



Event Portfolio Planning and Management: A Holistic Approach (Routledge Advances in Event Research Series)

By Vassilios Ziakas

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Cities and regions around the world increasingly capitalize on a series of events aimed at optimizing their reach and outcomes. How then can a series of different events be developed and harnessed? What are the conditions and the means by which synergies and collaboration among different events and their stakeholders can be fostered? This book for the first time explores how managers and host communities can synergize sport, cultural and other planned events in a portfolio in order to attain, magnify and sustain their outcomes.

The incorporation of different events into a portfolio requires an integrative way of viewing the different community purposes that they serve in unison. This book elaborates on this holistic approach by developing an integrative theoretical framework for conceptualizing event portfolios, and examining their challenges and prospects as well as potential as tools for sustainable development. It therefore presents the foundations of event portfolio planning, the patterns of inter-organizational relationships within collaborative events networks that foster the conditions for community capacity-building and the requirements for the design and development of event portfolios. Topics are considered from varying perspectives and examples of emerging event portfolios from a range of geographical regions are integrated throughout.

Uniquely providing a holistic framework for planning and managing a series of events this is essential reading for all those interested in Events Policy, Planning and Management.

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About the Author

Dr. Vassilios Ziakas is Senior Lecturer in Events Management at Leeds Metropolitan University. His research focuses on issues relating to sport and leisure policy at the regional, national and international levels.

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