



Event Management

Lynn Van Der Wagen, Brenda R. Carlos

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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.

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