



Festival and Special Event Management

Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell

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Festival and Special Event Management 4th edition 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 new developments, professional 'tools' and the globalisation and subsequent internationalism of event management.

The role of marketing and communication, environmental planning, the increasing role of governments through the creation of event strategies and the different perspectives of event management are all discussed. The new edition has been thoroughly updated to offer students a current, relevant textbook for their study and professional reference.

Festival and Special Event Management has been translated into Portuguese, 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.

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