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The special events sector of the industry broadly consists of private events, sporting events, public events, and fairs & festivals. They are considered 'special' events because they are outside of the host's normal business, program, or activity.

Special Event Planning: Definitions and Examples

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Festival and Special Event Management has been translated into Portugese, Chinese, and Korean, and has also been adapted for the UK market. The authors have taught event management throughout Australia and in locations as diverse as Kuala Lumpur, Beijing, Edinburgh, Auckland and Cape Town.

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The Barbican has continued to strengthen its team with the appointment of Silvana Ambrosiou as a Business and Event Manager. Silvana began her role in the Barbican Business Events team earlier this month and will be responsible for the management of commercial events, client relationships and liaising with the various departments across Barbican Centre.

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