



# Festival and Special Event Management

By Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell

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*Festival and Special Event Management, 5<sup>th</sup> edition* continues the comprehensive overview of the theory and procedures associated with festivals and special events established in previous editions. The new edition of this market-leading text introduces developments and professional tools, and considers the globalisation and subsequent internationalisation of event management.

The role of marketing and communication, environmental planning, the increasing role of governments through the creation of event strategies, and the different perspectives of event management are all discussed. This edition aims to embrace and extend the growing body of knowledge relating to event management by tracking many of the recent changes and developments in the field. This offers students a current, relevant textbook for their study and professional reference.

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## **Editorial Review**

From the Back Cover

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### **Features**

- End-of-chapter case studies profile staged events to illustrate various concepts as presented in the text.
- Industry professionals present real-world examples.
- 'Event profile' vignettes feature the diversity of events, the individuals who work within the industry and the process of formulating and organising an event.

*Festival & Special Event Management* brings together a team of experienced authors who have taught event management throughout Australia and in locations as diverse as Kuala Lumpur, Beijing, Edinburgh, Auckland and Cape Town.

### **About the Author**

**Johnny Allen** was the foundation director of the Australian Centre for Event Management (ACEM) at the University of Technology, Sydney where he is now associate director, business development. He was event manager for the Darling Harbour Authority from 1989 to 1996, and has an extensive career in event planning. Prior to his position at the ACEM, he was the special event manager for Tourism New South Wales. Johnny is now semi-retired but continues his involvement with event management and event education.

**William O'Toole** is an international events development specialist. He assists councils, cities, regions, countries and companies to grow their events portfolio and write their strategies. For five years he advised the Supreme Commission for Tourism in the Kingdom of Saudi Arabia on the development of their tourism event program in the thirteen provinces. Bill trains and assists the United Nations event organisers in places such as the Sudan and Uganda and is facilitating the development of the event industry in Kenya. He is a founding director of the Event Management Body of Knowledge and key adviser to the International Event Management Competency Standard. From Scotland to Johannesburg, he has trained events staff in the application of project and risk management to their events. Bill has been involved in events innovation, creation, operations, management and strategy in over 30 countries. He is currently writing a textbook on events feasibility and development.

**Rob Harris** has been involved in event management, education and research for over 10 years and has developed undergraduate, postgraduate and TAFE programs in the area. Rob teaches programs in event

management in a number of countries around the world including England, Scotland, Singapore, China, Malaysia and New Zealand. He is a founding Director of the New South Wales Festivals and Events Association and is a member of the editorial board of the journals *Event Management* and *International Journal of Event Management Research*. He is currently completing his doctoral studies in the use of events as tools in driving the ecologically sustainable development agenda of the places where they take place.

**Ian McDonnell** is a senior lecturer in the Faculty of Business's School of Leisure, Sport and Tourism at the University of Technology, Sydney (UTS) where he teaches management and marketing of leisure and tourism services. He, along with Johnny Allen, constructed the very first academic course in event management in Australia and perhaps the world – the Executive Certificate in Event Management held at UTS in 1996. He soon discovered that there was no useful text book for a course of this type, hence the origin of this text, now in its fifth edition. He continues to research in event management, particularly the sponsorship of events.

## **Users Review**

### **From reader reviews:**

#### **Elaine Rode:**

Have you spare time to get a day? What do you do when you have a lot more or little spare time? Yep, you can choose the suitable activity for spend your time. Any person spent all their spare time to take a walk, shopping, or went to typically the Mall. How about open as well as read a book eligible Festival and Special Event Management? Maybe it is to be best activity for you. You realize beside you can spend your time with your favorite's book, you can more intelligent than before. Do you agree with the opinion or you have various other opinion?

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