



## **The Future of Events & Festivals (Routledge Advances in Event Research Series)**

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The growth of events and festivals has been significant over the last decade and a wide range of skills are essential to ensure those events are successful. This requirement has been instrumental in stimulating the creation of more tertiary education opportunities to develop events management knowledge. As the discipline develops, knowledge requires direction in order to understand the changing advances in society.

This is the first book to take a futures approach to understanding event management. A systematic and pattern-based understanding is used to determine the likelihood of future events and trends. Using blue skies scenarios to provide a vision of the future of events, not only capturing how the events industry is changing but also important issues that will affect events now as well as the future. Chapters include analysis of sustainability, security, impacts of social media, design at both mega event and community level and review a good range of different types of events from varying geographical regions. A final section captures the contributions of each chapter through the formation of a conceptual map for a future research agenda.

Written by leading academics in the field, this ground breaking book will be a valuable reference point for educators, researchers and industry professionals.

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