

Event Management

By Lynn Van Der Wagen, Brenda R. Carlos

Download now

Read Online

Event Management By Lynn Van Der Wagen, Brenda R. Carlos

Event Management is packed full of ¿true to life¿ examples of events across the nation—illustrating all the skills needed to become a successful event manager. From this book readers will learn how to design, plan, market, and stage an event. In addition, readers will learn how to manage staff and staffing problems and to ensure the safety of everyone involved. Topics will also discuss what is needed for legal compliance, risk management, financial control and successful event evaluation. Topics include: Size and types of events; Event teams; Concept and design; Feasibility; Legal compliance; Event marketing; Sponsorship; Promotion; Financial management; Risk management; Planning; Protocol; Choosing the event site; Developing the theme; Conducting rehearsals; Managing the environment; Staffing; Leadership; Operations and logistics; Safety and security; Crowd management and evacuation; Monitoring, control and evaluation; and Careers in a changing environment. For anyone entering the rapidly growing field of event management or a reference for professionals such as Event Manager, Meeting Planner, Corporate Meeting Planner, Conference Organizer, Venue Manager, Tourism Event Coordinator, Sports Competition Manager, Sponsorship Manager, Event Designer, Convention Planner, Association Manager, Professional Fundraisers, and Executive Directors for Non-Profit Organizations.

Download Event Management ...pdf

Read Online Event Management ...pdf

Event Management

By Lynn Van Der Wagen, Brenda R. Carlos

Event Management By Lynn Van Der Wagen, Brenda R. Carlos

Event Management is packed full of ¿true to life¿ examples of events across the nation—illustrating all the skills needed to become a successful event manager. From this book readers will learn how to design, plan, market, and stage an event. In addition, readers will learn how to manage staff and staffing problems and to ensure the safety of everyone involved. Topics will also discuss what is needed for legal compliance, risk management, financial control and successful event evaluation. Topics include: Size and types of events; Event teams; Concept and design; Feasibility; Legal compliance; Event marketing; Sponsorship; Promotion; Financial management; Risk management; Planning; Protocol; Choosing the event site; Developing the theme; Conducting rehearsals; Managing the environment; Staffing; Leadership; Operations and logistics; Safety and security; Crowd management and evacuation; Monitoring, control and evaluation; and Careers in a changing environment. For anyone entering the rapidly growing field of event management or a reference for professionals such as Event Manager, Meeting Planner, Corporate Meeting Planner, Conference Organizer, Venue Manager, Tourism Event Coordinator, Sports Competition Manager, Sponsorship Manager, Event Designer, Convention Planner, Association Manager, Professional Fundraisers, and Executive Directors for Non-Profit Organizations.

Event Management By Lynn Van Der Wagen, Brenda R. Carlos Bibliography

- Sales Rank: #670501 in Books
- Published on: 2004-08-07
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .80" w x 7.00" l, 1.03 pounds
- Binding: Paperback
- 312 pages

Download Event Management ...pdf

Read Online Event Management ...pdf

Download and Read Free Online Event Management By Lynn Van Der Wagen, Brenda R. Carlos

Editorial Review

From the Back Cover

This is the book for anyone wishing to enter the rapidly growing field of event management. Event management is quite different from ordinary business management. Most business managers can make and learn from mistakes. Successful event managers realize that special skills are required for the planning of these expensive and often one-time occasions.

Business projects and new product developments now culminate in events, while high-level business meetings, seminars, conferences and exhibitions are viewed as events. And, of course, there are thousands of festivals and many thousands of weddings, parties, celebratory and sporting events every year, all of which require expert management.

From this book you will learn how to design, plan, market and stage an event. You will learn how to manage staff and staffing problems, and how to ensure the safety of everyone involved. And, you will learn what you need to know about legal compliance, risk management, financial control, and how to evaluate the success of the events you stage.

About the Author

Brenda R. Carlos is publisher and managing editor for the *Hospitality News Group* which publishes *Hospitality News for the Western US and the International Education Guide*. She is the author of numerous articles and chapters in books focusing on all aspects of the hospitality industry. She is a graduate of Brigham Young University, Provo, Utah. Brenda is a member of the International Foodservice Editorial Council.

Excerpt. © Reprinted by permission. All rights reserved.

The Project

- Deliver a Powerful Presentation
- Create an Environment of Celebration
- Transform an Active Aircraft Paint Hangar into a Beautiful Ballroom
- Reveal the Stunning New Paint Scheme of the Boeing 777 to 7,000 Members of the Press and Employees of a Major Airline

The Challenge

- Only 3 Weeks Lead-Time until the Event
- Secure FAA Permits for Our Crew to Enter a Highly Secured Area of Atlanta's Hartfield International Airport
- Hide a 250-foot-long by 220-foot-wide Commercial Aircraft
- Create Hanging Points for Lighting and Sound Equipment in a Hangar with 5 Hard Slick Metal Walls
- Cover 54 Feet of Paint-Splattered Walls

The Experience

- Magical Wonderment!
- Soft Lighting
- Beautiful Fabric Draped Along the Wall
- Time-Lapse Video Showing the Evolution of the Aircraft's Interior and Paint Scheme
- Confetti Cannons Dramatically Explode
- Blinding Light Pours into the Hangar as the Door Quickly Draws Back
- The Striking New Boeing 777 Gleaming in the Sun!

