

# **Reimagining and Reshaping Events:**

**Theoretical and practical  
perspectives**

**Jeff Wrathall and Effie Steriopoulos**

**(G) Goodfellow Publishers Ltd**

**(G)** Published by Goodfellow Publishers Limited,  
26 Home Close, Wolvercote, Oxford OX2 8PS  
<http://www.goodfellowpublishers.com>

British Library Cataloguing in Publication Data: a catalogue record for this title is available from the British Library.

Library of Congress Catalog Card Number: on file.

ISBN: 978-1-911635-89-5

DOI: 10.23912/9781911635871-4918

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Design and typesetting by P.K. McBride, [www.macbride.org.uk](http://www.macbride.org.uk)

Cover design by Cylinder

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## Preface

For centuries a broad array of planned events and festivals have defined cultures, communities, nations and other collectives. For individuals, planned events may represent important milestones, are often memorable and sometimes transformational. This book examines the management of those events in terms of:

- The key concepts essential to an understanding of planned events and how they can be designed and managed in a manner that generates anticipated outcomes and legacies.
- Case studies that provide the context for those concepts, that enrich our understanding of planned events, and highlight essential elements associated with the management of planned events.
- Controversies that arise as a result of the nature of planned events, the people that design and manage them, the multitude of event stakeholders that influence their outcomes, and the impact that they have on people and communities around the world.
- Industry expert profiles, reflections and perspectives on future trends in the events industry

The book is divided into 11 chapters which commence with learning objectives, include definitions and explanations of key concepts, elaborate on the associated controversies and end with relevant case studies. It is targeted at higher education students of business related degrees that offer streams or majors in event management / marketing.

Partly due to the COVID-19 crisis of 2020 and 2021, the events industry is undergoing fundamental change. It seems likely that the 'new normal' will be characterised by a quite different, transformed, events landscape. In addition to the COVID-19 crisis, other forces that are transforming the events industry include technological advances that had commenced well before COVID-19, and more informed approaches to event sustainability.

## About the authors

### Dr Effie Steriopoulos

Effie is an event management lecturer at William Angliss Institute, Melbourne, Australia. She coordinates and teaches: the event industry, marketing and communications, business development in events, social media and brand strategy, and event evaluation and innovation. Her PhD is situated in the marketing discipline and explores how transformative experiences act as a catalyst for consumers and create brand loyalty. Her research approach is based on phenomenological practice and a qualitative design incorporating thematic analytical approaches. Effie's research interests are transformative experiences, experiential and emotional marketing with a consumer behaviour focus.



Effie also sees events as ways to engage with students, offer them authentic educational experiences and create opportunities for individual transformation. She has published papers in 'experiences' relating to tourism and events, overseas study tours and iconic brands. She keeps abreast of event industry developments running annual seminars for students, alumni, and industry. She is also interested in exploring how events can be used as tools for place and destination marketing, while promoting brands and social inclusivity.

Effie is on the executive board for the Council of Australasian Tourism and Hospitality Education (CAUTHE), a CAUTHE Chapter Director and co-chair of the Event Special Interest Group (SIG).

She lived in Greece for 17 years, worked as a tour guide offering immersive tourism experiences, and decided to move back to Melbourne in 1996. She also speaks Greek and basic German. <https://www.linkedin.com/in/effiesteriopoulos/>

## Dr Jeff Wrathall

Dr Jeff Wrathall is a Senior Lecturer in the Faculty of Higher Education and Course Leader of the Bachelor of Event Management at William Angliss Institute, Melbourne, Australia. He has also worked as a Senior Lecturer at Monash University, Gippsland Campus for approximately 18 years. At Monash University, Jeff initiated the development of a range of international business events for senior executives from China and other parts of Asia.



Jeff holds a PhD in Education which explored alternative designs for the content and delivery of MBA programs offered by Western universities in China and was based on an examination of Chinese culture and Chinese learning styles. This reflects Jeff's current research interests in cultural differences and the implications in terms of the design and management of international events.

Jeff has also worked as the Director of Australia-China Executive Training (ACET) where he was involved with the design and management of a range of business events including training events and conferences conducted in China and Australia for Chinese executives. These events were aimed at the provision of leadership training and the provision of management knowledge, skills, and expertise required to operate effectively in a globally competitive and dynamic environment. ACET was also involved with a range of consulting programs, activities, and events throughout China, as well as the development and maintenance of a broad network of event industry professionals, locally and internationally.

In addition, Jeff has worked for one year as a Visiting Associate Professor at Wuhan Iron and Steel University in Wuhan, China. During that time, Jeff was involved with the delivery of MBA subjects to managers in the Chinese iron and steel industry, as well as consulting activities with a diverse range of client organisations in China's public and private sectors. He has also co-authored a previous textbook in Event Management.

## Acknowledgements

The authors would like to express their thanks to William Angliss Institute for their support during the writing of this book.

Our sincere thanks go to Sally North, Editorial Director, for her tremendous support during such a difficult period.

The authors would further like to acknowledge the contribution and expertise of several event professionals, and to thank them for the photographs and illustrations which they have supplied:

Allison Anderson

Annmaree Angelico

Almila Bailey-Ertürk

Sharon Calleja

Leo Gester

Conan Gomes

Grant Gray

Meegan Jones

Peter Jones

Nicholas Kalogeropoulos

Garth Lategan

Joe McGrath

Bennett Merriman

Jenny Mitten

Georgie Stayches

Kate Stewart