



Special Events: The Roots and Wings of Celebration (Wiley Event Management)

By Joe Goldblatt

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Special Events: The Roots and Wings of Celebration (Wiley Event Management) By Joe Goldblatt

From the foremost authority, the definitive guide to your career as an event leader!

Today's special events have their roots in the universal, ancient human need to celebrate with ceremony and ritual. Twenty-first-century event leaders acknowledge these roots while moving the event management profession toward the new possibilities presented by our globalizing world. *Special Events: The Roots and Wings of Celebration, Fifth Edition* provides experienced as well as aspiring event leaders with a comprehensive guide to understanding, planning, funding, promoting, and producing special events. Filled with helpful resources and illustrative examples, this Fifth Edition covers such areas as marketing, sponsorship, human resource management, financial administration, risk management, safety and security, global event leadership models, media use, legal and ethical considerations, technology, career development, and more.

New and revised materials in this edition include:

- New profiles of leaders in the global events industry from Africa to America and from Bulgaria to Birmingham—learn what makes the greats great and their events truly spectacular
- Five Best Practice examples of exemplary events and over a dozen detailed case studies of all types of events
- Broader coverage of production schedules and the soon-to-be new industry standard, the APEX event specification guide
- Revised discussion of law and ethics in special events
- Over 100 new Web resources throughout text
- Descriptions of the leading meetings and events industry professional certification programs and how to earn these designations

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Editorial Review

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Events

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The Wiley Event Management Series?Series Editor, Dr. Joe Goldblatt, CSEP

The Wiley Event Management Series provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

About the Author

Dr. Joe Goldblatt, CSEP, is the Senior Lecturer in the School of Tourism and Hospitality Management at Temple University, as well as their Executive Director for Professional Development and Strategic Partnerships. An event tourism specialist, Dr. Goldblatt founded The Event Management Program at George Washington University and designed the first Master's of Business Administration concentration in Event Leadership at Johnson & Wales University. He has been an executive producer of his own special events firm, and his credits include presidential inaugurations, galas for foreign governments, and the opening of Trump Taj Mahal Resort. He is a member of the Events Industry Hall of Fame and the recipient of two

lifetime achievement awards as well as Russia's highest honor for creativity and innovation, the Silver Medal.

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