



Special Event Production: The Process (Volume 2)

By Doug Matthews

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Special Event Production: The Process (Volume 2) By Doug Matthews

This must-have guide to special event production looks deep behind the scenes of an event and dissects what it is that creates success. It analyses the process - the planning and business aspects - to provide a unique guide to producing a variety of events from weddings to festivals. It explains thoroughly budgeting and resource concerns, planning and cost projections and the role of the well-crafted proposal.

This new edition has been significantly updated to include:

- Three new chapters: Event Design, Information Technology and Sustainability and Event Production.
- Updated and new case studies from USA, Canada, India, Russia and Malaysia.
- New Industry Voice feature, including an interview with industry experts from around the world commenting on their experiences of event planning and production.
- New content on: technology, volunteers, venues and PR and marketing.
- Enhanced online resources including: PowerPoint lecture slides, checklists, glossaries, additional questions and challenges, web links, sample contract templates, production schedule templates, and evaluation forms.

Incorporating pedagogical features, this easy-to-read book is packed with photographs, diagrams, flow charts, checklists, sample forms, and real-life examples. It steps through the whole process from the creativity and proposal at the outset, to budgeting, the contract and risk management with event follow up to conclude. A must have resource for event planners, managers, caterers and students.

This text is part two of a two book set - also available is Special Events Production: The Resources (978-1-138-78567-0). This book offers an in - depth guide to the technical aspects of a big event such as lighting and audio systems, visual presentation technology, special effects and temporary outdoor venues.

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Editorial Review

Review

"This is a great text book for an event or venue management course. It incorporates the reality of event planning and teaches the basics students need to know for a foundation to work in the field." - Denise DiRienzo, *Communication Studies Professor, State University of New York at Oswego*

"The new edition is a comprehensive and practical handbook on event production and reflects key trends within the industry, such as experiential events, audience engagement and technology integration. Internationally recognized professionals in the industry provide plenty of real life experiences. The book is written in such an interesting style that even highly 'technical' sections of the book are brought to life and absorb the readers' interest. A must read for all event production professionals and students." - Cathy Xin Jin, *Lecturer, Department of Tourism, Sports and Hotel Management, Griffith Business School*

About the Author

Doug Matthews has over 30 years' experience in the events industry. For 19 years he owned an award-winning production company based in Vancouver, Canada, followed by lecturing at a local university. He continues to deliver guest lectures and to write on subjects concerning the industry.

Users Review

From reader reviews:

Francisco Gentry:

Here thing why this specific Special Event Production: The Process (Volume 2) are different and reliable to be yours. First of all looking at a book is good nevertheless it depends in the content from it which is the content is as yummy as food or not. Special Event Production: The Process (Volume 2) giving you information deeper including different ways, you can find any e-book out there but there is no e-book that similar with Special Event Production: The Process (Volume 2). It gives you thrill looking at journey, its open up your current eyes about the thing this happened in the world which is maybe can be happened around you. You can actually bring everywhere like in playground, café, or even in your method home by train. If you are having difficulties in bringing the printed book maybe the form of Special Event Production: The Process (Volume 2) in e-book can be your substitute.

Donna Lacher:

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Alexandra Robbins:

This Special Event Production: The Process (Volume 2) is great guide for you because the content which is full of information for you who all always deal with world and have to make decision every minute. This kind of book reveal it info accurately using great coordinate word or we can claim no rambling sentences inside it. So if you are read it hurriedly you can have whole facts in it. Doesn't mean it only provides you with straight forward sentences but challenging core information with beautiful delivering sentences. Having Special Event Production: The Process (Volume 2) in your hand like finding the world in your arm, information in it is not ridiculous 1. We can say that no guide that offer you world with ten or fifteen second right but this publication already do that. So , this can be good reading book. Hello Mr. and Mrs. busy do you still doubt which?

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