Providing a comprehensive guide to understanding, planning, promoting, and producing special events, this seventh edition of *Special Events, 7th Edition* describes the theory and practice of all aspects of event management. Written for current and future event leaders, the text continues to expand its emphasis on the growing globalization of the profession, taking into account the skills leaders need to deal with other cultures, societies, and business practices to plan and deliver successful events. New coverage includes sustainability, technology, security/risk management, and the impact of social media on events and event marketing. 15 all-new case studies have been included, as well as a brief glossary of terms at the end of each chapter to further define the terms used in the chapter.

**ABOUT THE AUTHOR**

**PROFESSOR JOE GOLDBLATT, ED.D., FRSA** is currently executive director of the International Centre for the Study of Planned Events and Full Professor at Queen Margaret University, Edinburgh, Scotland. He was the founding president of the International Special Events Society and developer of the original Certified Special Events Professional (CSEP) program. An event tourism specialist, Goldblatt founded The Event Management Certificate Program at George Washington University, designed the first Master’s of Business Administration concentration in Event Leadership at Johnson & Wales University, and created the Executive Certificate in Event Leadership at Temple University. He was the executive producer of his own multi-award-winning special-
events firm and was named Professional Convention Management Association Educator of the Year. He is a founding member of the Event Solutions’ Events Industry Hall of Fame, the recipient of two lifetime achievement awards, and the first educator to be inducted into the International Festivals and Events Association Hall of Fame.

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