



Event Management: How to Apply Best Practices to Small Scale Events

By Sven Damm

Diplomica Verlag Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 270x190x mm. Neuware - Event management is a ubiquitous word in modern society. The word is used for small business breakfasts, large corporate shows and also for big international sport events, such as the Olympic Games. We all have an idea of what management is, but what is an event. This question and the theories behind the dynamic event industry are summarized in this book. Ultimately, the book combines a range of differing views about best practice and recommended behaviours; it identifies and recommends an event management model that potentially enables small-scale event managers to fully develop the potential of such events. The book reduces the gap between theory and practice and the framework of best practices can be applied to significantly improve the quality of managing similar events in the future. 142 pp. Englisch.



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