

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

[DOWNLOAD HERE](#)

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. EAN/ISBN : 9783842801301 Publisher(s): Diplomica Discussed keywords: Eventmanagement Format: ePub/PDF Author(s): Damm, Sven

[DOWNLOAD HERE](#)

Similar manuals:

[Legal Aspects Of Marketing And Eventmanagement](#)

[Effizienzsteigerung Im Eventmanagement Durch RFID-Systeme - Katharina Franke](#)