



University of
South Australia

The Concept of Event Management

TOUR 2009

Foundations of Event Management

What is an event?

- In the dictionary:
occurrence, happening, incident or experience
- In this course:
Planned events are temporary occurrences with a predetermined beginning and end. Every such event is unique, stemming from the blend of management, program, setting and people (Getz, 2005 p.16).

What is 'Event Management'?



The **planning and production** of all types of events



The applied field of study and area of professional practice that **draws upon knowledge and theory**.



A profession which is fast gaining global recognition



Knowledge and skills in event management is useful for careers not only in related fields such as *tourism, hospitality, arts, culture, sports, recreation, and leisure*, but also in *HR, PR, marketing and general management*.

EMBOK Knowledge Domains & Classes

Administration	Design	Marketing	Operations	Risk
Financial	Catering	Marketing plan	Attendees	Compliance
Human resources	Content	Materials	Communications	Emergency
Information	Entertainment	Merchandize	Infrastructure	Health & safety
Procurement	Environment	Promotion	Logistics	Insurance
Stakeholders	Production	Public relations	Participants	Legal & ethics
Systems	Program	Sales	Site	Decision analysis
Time	Theme	Sponsorship	Technical	Security

Event management

Administration

Financial

HR

Stakeholders

Planning/Design

Program design

Theme design

Event experiences

Marketing

Marketing plan management

Operations

Logistics management

Site management

Risks

Health & Safety

Security management

Insurance management

Legal management

Why do we need to study 'Event Management'?

Exciting, fast growing

- Increased government regulation
- Rapid globalization of markets and communication

A complex and demanding operational environment

- The growth of use of events by government and industry
- Increased event budget
- A complex logistics

Need sophisticated skills

- Planning
- Management



Event Perspectives

- Government
- Corporate
- Community

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Single match passes for the FIFA Women's World Cup 2023™ are now on sale! The second phase of sales is open until March 3, 2023.

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Everything you need to know



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ABOUT



SPORT | COMMUNITY | CULTURE

PORT ADELAIDE
9-11 DECEMBER 2022

See the Port come to life for three exciting days of sport, community and cultural activations, food, entertainment and more.

Event Perspectives

Government

➤ National

➤ State

➤ Local



The use of events - Government

- To create quality of life for locals
- To create public recreation and celebration spaces
- For urban regeneration and renewal
- To gain tourism economic benefits

The use of events- Corporate

The corporate world is increasingly using events



**Internally: aimed at
business practices and staff**

Motivate and educate staff

To improve company morale



**Externally: aimed at
customers and clients**

To raise brand awareness

To increase profitability and income

Event-focused integrated marketing
programs

The use of events - Community

Community events / Regional festivals are organised by local community, local business associations etc.

- To create social capital and community wellbeing
- To strengthen a sense of community, community pride and belonging
- For economic benefits



References

Getz, D. (2005). *Event management and event tourism*. 2nd ed ed. Elmsford, NY: Cognizant Communication Corporation.

Silvers, J. R., Bowdin, G. A. J., O'Toole, W. J., & Nelson, K. B. (2005). Towards an International Event Management Body of Knowledge (EMBOK). *Event Management*, 9(4), 185–198.
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