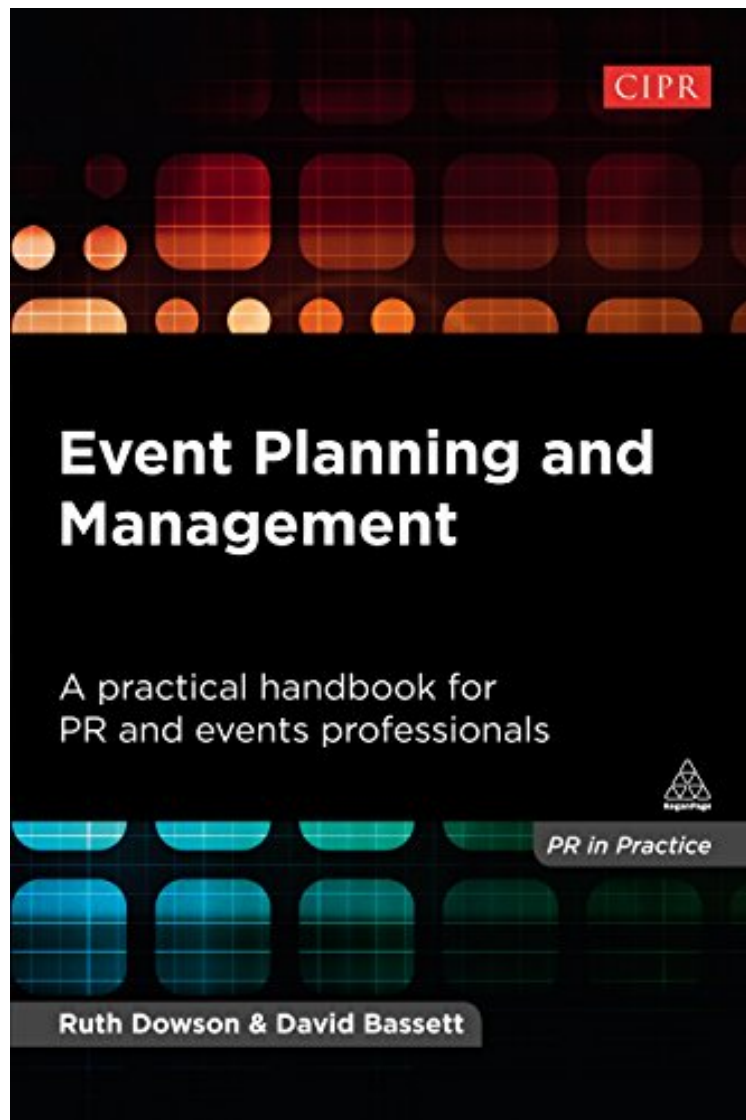


(Download free pdf) Event Planning and Management: A Practical Handbook for PR and Events Professionals (PR In Practice)

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

Ruth Dowson, David Bassett

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Ruth Dowson, David Bassett : Event Planning and Management: A Practical Handbook for PR and Events Professionals (PR In Practice) before purchasing it in order to gage whether or not it would be worth my time, and all praised Event Planning and Management: A Practical Handbook for PR and Events Professionals (PR In Practice):

1 of 1 people found the following review helpful. So-soBy DarrenIngram_dot_comHere is a concise, ldquo;get startedrdquo; practical handbook that aims to offer guidance to those who may need to plan and host events.The

reader, who is probably working within public relations, event management or a related area, is promised a quick guide to the world of events and event planning before going deep into subjects such as location selection, content, logistics, budgeting, procurement and evaluation. It is a bit of a mixed bag, as it mixes up theory and academic models whilst aiming towards practical matters with examples, case studies and many external resources. There did appear to be a bit of an identity crisis within the pages, leading to a fair bit of text feeling as if it was padding and overly basic and not keeping with the rest of the book. Fortunately, the book is not overly expensive; so one could even ignore the irrelevancies, but should one really need to go to this extreme? Yet time after time this reviewer really does wonder who the book is aimed at! Some of the nuggets of information are interesting, fascinating even, but it is far from being the go-to guide that it wishes to be. Neither is it a book that you may throw at a student or absolute beginner, even though they may get something out of it. In quite a few places it seemed to get an award for stating the bleeding obvious in a particularly banal way, such as: "Make sure the choice of location and venue fits with the objectives and style of your event, as well as the image and reputation of the client and their organization." Some parts, such as the art of searching for the right venue, feel to be on the right track and lift the mood of an otherwise grumpy reviewer. Here one could start to sense some value and validation of the book. Other parts, telling about event execution that features real-world examples such as the use of tablets on each guest table, synchronised with event information, menus and sponsors' messages could be worth the price of the book itself. After all, it might just need one good tip to make your next event go even better... Sadly, overall one has to be fairly neutral about the book. It set out with much promise but didn't deliver. To use an event analogy, the execution of the event failed to match the advertising hype. The event was not a total washout, but neither was it something you may wholeheartedly endorse or rush to sit through again.

1 of 1 people found the following review helpful. gives a good overview

By Melissa

As an event planner, I understand the complexity comprised within this industry. The interests of the client are always changing. Innovative ideas are always updating methods of approach. Regulations are always keeping us on alert. Keeping informed and knowledgeable is essential in event planning and having access to such information as contained in this book is rewarding. As an experienced planner or a novice I believe reviewing materials provides information forgotten, overlooked, or unknown is extremely helpful. I enjoyed reading this particular manual for a few reasons. One it is written from two event planning professionals from the UK which offered perspectives to planners in other countries. Depending on where you land a job as an event planner, you may find yourself working with others in different countries and learning their way of handling issues. This book gives some idea of what to expect. Secondly, I liked how the authors broke down the industry and explained the significance of each area. It truly gives a good overview of all aspects involved in the various event types and what type of staffing each would need. Thirdly, the breakdown of an event process was well thought and provided step by step development. It was insightful to see their process and its application. I recommend this book highly to those in the event field or interested in pursuing it. I received this book from Netgalley in exchange for an honest review.

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 all types of 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 and discussion questions 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 organizations such as London 2012 and the Prince's Trust, 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.