The Results

- An Amazing Success!
- A Dramatic Introduction to the Transformed Brand Identity
- A Bridge into the Future
- A Lasting Impression on the Press and Employees
- Corporate and Brand Enthusiasm

Whether you're involved in creating an event such as the one listed above, which introduced over 7,000 members of the press and employees of a major airline to a new product, organizing a walk/run for a charitable event, or working on a local blues festival, the event management industry is full of excitement. Certainly no one day in the life of an event manager is ever alike. The event business is a dynamic one that is not free from frustration—but in the end, most event managers believe that they have the best job on earth.

The event and convention industry is a $100 billion industry and currently employs 1.5 million people. This has precipitated the increase in the popularity of studies of event management. For those who are looking for an exciting career, where their organizational skills and attention to detail along with their creativity can be fully utilized, this is an industry that is attracting many of the country's brightest students.

As an author who has written about the hospitality and event industry for the past decade, it has been my privilege to be able to compile this text. I have many people to thank. First and foremost I would like to thank Lynn Van Der Wagen. It has been a rewarding experience to adapt her original text, which was published in Australia. Thanks goes to Lynn for providing a number of photos that were used in this text. To Vern Anthony my Prentice Hall/Pearson editor and his staff who have shown tremendous interest and support for this work. To Ed Sanders, my mentor, who has always believed in me and helped me to grow in the industry. To the many associations, organizations and professionals that freely shared their data and ideas with me. Their examples are what make this text come alive and truly represent the U.S. market.

Most of all I must thank my dear family, who are the reason that I want to work hard and improve myself. Rudy, you're the best. Chad, Clint, and Melissa I appreciate your support. Mom and dad too, you taught me that I can accomplish anything I set my mind on as long as I'm willing to put in the required work.

And finally, a special thanks to all the students and educators who will turn to this book. I have kept you in mind during every phase of writing this manuscript. It is my hope that this book will become a great resource to you. May all your events be successful!

Brenda R. Carlos

Users Review

From reader reviews:

Sharyl Nettles:

With other case, little folks like to read book Event Management. You can choose the best book if you want reading a book. So long as we know about how is important a new book Event Management. You can add expertise and of course you can around the world with a book. Absolutely right, due to the fact from book you can recognize everything! From your country right up until foreign or abroad you may be known. About simple point until wonderful thing it is possible to know that. In this era, we are able to open a book or searching by internet gadget. It is called e-book. You need to use it when you feel fed up to go to the library. Let's examine.

Sara Love:

As people who live in the actual modest era should be revise about what going on or details even knowledge to make them keep up with the era that is certainly always change and progress. Some of you maybe will certainly update themselves by examining books. It is a good choice in your case but the problems coming to an individual is you don't know what type you should start with. This Event Management is our recommendation so you keep up with the world. Why, since this book serves what you want and wish in this era.

Jon Estrada:

This Event Management are reliable for you who want to become a successful person, why. The explanation of this Event Management can be one of many great books you must have will be giving you more than just simple reading through food but feed anyone with information that possibly will shock your prior knowledge. This book is usually handy, you can bring it just about everywhere and whenever your conditions throughout the e-book and printed ones. Beside that this Event Management giving you an enormous of experience such as rich vocabulary, giving you trial run of critical thinking that we all know it useful in your day activity. So , let's have it and luxuriate in reading.

Virginia Berry:

A lot of people said that they feel uninterested when they reading a publication. They are directly felt the item when they get a half portions of the book. You can choose typically the book Event Management to make your own personal reading is interesting. Your own skill of reading proficiency is developing when you including reading. Try to choose simple book to make you enjoy to read it and mingle the opinion about book and reading through especially. It is to be initial opinion for you to like to open a book and read it. Beside that the book Event Management can to be your friend when you're feel alone and confuse with the information must you're doing of this time.

Download and Read Online Event Management By Lynn Van Der Wagen, Brenda R. Carlos #5Y6LACQ2DO8

Read Event Management By Lynn Van Der Wagen, Brenda R. Carlos for online ebook

Event Management By Lynn Van Der Wagen, Brenda R. Carlos Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Event Management By Lynn Van Der Wagen, Brenda R. Carlos books to read online.

Online Event Management By Lynn Van Der Wagen, Brenda R. Carlos ebook PDF download

Event Management By Lynn Van Der Wagen, Brenda R. Carlos Doc

Event Management By Lynn Van Der Wagen, Brenda R. Carlos Mobipocket

Event Management By Lynn Van Der Wagen, Brenda R. Carlos EPub