



Management of Event Operations (Events Management)

Julia Tum, Philippa Norton

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The Management of Event Operations: project management, planning and customer satisfaction

provides an introduction to the management of operations for the event planner and venue provider. Taking an holistic view of an event enterprise, it links the traditional topics within operations management to present a coherent and hands-on approach specifically for the events manager. The approach is pragmatic and is dictated by practical consequences and considerations, which are so important to an event manager who balances many views and needs from diverse stakeholders.



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