

1 **Multiplicity of events: towards a new model of events in practice**

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Introduction

The academic field of events management has evolved rapidly in the last 30 years, and an element of this evolution is the adoption and amalgamation of a range of existing theories, concepts and academic ideology from other disciplines such as business, health and safety, finance and accounting, marketing, communications, and project management, as well as the development of specialised events management techniques and processes (Bowdin et al, 2024; Dowson et al, 2023; Getz & Page, 2020). This continuous development of events knowledge, concepts and practice, and its dissemination, is in keeping with a Community of Practice approach, whereby the event ‘communities’ (academia, professionals, associations, etc) learn and develop knowledge and understanding in order to improve, enhance and share this knowledge, thus enhancing performance and practice (Brown & Stokes, 2021).

The creation of an overarching Event Management Body of Knowledge (EMBOK) between 1999-2005 was seen as critical to the events management’s academic credibility, as well as its continued development and enhancement of knowledge and practice (Bowdin et al, 2024; Jiang & Schmader, 2014; Slivers et al, 2006). Alongside this body of knowledge has been the development within the academic literature of a wide range of event management process models which demonstrate how and why events function, to aid students, academics, and practitioners alike.

There are at least 28 differing event management process models currently in the academic literature, which explain in varying levels of detail and complexity the entire event process from the initiation to execution, event delivery and post event activities. The sheer variety and differences that these models represent highlight some major disparities in the events management literature, as there are some significant differing perspectives upon what is deemed by academics as being critical to the successful creation and delivery of events. How are event professionals, students and academics able to determine the right process or actions to take in managing and delivering events if there is a potentially significant lack