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**Festival and Special  
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Students will have knowledge of theoretical and hands-on managerial tools that are required to

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successfully conceptualize, design and plan a festival or other large/complex event, and assess the associated impacts and risks.

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influence on perceived value and behavioural intentions in a special event in Thailand  
Supawat Meeprom, Tongrawee Silanoi. The aim of this study is to examine the impact of perceived special event quality on perceived value and behavioural intentions. Specifically, it was proposed ...

**International Journal  
of Event and**

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event management,  
both physically of  
those attending, and of  
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Festivals and special events are a growing business in the world's current trends. With special events growing and generating more and more money for communities and nations this assignment will take an in depth look how

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## **festival and special event management - 2682 Words | Bartleby**

Event management is the application of project management to the creation and development of small and/or large-scale

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personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually ...

**Event management -  
Wikipedia**

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