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creation to evaluation * Examines the events industry within its broader business context

...

Chapter Operations Management 6

planning, event management, events management, conference planning, event tourism, business tourism Depending on the search facilities available within online resources, students may need to use different combinations in order to undertake effective searches - each may produce a different set of results. For example, event plan, event planning ...

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management (HRM), technology and procurement

- Activities are business processes the organisation manages in order to ~add value ~ e.g. the product or service is worth more than the cost of the individual parts or resources used to provide it, this allows a margin to be earned by the organisation

Events Management | Taylor & Francis Group

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Longmont Times-Call

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Exploring the concepts involved in planning events, this study is designed to develop an understanding of the key issues which include: management, logistics, staging, marketing, promotion and post-event evaluation.

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