make events the most powerful marketing tool you have In *Event Success: Maximizing the Business Impact of Physical, Virtual, and Hybrid Experiences*, Alon Alroy, Eran Ben-Shushan, and Boaz Katz of Bizzabo draw on the knowledge they’ve gained powering events for companies like Amazon, Salesforce, and Uber to deliver an end-to-end playbook for readers wanting to maximize their organization’s return on events. *Event Success* will help you unlock the full potential of your events and make them your most important marketing channel. You’ll learn how to create elevated experiences in any format that drive strategic business goals, including: How to measure event success with surveys, data, analytics, and key KPIs How to integrate events into a strategic, end-to-end marketing plan How to collect, analyze, and funnel event data to other teams to drive business growth What events are successful, what the data says about them, and real-life examples from SAP, the Financial Times, IBM, and other leading brands that capture the imagination of their audiences through events *Event Success* is ideal for marketers, event professionals, and anyone responsible for creating buzz, driving new sales, and building thought leadership with in-person, hybrid, or virtual events. It’s also an invaluable resource for maximizing your organization’s “RoE”—or Return on Event—with measurable increases in sales.

EVENTS² Kevin Van der Straeten, 2013-08-21 *EVENTS²* is a reference guide for every organizer of events and parties. This new edition on event planning and event management is thicker than ever before, offers more depth and insight, and also contains a whole host of entirely new topics that you, as an organizer, simply cannot afford to miss! This fully updated edition is thicker than ever before and contains completely new topics that you, as an organizer, just cannot afford to miss out on! Think 'green events', 'hybrid events'... But also ROI, event logistics, marketing, security and creative business models will be discussed extensively. All the other chapters have also been completely revised and updated. *EVENTS²* is a complete guide for anyone interested in all aspects of the organization of events, congresses, meetings and parties: from the preparation of the event to the event itself, and the evaluation afterwards. The book is packed with practical tips and useful checklists for both corporate events as well as private parties. *EVENTS²* ensures that nothing is overlooked, while keeping your eye firmly focused on the smallest details. The book has its finger on the pulse of the very latest trends in the events industry. *EVENTS 2* was created in collaboration with dozens of professionals in the event industry as well as event management mentors. This eBook will be delivered digitally in PDF format.

From Gimmicks to Value: The Future of the Events Industry Shuli Golovinski, 2010-11-05 The events industry is changing. You've already most likely begun to feel that things are not as they once were. These changes are partly technological, and partly a fundamental difference of mindset from how the event world used to be. In *From Gimmicks to Value*, you'll learn a lot about these changes, and what you can do to ride them into the heart of the 21st century. This is a whole new playing field for everyone. Those who cling to the dogma of years past will be left behind, and damagingly so. As new generations bring their own spin to events, what is required of an event organizer is changing radically. For the attendee delegates of your events, the world is a playground of available options. Will you be able to charge into the 21st century and profit in this new landscape? With the tools in this book, you will. You hold in your hands a reference tool which will help you carve the strongest niche possible for your event-planning business. With the courage to change, the desire to continue staying a step ahead and the right tools, you have the power to be more prosperous than you ever dreamed possible.

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