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Autore	CHERUBINO BIGI, Vincenzo
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Pubbl/distr/stampa	Milano : Biblioteca francescana, 2014
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Disciplina	270.2092
Soggetti	Blondel, Maurice
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Autore	Damm Sven
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Nota di contenuto	Event Management. How to Apply Best Practices to Small Scale Events; Abstract; Table of Content; List of Tables and Figure; 1. Introduction and Context; 1.1 Overview; 1.2 Research Question; 1.3 Book Outline; 2. Literature review; 2.1 Prologue; 2.2 Event Management Defined; 2.2.1 Events; 2.2.2 Event Management; 2.2.3 Types of Events; 2.3 The History and Background of Event Management; 2.3.1 An Overview; 2.3.2 Best practices in Event Management; 2.3.3 A Matrix of Best Practices; 2.3.4 The Four Pillar Approach; 2.3.5 The Synopsis of Best Practices in Event Management into a 5x4 Matrix 2.4 Shortcomings and Aspirations 3. Methodology; 3.1 Philosophical Foundations of Research; 3.1.1 Qualitative research; 3.1.2 Participant observation; 3.1.3 Semi-structured interviews; 3.1.4 Attendee surveys; 3.1.5 Mixed method approaches; 3.2 Event Selection; 3.3 Data Collection Methods; 3.3.1 Interviews; 3.3.2 Participant observation; 3.3.3 Attendee surveys; 3.4 Research Ethics Considerations; 3.5 Limitations of the research; 4. Findings; 4.1 Interviews; 4.1.1 The research stage; 4.1.2 The design stage; 4.1.3 The planning stage; 4.1.4 The co-ordination stage; 4.1.5 The evaluation stage 4.2 Participant observation 4.3 Survey results; 5. Discussion; 5.1 The pillar of time; 5.2 The pillar of finance; 5.3 The pillar of technology; 5.4 The pillar of human resources; 5.5 Summary of discussion; 6. Conclusion; 7. References; 8. Appendices; Appendix 1: A Checklist for

Site inspection; Appendix 2: Music and Entertainment Terms; Appendix 3: Decor Checklist; Appendix 4: Logistics; Appendix 5: Interview Questions; Appendix 5: Participant Observation

Sommario/riassunto

Hauptbeschreibung 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 mana
