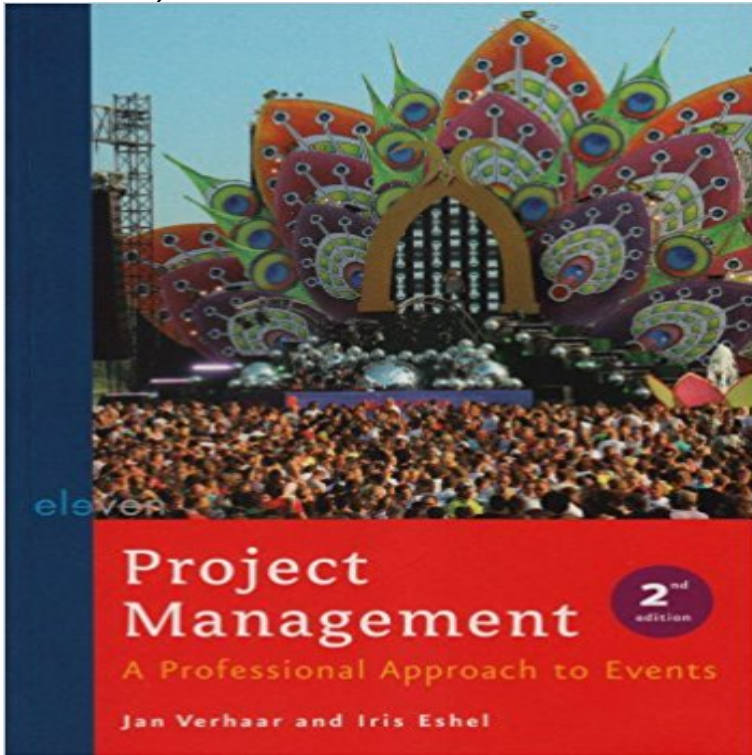


Project Management: A Professional Approach to Events (Second Edition)



Project management is characterized by the systematic and integral control of the development process, from the creative idea to the concrete product. Event projects - such as festivals, exhibitions, conferences, arts productions, sports events, and company events - draw a lot of attention. Such initiatives can frequently end in failure because the funding cannot be finalized, deadlines are not met, or budgets are exceeded. The professional approach to a project can prevent many problems. This book describes a concept of project management, and the organizational, financial, and planning aspects of a project. This second edition stands out for its direct applicability. The chapters have been arranged in a more user-friendly way. In Part A, the chapters guide the reader through the methodology. Part B provides a step-by-step plan for developing an event or conference project. Part C offers the reader a theoretical insight into the different techniques and models.

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