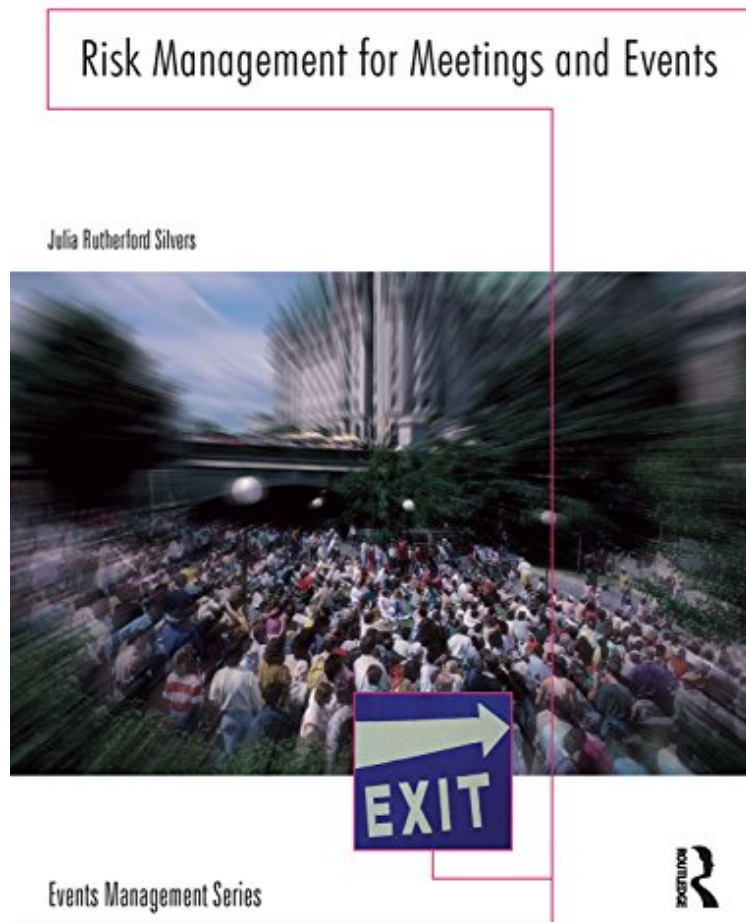


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Risk Management for Meetings and Events (Events Management)

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Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities mdash; legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures the hosting

organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. Risk Management for Meetings and Events examines the practices, procedures, and safeguards associated with the identification, analysis, response planning, and control of the risks surrounding events of all types. Written by an experienced author it:

- * Provides a solid, easy-to-read conceptual foundation based on proven risk management techniques
- * Includes ready-to-use templates designed specifically as learning exercises for students and professionals
- * Comprehensively discusses effective strategies for managing the risks associated with design, planning and production of public and private events

Risk Management for Meetings and Events is a comprehensive and practical guide which supports academic and professional development programs that prepare individuals for entering or advancement in the meeting and event management industry.

“The prowess of industry professional, scholar and accomplished writer abound in the work of Julia Rutherford Silvers, CSEP. This highly effective atlas of risk management skills and techniques provides students, professors and industry professionals with a due diligence road map in an emerging profession desperate for methodical tools to ensure the success and safety of all stakeholders in meetings and events. The integration of risk management and meetings/events management is comprehensive and reveals the breadth and depth of knowledge possessed by Silvers. Risk Management for Meetings and Events is a highly effective resource that should sit on the bookshelf of all meetings and events professionals.”

Kathleen B. Nelson, Ph.D., CSEP, CMP, Director of Executive Master in Hospitality Administration Executive Master in Event Management, William F. Harrah College of Hotel Administration, University of Nevada Las Vegas

“The most comprehensive book on risk management related to meetings and events. A must read, even for experienced professionals.”

Professor Harith Wickrema, School of Tourism and Hospitality, Temple University, Event Planner of the year 2001, President, Harith productions Ltd

“In a complex industry where many believe that the work performed by meeting professionals is 'not brain surgery', Julia Silver comprehends the issues that will keep people safe and secure and is able to convey methods by which industry professionals can prepare for contingencies. This book provides anyone - meeting planner, facility or vendor staff, volunteer - involved in meeting and event management with an understanding of why and how to keep people and property safe at events. A must read.”

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From the Back Cover

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About the Author

Julia Rutherford Silvers, a Certified Special Events Professional, is an adjunct faculty member of the Tourism and Convention Department at the University of Nevada, Las Vegas, for whom she teaches Meetings and Event Risk Management and Meeting and Event Coordination online. She designed and wrote the Event Management Training

Program for South Africa's Tourism Learnership Project National Certificate in Tourism: Event Support, the CSEP Study Course Workbook for the International Special Events Society, as well as numerous distance learning courses, instructional videos, CD ROM lectures, books, magazine articles, and award-winning research papers on event management topics. She is the originator of The Event Management Body of Knowledge (EMBOK) Project, an educational resource on her web site that illustrates and examines the scope of knowledge and processes used in the events industry.