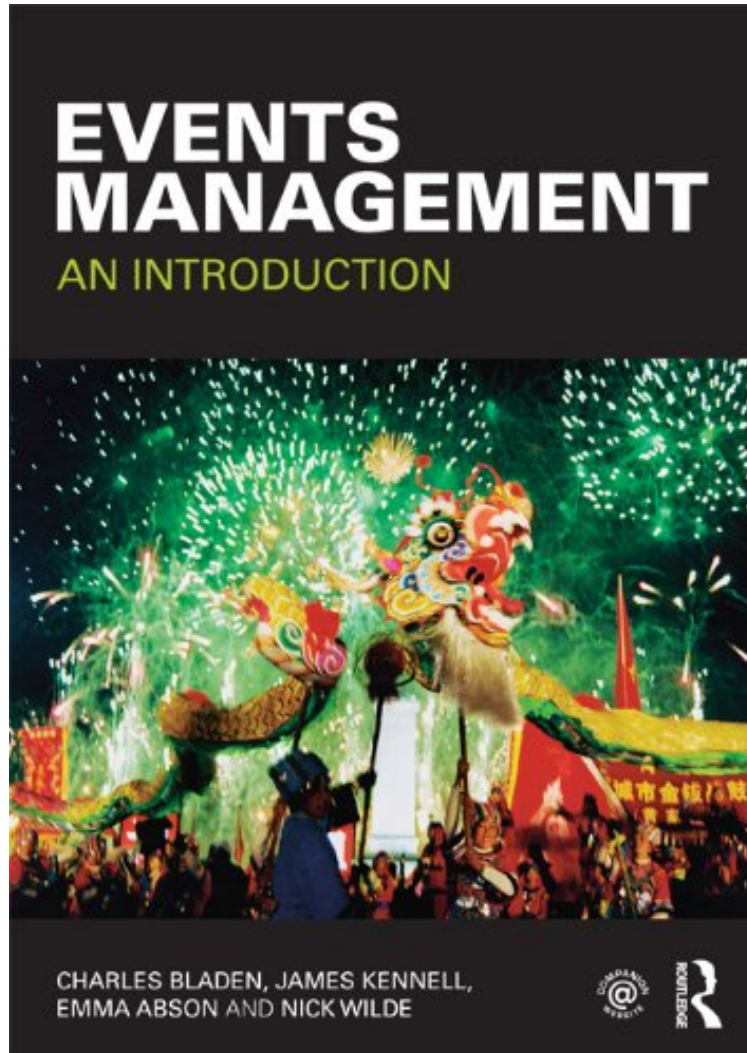


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## Events Management: An Introduction

*Charles Bladen, James Kennell, Emma Abson, Nick Wilde*  
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Contemporary events management is a diverse and challenging field. This major new introductory textbook is the first to fully explore the multi-disciplinary nature of events management and to provide all the practical skills and professional knowledge students need to succeed in the events industry. The book covers every type of event studied on an Events Management course, including sports, music, the arts, corporate events, tourism, and the public and

voluntary sectors. It introduces the key issues facing the contemporary events industry, from health, safety and risk management to sustainability to developing a market-oriented business, with every topic brought to life through case-studies, personal biographies and examples of best practice. Written by a team of authors with many years of industry experience, it introduces the practical skills required in every core area of events management, including marketing, finance, project management, strategy, operations, event design and human resources. A companion website for the book includes a dazzling array of additional features, including self-test questions, audio interviews with key industry figures, additional case-studies and PowerPoint slides for each chapter. *Events Management: An Introduction* is the essential course text for any events management program.

About the Author Charles Bladen is Programme Leader in Events Management at the University of Greenwich. James Kennell is Director of the Economic Development Resource Centre at the University of Greenwich, where he is also Senior Lecturer in Tourism and Regeneration. Emma Abson is Senior Lecturer on the Events Management BA programme at the University of Greenwich. Nick Wilde is an expert in sports marketing and sporting events management, with research interests in international sports marketing, which he has taught in many overseas institutions.