



Events Feasibility and Development (Events Management)

William O'Toole

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Events Feasibility and Development: From Strategy to Operations answers two fundamental questions faced by all events planners and organizers: how do I justify this event to the client? and why are we spending money on this event?.

With a user-friendly learning structure containing bullet points, questions and exercises and international case studies (Australian Taxation Office, Saudi Arabian events returns, Fuji-Xerox events), *Events Feasibility and Development: From Strategy to Operations* looks at issues such as:

- the process of creating a feasibility study
- events forecasting models and cost/benefit analysis
- types of events (exhibitions, sports, festivals) and their benefits and returns
- project management tools for measuring return on investment.

Companion website: www.eventsf.com -- contains videos, colour photos and a list of related resources.



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