Event Policy: From Theory to Strategy

Malcolm Foley, David McGillivray, Gayle McPherson

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As the event management field expands, there has been an emergence of a distinctive 'events' policy field of study and a need for more advanced texts that look at this subject with a multidisciplinary research and theoretical orientation.

Events Policy: From Theory to Strategy is the first text to embrace this new direction in the field of events management. Its main aim is to locate the phenomena of events (and festivity) within a theoretical and strategic framework and, in doing so, demonstrate the links between the development of events in policy-making and the theoretical exploration of the role of events as policy. Building on a strong coherent framework, the book explores the conceptual terrain in which events and festivities are located, evaluates the range of theoretical perspectives pertinent to the study of events policy, appraises the socio-economic and socio-cultural implications of event-led policies internationally and draws together the main theoretical and event policy issues for the future. It utilizes a good range of international cases, from Dubai, Singapore, New Orleans and Glasgow, to help demonstrate the relationships between theory and strategy, and includes useful features to help students understand the subject and deepen their knowledge of the events policy terrain.

This groundbreaking volume will be essential reading for students, researchers and academics of events and other related disciplines.

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