



# Events Management: Principles and Practice

*Razaq Raj, Paul Walters, Tahir Rashid*

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Electronic Inspection Copy available to instructors here

## **Praise for the previous edition:**

'This is an excellent publication that correctly reviews the external environment associated with events, both in the context of the theoretical and operational' - *Neil Robinson, Salford Business School, University of Salford, UK*

The new edition of this popular accessible text gives students a thorough and contemporary grounding in both the fundamentals and strategic responsibilities of successful event management. Purposefully broad in scope, the text combines theory with practical knowledge and terminology, ensuring readers develop a flexible and commercially-acute skill set.

Topics covered range from law, marketing and finance to introductory guides to sound, lighting and multimedia equipment, providing students with the practical knowledge they need for a career in Events Management. Theory is brought to life in a range of case studies and examples throughout the text.

As well as updated examples and legislation, this edition introduces new chapters on:

- Event entrepreneurship
- Project management and financing
- New Multimedia technology for events organisers
- Sustainable festivals and events

- Long term legacy and impacts
- The future of the industry

An accompanying Companion Website provides students with discussion questions and video links. The website also provides an Instructor's Manual and PowerPoint slides for lecturers.

This text is an ideal resource for undergraduate students who are studying Events Management for the first time.

**Visit the Companion Website at [www.sagepub.co.uk/raj](http://www.sagepub.co.uk/raj)**

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#### **Amy Christensen:**

A lot of people always spent all their free time to vacation or even go to the outside with them household or their friend. Do you realize? Many a lot of people spent they will free time just watching TV, as well as playing video games all day long. In order to try to find a new activity here is look different you can read some sort of book. It is really fun for you personally. If you enjoy the book that you simply read you can spent the whole day to reading a book. The book Events Management: Principles and Practice it doesn't matter what good to read. There are a lot of those who recommended this book. These were enjoying reading this book. When you did not have enough space to bring this book you can buy typically the e-book. You can m0ore quickly to read this book from your smart phone. The price is not too expensive but this book features high quality.

#### **Hazel Mercado:**

Playing with family inside a park, coming to see the water world or hanging out with friends is thing that usually you might have done when you have spare time, in that case why you don't try point that really opposite from that. One activity that make you not sense tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love Events Management: Principles and Practice, you can enjoy both. It is fine combination right, you still wish to miss it? What kind of hangout type is it? Oh come on its mind hangout people. What? Still don't get it, oh come on its identified as reading friends.

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