

Events Feasibility and Development: From Strategy to Operations answers two fundamental questions faced by all events planners and organizers: how do I justify this event to the client? and why are we spending money on this event?. With a user-friendly learning structure containing bullet points, questions and exercises and international case studies (Australian Taxation Office, Saudi Arabian events returns, Fuji-Xerox events), Events Feasibility and Development: From Strategy to Operations looks at issues such as: the process of creating a feasibility study, events forecasting models and cost/benefit analysis, types of events (exhibitions, sports, festivals) and their benefits and returns, project management tools for measuring return on investment. Companion website: [www.eventsfd.com](http://www.eventsfd.com) -- contains videos, colour photos and a list of related resources.

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