



Event Planning and Management: A Practical Handbook for PR and Events Professionals (PR In Practice)

By Ruth Dowson, David Bassett

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The events industry is an exciting, innovative, diverse and highly challenging environment in which to work. Event Planning and Management offers a structured, practical approach to events, from the initial planning, to final evaluating stages. It introduces the key models and theories but focuses on the practical side of building and working with a team, choosing a location, creating a programme, dealing with stakeholders and sponsors, promoting the event, essential financial and procurement considerations and finally evaluating the event.

Each stage of the process is fully supported with online resources, including templates, quizzes and podcasts to make up a complete event planner's toolkit. Balancing coverage of the key theory and models with essential practical guidance, tools and case studies from around the world, Event Planning and Management is an ideal handbook for students and practitioners alike.

About the PR in Practice series: Published in collaboration with the Chartered Institute of Public Relations (CIPR), the PR in Practice series comprises accessible, practical introductions to day-to-day issues of public relations practice and management. The series' action-oriented approach keeps knowledge and skills up to date.

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Editorial Review

Review

"The authors divide their information into chapters that provide an overview of each step in putting an event together. Multiple case studies and templates support each section's practical lessons, along with charts, diagrams, checklists, examples, case studies, photos, and much more. Subsections within the chapters guide more knowledgeable readers to the in-depth advice they seek. Boxes labeled "top tip" offer suggestions for experienced planners. The clear language and blunt presentation reinforce the authors' recommendations, whether for selecting a venue or naming a planning team. *getAbstract* recommends this detailed primer to aspiring event planners and all event professionals."

(*getAbstract, Inc.*)

"*Collaborate to innovate*. This phrase from the book beautifully captures all that is right, relevant and refreshing about this innovative collaboration between two professional, practitioner-focused academics who have clearly been there, done that and bought the merchandise to prove it. The personal, equally pragmatic manner in which they have chosen to share their Top Tips and checklists, supported by suitable theories and case studies, will prove particularly popular among event planners, managers, teachers and students all over the world."

(Dr. Richard Keith Wright, Lecturer in Sustainable Sports Event Management *Auckland University of Technology*)

"An insightful and helpful book that demystifies the complicated and technical world of events in an easily accessible way, which will enable PR and event practitioners to successfully achieve in this high-pace, competitive sector."

(Jonathan Sibley, Event Management Lecturer *Manchester Metropolitan University*)

About the Author

Ruth Dowson has over 30 years' experience in strategic development, management and delivery of events, conferences, seminars and exhibitions, in both the public and private sectors. She teaches Events Management at the UK Centre for Events Management, Leeds Beckett University.

David Bassett is an experienced event organizer and educator in events management, leisure, sports, and tourism. He educates and trains aspiring events managers and industry practitioners at the UK Centre for Events Management, Leeds Metropolitan University.

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