



Events Feasibility and Development (Events Management)

By William O'Toole



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Events Feasibility and Development: From Strategy to Operations describes the optimum way to develop and grow events. It demonstrates how governments and companies create the event portfolio to maximise their investment. It describes the latest in the growing event industry around the world: the creation of event strategies.

With a user-friendly learning structure containing bullet points, questions and exercises, and international case studies including the 'Torch Relay' and the 'Opening of the Doha Asian Games', *Events Feasibility and Development: From Strategy to Operations* looks at issues such as:

- the process of creating a feasibility study
- events forecasting models, assess management and cost/benefit analysis
- event strategies and the development of the event portfolio
- types of events (exhibitions, sports, festivals) and their benefits and returns
- project management tools and process mapping event management.

The author's companion website – www.eventsf.com – contains videos, colour photos and a list of related resources. The author has also created a course to go alongside this textbook which can be found here: <http://www.eventsf.com/Course%20on%20Events%20Feasibility%20and%20Development.html>. This edition is also supported by an online lecturer's resource.

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Editorial Review

About the Author

William O'Toole is an international events development specialist. He is a founding director of the Event Management Body of Knowledge and key advisor to the International Event Management Competency Standard.

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