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Careers in event management are varied and multi-faceted, and event professionals are employed in a range of sectors: examples are hospitality, the arts, large corporations, associations and not-for-profits. The event industry offers careers in meetings and conventions; festivals, weddings and social events; corporate hospitality; trade shows ...

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co-ordination, marketing, sponsorship, budgeting, risk management and event evaluation.

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Festival and Special Event Management has been translated into Portugese, Chinese, and Korean, and has also been adapted for the UK market. The authors have taught event management throughout Australia and in locations as diverse as Kuala Lumpur, Beijing, Edinburgh, Auckland and Cape Town.

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Festivals and special events have grown into a massive industry worldwide, generating billions of dollars for regional centers, states, and countries. Festival and Special Event Management provides a comprehensive overview of the theory and

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