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Special Event Planning students plan Living on the Edge event**Festival And Special Event Management**

Festival & Special Event Management continues the comprehensive overview of the theory and procedures associated with festivals and special events established in previous editions. The new edition of this market-leading text introduces developments and professional 'tools', and considers the globalisation and subsequent internationalisation of event management.

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### Festival and Special Event Management - Johnny Allen ...

Kyungmi and Uysal (2003, p. 160) suggest that festivals and special events have the capability of providing both tangible (such as additional income, tax revenues for locals) and intangible...

### Festival and Special Event Management | Request PDF

Allen's Festival and Special Event Management, Essentials Edition serves as a concise yet comprehensive, step-by-step handbook for modern event management. This Essentials edition gives students contemporary lessons and insights that they can relate to. It brings theory to life through copious practical examples, illustrative diagrams and unique case studies demonstrating best practices and pitfalls.

### Festival & Special Event Management, Essentials Edition ...

Festival and Special Event Management: Allen, Johnny, O'Toole, William, Harris, Robert, McDonnell, Ian: Amazon.sg: Books

### Festival and Special Event Management: Allen, Johnny, O ...

International Journal of Event and Festival Management Issue(s) available: 34 – From Volume: 1 Issue: 1, to Volume: 11 Issue: 4. Category: Tourism and Hospitality. Search. All Issues; EarlyCite; Volume 11. Issue 4 2020. Issue 3 2020. Issue 2 2020. Issue 1 2020. Volume 10. Issue 3 2019. Issue 2 2019. Issue 1 2019. Volume 9 ...

### International Journal of Event and Festival Management ...

Festival and Special Event Management, 5th edition continues to be the best resource in the market at providing a thorough overview of the theory and procedures associated with festivals and special events. The 5th edition of this market-leading text introduces developments and professional tools and considers the globalisation and subsequent internationalisation of event management.

### Festival and Special Event Management, 5th Edition | \$65 ...

The special events sector of the industry broadly consists of private events, sporting events, public events, and fairs & festivals. They are considered 'special' events because they are outside of the host's normal business, program, or activity.

### Special Event Planning: Definitions and Examples

Festival & special event management. Allen, Johnny. This textbook provides students with an introduction to the principles associated with planning, managing, and staging festivals and special events. Paperback, Book. English. 5th ed. All formats and editions (2) ...

### Festival & special event management by Allen, Johnny

Festival and Special Event Management has been translated into Portugese, Chinese, and Korean, and has also been adapted for the UK market. The authors have taught event management throughout Australia and in locations as diverse as Kuala Lumpur, Beijing, Edinburgh, Auckland and Cape Town.

### Festival & special event management by Allen, Johnny

Festival & Special Event Management continues the comprehensive overview of the theory and procedures associated with festivals and special events established in previous editions. The new edition of this market-leading text introduces developments and professional 'tools', and considers the globalisation and subsequent internationalisation of event management.

### Festival & special event management by Allen, Johnny

Festival and Special Event Management (Wiley Australia Tourism) by O'Toole, William; Allen, Johnny; Harris, Robert; McDonnell, Ian at AbeBooks.co.uk - ISBN 10: 1742164617 - ISBN 13: 9781742164618 - Wiley - 2010 - Softcover

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### Festival and Special Event Management: Allen, Johnny, O ...

The Barbican has continued to strengthen its team with the appointment of Silvana Ambrosiou as a Business and Event Manager. Silvana began her role in the Barbican Business Events team earlier this month and will be responsible for the management of commercial events, client relationships and liaising with the various departments across Barbican Centre.