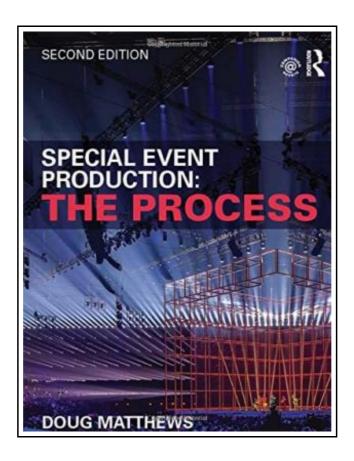
# Special Event Production: The Process (2nd Revised edition)



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## **Reviews**

A must buy book if you need to adding benefit. It is actually rally fascinating through studying time. Your way of life span will likely be transform as soon as you complete looking over this publication. (Ms. Bernice Rolfson)

### SPECIAL EVENT PRODUCTION: THE PROCESS (2ND REVISED EDITION)



Taylor & Francis Ltd. Paperback. Book Condition: new. BRAND NEW, Special Event Production: The Process (2nd Revised edition), 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 wellcrafted 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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