



# Press Release

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## Managing an Event- Ensuring that you have thought of everything

What is an event? An event is an occurrence, usually a special occasion. It can be either “a thing that just happens”; or a “planned social or public occasion”. An event is not always planned, but in the world of event management, the more planning that goes into an event, the smoother the event will run. Organising an event requires understanding of the basic fundamentals and variables associated with an event.

With 120 pages, this comprehensive ebook on Event Management will guide the reader through the complexities and considerations for managing and organising an event.

The Event Management Ebook covers the following topics:

- Chapter 1- Scope and nature of Event Management
- Chapter 2- Developing a concept and planning
- Chapter 3- Organising the resources required
- Chapter 4- Catering: Food and Drink
- Chapter 5- Promoting an event
- Chapter 6- Managing the clientele
- Chapter 7- Risk management, legalities and contingency planning
- Chapter 8- Delivering the event
- Chapter 9- Organising celebrations and parties
- Chapter 10- Organising exhibitions
- Chapter 11- Organising conferences and seminars
- Chapter 12- Working in the events industry

Written by John Mason and staff of ACS Distance Education, Event Management will provide you with a great foundation on managing a whole range of events.

Available from our online bookshop now:

<http://www.acsbookshop.com/product-event-management-pdf-ebook-5645.aspx>

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If you have any queries or would like to arrange an interview or a review copy of this eBook, please call or email the ACS head office on the Gold Coast on (07) 5562 1088 and ask for our Media and Marketing Officers ([admin@acs.edu.au](mailto:admin@acs.edu.au)).

**About ACS Distance Education** ... Established in 1979, ACS Distance Education is a leading Australian Distance Education provider offering over 600 courses via correspondence, online or on CDs. The Institution has offices in Australia, United Kingdom and is operated through Affiliates in Australia, Philippines, Singapore, UK, New Zealand, France and Ireland. ACS has educated thousands of students, many of whom have gone onto successful employment, both in industry or in their own businesses. The school employs staff in 3 states of Australia, plus the U.K., U.S.A and New Zealand.