

CALL FOR BOOK CHAPTERS

Events Mismanagement: Learning from failure

Edited by Tim Brown, Tom Fletcher, Lindsey Gaston & Phil Higson

Dear Colleagues,

We are inviting contributions for chapters for a new edited text - *Events Mismanagement: Learning from failure*.

Rationale

With events being estimated to be worth £70 billion in the UK, and hundreds of \$billions worldwide, the stakes are incredible high for the event industry and for event professionals to deliver high quality events. This is coupled with an expectant consumer who has increasingly high demands for quality and value for money. Events professionals are therefore under intense pressure to continually exceed these expectations. Under this pressure, and with increasing demand for more innovative events, mistakes do occur, some minor but too many that are catastrophic. Whilst these case studies are often cited by leading event professional associations and networks, as well as in event education for 'learning', there is potentially far more that can be learnt from a more systematic appraisal of the mismanagement of events.

Currently there is limited scholarship regarding the *mismanagement* of events, as the overwhelming extent of the literature focusses on the creation, design, planning, managing and evaluation of events. The proposed title therefore aims to build knowledge by examining the failure of events in the context of the various planning stages of the event management process and how we can learn from these event failures.

Topics

The themes of mismanagement within the book are therefore aligned to accepted core event management planning and operational approaches. These include (but are not limited to) the following:

- Concept stage
- Feasibility stage
- Planning / project management
- Marketing & Promotion
- Communication
- Budgeting / Finance
- Location / Venue
- Sustainability / environmental
- People – (volunteers, stakeholders, staffing)
- Risk Management – (crowd management)
- Security
- Logistics
- Evaluation

Book / Chapter Theming

It is envisaged that each chapter should have a clear outline of what the chapter is designed to cover (objectives) as well as concluding / summarising 'what we have learned'. Each chapter is designed as a case study approach, aligned to the relevant event planning process and will explore how core event planning theory and concepts often fail to emerge in practice, and why.

This approach will help to provide a consistent thread throughout the entire text, in order to link each chapter and the various case studies together more succinctly.

Below is an outline of how the text / chapters are proposed in order to provide a feel for the overall design and flow. This is not an exhaustive or prescribed list and the order and areas covered may evolve in line with the chapter contributions that are received.

Events Mismanagement: Learning from failure.

Chapter 1 – Introduction to Events Mismanagement – what we can learn from failure in events.

Concept stage

Chapter - What is the point? – failing to fully conceive the concept (purpose / objectives of the event, event theme, venue / space, target audience, finances, team skills and abilities, critical failure factors (CFF) as opposed to critical success factors (CSF) etc).

Feasibility stage

Chapter – Predicting the unpredictable (Beach Boutique II, 2002; Justin Bieber Concert, Norway, 2012, etc).

Planning / project management

Chapter – Fyre Festival – the biggest festival flop (no planning but amazing marketing)

Chapter – 'Free' Events – unforeseen consequences of free events (Love Parade 2010, transport & traffic issues etc).

Marketing & Promotion

Chapter – Fyre Festival – the greatest show on earth (all style but no substance)

Chapter – Style over substance – when event marketing fails to deliver the experience promised (Fyre Festival, Winter Wonderland, etc)

Communication / CSR / Ethics

Chapter – Leave them wanting more – when the communications fail (Hope & Glory Festival Liverpool, Creamfields flooding and evacuation 2012).

Chapter – And the winner is.... When awards get it wrong (Oscars / diversity etc).

Chapter – Last past the post – ethical failures (Cheltenham festival / Horse racing in UK in March went ahead despite the Corvid 19 risk, etc).

Budgeting / Finance

Chapter – Sports Stars – lessons learnt from mega sporting events (Olympics, FIFA World Cup, Rugby World Cup, Cricket World Cup, Superbowl etc).

Chapter – Counting the cost – the financial impact and burden of mega events on host countries (Olympics, Winter Olympics, World Cups etc).

Location / Venue

Chapter – Location, Location, Location – problems encountered with venues and event spaces (indoor v outdoor, location, suppliers, communication etc)

Sustainability / environmental

Chapter – Weatherproof – when nature strikes (flooded venues, smoke at NYE London fireworks, Australian bushfires, Indiana State Fair 2011, Pukkelpop 2011, etc).

People – (volunteers, stakeholders, staffing)

Chapter – Amateur hour – why it pays to have a professional manage events (Winter Wonderland Events, volunteers etc)

Risk Management – (crowd management, contingency planning)

Chapter – Crowd mismanagement – when poor event or space design leads to disaster (Hillsborough 1989; Haij stampede 2015, etc).

Chapter – Flying Lessons – what we have learnt from Air-shows (Shoreham, Dayton, Reno Air Races etc).

Chapter – In sickness and in health – coronavirus, pandemics and their impact (HK 7s / Singapore 7s / Chinese Grand Prix / Chinese New Year / conference & MICE events and impact of this – economic and political)

Security / Legal

Chapter – Overcoming Terror – learning from Boston Marathon, MEN Arena, Las Vegas (route 91 harvest festival).

Chapter – Its all in the small print – misunderstanding the contract (i.e. event cancellation, insurance 'cover' etc).

Logistics

Chapter – Food for thought – catering for the unexpected OR Recipe for disaster – when catering goes wrong (food safety and standards; mass food poisoning, etc).

Chapter – Technical issues – when technology failure results in event failure (overly complex AV / Tech, overreliance on technology, power outages etc)

Evaluation

Chapter – Event Legacy – a failed opportunity (Olympic games, World Cups, etc).

Chapter – Event evaluation – the customer is always right? (failing to listen to or act on feedback, customer complaints, social media calamities, etc).

Final Chapter – Conclusion and summary

Submission Process

Each chapter contribution is subject the following review and submission procedures:

1. Author(s) submit their interests providing a working title and a 350-word abstract of the proposed chapter. Abstracts should include title, authorship list, author affiliations, contact information and keywords.
2. If your abstract is found to be suitable, you will be invited to submit a full paper. Each chapter contribution needs to be a maximum of 5000 words long.
3. The chapters will go through a double-blind review process
4. Based on reviewer's recommendation, the editors will decide whether a particular submission should be accepted as it is, revised and resubmitted, or rejected.

Deadlines:

Abstract submission deadline: Monday 31st August 2020

Interested authors should email their abstracts (350 words) to: t.brown@chester.ac.uk

Outcome of abstract submissions communicated: Friday 2nd Oct 2020

Full chapter submission: Friday 30th April 2021

Review and communicate results: 1st October 2021

Submission to publisher: 14th January 2022

Publication of text: Spring 2022