



Grundwissen Eventmanagement (German Edition)

Dieter Jäger

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Kongresse, Festivals oder sportliche Großveranstaltungen planen und organisieren - das ist für viele ein Traumberuf. Hinter diesen Events steckt allerdings eine hochprofessionelle Branche. Das Buch verrät Studierenden und Quereinsteigern alles Wissenswerte über Geschichte, Akteure, Organisationen und Event-Formate. Zudem vermittelt es griffig das Grundwissen rund um die Eventplanung, -umsetzung und -evaluierung. Kurzum: Das Taschenbuch ist ein Must-have für alle (angehenden) EventmanagerInnen.



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