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events sector. The aim of this guide is to assist effective event management through the provision of a step-by-step guide to the planning process, together with sample checklists and adaptable templates.

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Eventscotland Events Management A Practical Guide

This is the essential guide for anyone who needs to know how to organize a special event? a festival, a celebration party, a media launch or an annual fete. The text contains clear, step-by-step guide including planning, budgeting, marketing and organization; a wide range of informative case studies from around Europe, including suggested websites and sources of reference material to

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Synopsis This work is a guide to organizing major events such as festivals, parties, concerts, weddings, and conferences. It includes photocopiable forms that will help readers to plan and budget, and case studies and websites to learn from.

Successful Event Management: a Practical Handbook ...
EventScotland (2006) Events Management: a practical guide .
Edinburgh: EventScotland. Ferdinand, N & Kitchin, P. (2012) Events Management: an international approach. London: SAGE. Getz, D. (2012) Event Studies: theory, research and policy for planned events. Second Edition . London: Elsevier.
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