



# Events Management: An International Approach

*By Nicole Ferdinand, Paul James Kitchin*

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**Events Management: An International Approach** By Nicole Ferdinand, Paul James Kitchin

Written by a team of high profile, international authors, this exciting new text successfully combines theory and practice, making it a must-have for all students of Events Management. **Events Management: An International Approach** provides comprehensive coverage of all the most common types of events, preparing students for a future career in Events Management. Covering key issues such as fundraising, sponsorship and globalization, this text addresses the challenges and examines the realities of events management in an international context. A wide range of case studies and examples look at sporting, music, catering and fundraising events across the UK, Europe, Asia, Australia and the Middle East.

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### **Editorial Review**

#### **Review**

This is an intellectually stimulating yet highly accessible collection, which shows both depth and range in its coverage of key topics. The chapters provide thoughtful introduction to fundamental management issues, while inviting readers to think critically about the practical solutions required to address contemporary challenges. *Events Management: An International Approach* is likely to become core reading both for those interested in the study of events and for those seeking to manage them

***Dr. Peter Lugosi***

***Oxford School of Hospitality Management, Oxford Brookes University***

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This text is an invaluable resource for both newcomers and veterans in the event industry, an essential book

***William Bicknell***

***Director, Chillisaucue, Offical Partner of Guinness World Records Live!***

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#### **About the Author**

**Nicole Ferdinand** is Senior Lecturer in Events Management at Bournemouth University

**Paul J. Kitchen** is Lecturer in Sports Management at the University of Ulster

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