

Event Management

Lynn Van der Wagen



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Events Management: for tourism, cultural, business and sporting events, 4e is a holistic text designed for the Diploma in Events Management and Advanced Diploma in Events Management and is the essential text for anyone wishing to work in the field of event management.

The new edition covers all the skills and knowledge students need to become successful event managers. Learn how to design, plan, market and stage an event, how to manage staff and staffing problems, and how to ensure the safety of everyone involved.



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